

Interra Credit Union Replaces FBCU Name

Effective Monday, August 4, Interra Credit Union replaces the name of Farm Bureau Credit Union. The name change is a result of a request from The American Farm Bureau Federation, the entity that holds a trademark on “Farm Bureau” and “FB.” Credit union members were notified of the process late last year and, following a week-long voting process, approved the new name of Interra Credit Union by a 96% majority last March.

A committee of board members, management, staff and members worked to choose a new name that would reflect the credit union heritage, while looking forward to the future. After consulting with a professional naming firm, and considering more than 100 options, “Interra” was selected. “We wanted a name that spoke to the area and our members,” Jack Sheets, president, said. “Interra can be literally interpreted as ‘Indiana land,’ with ‘In’ representing Indiana, and ‘terra’, meaning land.

“We feel Interra honors the credit union’s roots in the agricultural community,” Sheets said. “At the same time, it allows us to move forward and create the best credit union for our members and potential members in the future.” Through the name change process, it is important to note that no other entity bought or took over the credit union, he added.

Credit union signs at all nine Elkhart County offices are changing this weekend and the doors will open as Interra Credit Union Monday morning. Inside the offices, brochures, forms, posters and other items are changing to reflect the Interra Credit Union name and logo.

As part of the transition, Interra Credit Union is introducing a new website, interracu.com, featuring the new brand look and feel, and many enhancements to benefit members. Those who go to the previous address, fbcu.com, will be automatically redirected to the new site.

Members have received communications that they can continue to use their FBCU checks until they need to reorder, and that they can also use their existing debit and credit cards. Also, credit union members have been informed that there will be no interruption in their direct deposit or other electronic transactions.

To further serve members, three Interra offices are now offering expanded hours. The Nappanee, New Paris and Millersburg offices are now open on Wednesdays, reports Sanford Miller, vice president. In addition, Millersburg office hours are now 8:30 a.m. to 5:00 p.m., Monday through Friday, and 8:30 a.m. to 12:00 noon on Saturday.

An open house will be held at all offices August 15-16 to commemorate the “new” Interra Credit Union. In addition, special savings and loan offers will be introduced at that time.

Interra is a full-service member-owned financial cooperative, founded more than 76 years ago, in 1932. Today, it serves more than 44,000 members, with assets of more than \$455 million. Headquartered in Goshen, the credit union has nine offices throughout Elkhart County – four in Goshen, and also in Middlebury, Millersburg, Nappanee, New Paris and Wakarusa.