



INTERRA CREDIT UNION WINS AWARD

April 22, 2021 – Interra Credit Union recently participated in the Credit Union National Association’s (CUNA) Marketing & Business Development Council Conference. The conference was held virtually Monday, April 12th through Thursday, April 15th.

In addition to training and round table discussions, the conference contained an awards segment called the Diamond Awards. A Diamond Award is the pinnacle of credit union marketing and business development, comparing marketing deliverables to other credit unions. Competing against nearly 1,200 other entries and credit unions from across the nation, Interra won a Diamond Award for their efforts in the “Crisis Management” category as it related to the credit union’s pandemic response plan. “Through a completely unprecedented year, this national Diamond Award is a direct reflection of Interra’s Marketing team and their dedication to our members and staff,” stated Meegan Siegwarth, Vice President of Marketing for Interra Credit Union. Holly Nunemaker, Assistant Vice President and Marketing Director went on to share that “this award is a result of the hard work and commitment to excellence that Interra represents. It is truly an honor to receive this recognition.”

Crisis Management in 2020 required creative and unique communication for both Interra’s members and employees. Interra trailblazed through this with emails, newsletters, exterior and interior signage, social media, videos, a custom COVID website page and web conference meetings. The rollout of enhanced technology services such as appointment scheduling and texting alerts assisted in the management during the pandemic time as well. Even a wristband initiative for employees of wearing a red, yellow or green band allowed staff to visually share their comfort level without having to say a word. In addition, employee appreciation activities were supported with such things as online meeting bingo, gift cards, apparel, food truck lunches and even a socially distanced/pandemic approved bar-b-que.

“Much of the crisis management in 2020 was handled with late nights, early mornings and the need to be nimble in order to adjust with the ever-changing effects of the pandemic on the country and our communities,” Siegwarth stated. “Interra’s staff remained committed to “being IN this together.” I couldn’t be more proud of the Marketing Department and the laser focus they had during such a unique time,” she concluded.

Interra, headquartered in Goshen, was chartered in 1932 and has assets of \$1.5 billion. The credit union’s field of membership spans 18 counties in northern Indiana, with more than 300 full and part-time employees serving more than 85,000 members. Interra currently operates 16 offices in Elkhart, Kosciusko, LaGrange, Marshall and Noble counties in Indiana and via a suite of robust electronic services at interracu.com.

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