

February 2018 Newsletter

CURRENCY

(702) 228-2228 • ccculv.org



High School Student Wins First Prize for Business Club Project on CCCU

As a Senior in high school, Dallin Luth took a marketing class that got him involved in DECA, a business and marketing club that is run internationally. The club encouraged him to enter a competition that required a 30-page research paper on the subject of his choice. As the son of CCCU Board Member Spencer Luth, it was only natural that Dallin chose the finance category and selected the credit union as his subject.

Dallin focused his project on the customer service philosophy and techniques at CCCU. Members at the North Decatur branch may have met him as he gathered research and interviewed people about their experiences with the credit union.

"I received great results from the members when I asked them about CCCU's customer service," said Dallin. "It was actually hard to find areas to improve."

To get the management perspective, he also met with CEO Matt Kershaw and other CCCU leadership to ask about how they handle customer service both in the branches and online.

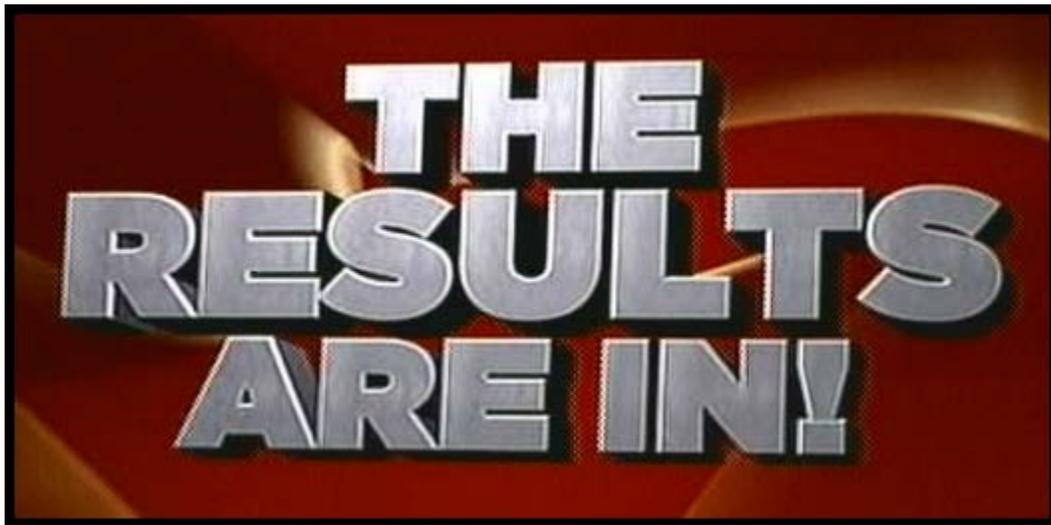
Dallin's paper outlined CCCU's customer service strategies and his recommendations for management. "I was able to get really good insight from CCCU including important details that made my presentation stand out from the

others,” Dallin said.

Earlier this month, Dallin won first place in the finance category for the entire State of Nevada. He received a trophy and \$100, plus the chance to compete at the international competition in Atlanta later this year.

This experience has opened Dallin’s eyes to the world of business and though he was previously interested in pursuing a medical career like his father, a local dentist, he is now considering business school. Before going to college, he plans to serve a two-year mission for his church and then go up to BYU.

Outside of his classes, Dallin plays lacrosse for his high school and he serves on the city’s youth council.



2018 Annual Election Results

This year’s CCCU official annual meeting took place on Thursday, January 19. At the meeting, the nominating committee for the Board of Directors reported that all incumbent directors were re-elected to two-year terms on the board by acclamation, as they ran unopposed in this year’s election.

The Board is now comprised of Eric Jorgenson, Chair; Debbie Conway, Vice-Chair; Doug Spring as Secretary/Treasurer and members of the board: Ed Zagalo, Michael Schramm, Ted Olivias and Elise Haney.



What's on the Horizon for Henderson?

Those who live and work in Henderson will soon get to visit CCCU's brand new branch, currently under construction on East Lake Mead near Water Street.

The shell of the branch is nearly complete, and in the next few weeks, the roof and finishing touches will also be done. After the shell is sealed from the effects of the weather, the interior will come along very quickly.

The new branch will pay homage to the rich history of Henderson, retaining the historic tribute wall of black and white city images that now decorate the current branch. Many of our long-time members are featured in these post-war photos, and others often recognize their friends or family members as well.

The branch will also feature scenic landscape of the surrounding areas, including a 55-foot long photomural of Lake Mead from CCCU's Chief Marketing Officer and Emmy award-winning photographer, Mark Andrews.

Another feature we think you will really appreciate is a much larger members-only parking lot for you to conveniently visit the branch.

The branch will likely open at the end of April 2018. Stay tuned for more updates!



We Love Our Members!

During February, the month to express our love and appreciation for others, the staff of CCCU would like to tell our fabulous members how much they mean to us! Here are just a few of the comments we received from CCCU employees about their experiences working with you:

- “Our members are the best! The members who come into the Decatur branch treat us like family – so what’s not to love?”
- “I love that our members are an extension of our family and we are part of theirs. We can pick them up when they are having a bad day and they do the same for us!”
- “I love how patient and understanding our members are!”
- “I love that the members come prepared to the credit union. They are patient and understanding!”
- “I love that the members trust us with all their financial information and come to us with their questions.”
- “Our members are so great, they even bring us soup when we are sick!”
- “I love our members’ diverse array of personalities and their loyalty to Clark County Credit Union. Many are multi-generational members and I love being able to help them with their different needs.”