



Greater Southwest

CHAPTER OF CREDIT UNIONS

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KALAMAZOO, MICHIGAN –March 9, 2016—On February 16, 2016, 78 credit union employees attended the Greater Southwest Chapter of Credit Unions Education Committee’s two-hour training event called “Dynamic Sales and Service Excellence” for Chapter Credit Union employees.

The class, which included speakers from five Chapter credit unions, gave attendees the tools to become champions of service, with special focus on teaching improving the overall member experience, and tips on how to identify opportunities, overcome objections, and build relationships to improve the quality of service provided.

“Our goal is to provide quality learning opportunities for Chapter Credit Union employees, drawing on the expertise of the Committee members,” said Melissa Mullins, Financial Counseling Manager at Kalsee Credit Union and Chairperson of the Chapter Education Committee. “It was very rewarding to see the great turnout of employees and how well received this education event was by our Chapter Credit Unions.”

The Chapter Education Committee plans to host several education events each year, with the emphasis on lending, credit reports, bankruptcy and foreclosure. They also plan to continue hosting their annual Attorney and Credit Union Networking Event.

The Greater Southwest Chapter of Credit Unions is a subdivision of the Michigan Credit Union League. The Chapter is comprised of representatives from various southwest Michigan credit unions and has a mission of community support, as well as promoting legislative and regulatory advocacy among its local government officials.

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