

It's official...

We are now

JOURNEYTM

CREDIT UNION

Why a new name?

Our Board and Management have built one of the strongest financial institutions in Central Iowa by making prudent and strategic business decisions that ensure our growth and health.

The Board of Directors has annual strategic planning sessions. In these sessions, they look at what is needed to ensure the Credit Union continues to prosper. The process of updating our image started on this new and exciting path over a year ago. A process that was spearheaded by a member survey that provided input about the future of Tradesmen Community Credit Union. These member responses gave direction to what improvements were needed to best serve our members and the communities we support.

Member feedback showed our credit union needed a more inclusive and modern image to successfully continue to provide the best member experience for everyone.

The name Tradesmen Community Credit Union has worked well for us over many years. However, it no longer accurately depicts or portrays who can join our credit union. In an effort to be as pertinent as possible and offer the best credit union benefits to our growing local population, a change was necessary.

*Working hard
for
hard-working
people*

SAME VALUES SAME SMILING FACES

We're always committed to helping you succeed financially. Our focus is providing service customized to your needs as an individual throughout all stages of your life. Your feedback helped us recognize a disconnect in our visual look and communication. We responded by developing a **fresh new look** that better **represents who we are, where we came from and where we are going.** Our new image and name embodies the history, personality and culture of your credit union.

**Even though our logo and name have changed,
our people and values have not.**

We continue to be the same credit union you know and trust.

Learn more about our new brand www.journeycu.org/FAQ

MONEY MATTERS
SUMMER EDITION

YOUR
JOURNEY
— AWAITS

culture (noun)

—the feeling of fellowship with others as a result of sharing common attitudes, interests, and goals, especially in the context of the social values and responsibilities.

JOURNEY[™]
CREDIT UNION

SAME *people*
SAME *values*
SAME *services*

You Love

What is changing?

OUR NAME — LOGO — COLORS — WEBSITE ADDRESS

Whats **NOT** *changing?*

account numbers — routing number — experienced staff members — service to members — locations — products — values — dedication — debit card numbers — credit card numbers — our phone numbers — transaction processing — ACH — direct deposits — automatic payments...

Where can I find more information?

www.journeycu.org/FAQ

LIVE CHAT

CALL US: 515-243-8735 or 515-282-3606

OUR GOALS

We are refreshing our brand to better reflect who we are to you — our member.

Our goals for the new name and brand are simple: develop a brand that is easy to recognize and understand. One that stands out from the noise —one that is impossible to confuse with others —one that represents our local history in the trades and one that communicates our dedication to helping you achieve your dreams throughout your financial journey.

Our new brand represents the **member-centric values** that guide all we do.

OUR GOAL is to help you on your JOURNEY to financial success!

YOU TALK... WE LISTEN!

Credit Unions really are a special type of financial institution. Your voice matters. Members asked for a modern bold fresh brand to spur growth and inclusivity. **We listened and are proud to present our bold new colors and inspiring new name!**

Being a member-owner **IS** different than just being a customer of a bank. Being a member-owner means you make a difference.

If you don't have all your financial relationships with us, you are missing out on all the benefits we offer.

Improve your financial **JOURNEY**. Enjoy everything that comes with being a member. We truly strive to provide amazing financial experiences for you.

LEARN MORE ABOUT OUR NEW BRAND AT

WWW.JOURNEYCU.ORG

Federally insured by NCUA