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**VANTAGE WEST WINS
2019 LOUISE HERRING AWARD**



TUCSON, Arizona (November 5, 2019) – Vantage West Credit Union, southern Arizona’s largest credit union, won the Louise Herring Philosophy-in-Action Award (Over \$1B Asset Category) from the Mountain West Credit Union Association (MWCUA).

Vantage West won the state-level competition for its Digital Banking Conversion project which aimed to transform how it serves its Membership through innovative technology, systems, and solutions.

Since initiating the project in May 2017, Vantage West took the opportunity to conduct a comprehensive analysis of feedback from both Members and Associates. It spent significant time reviewing Member surveys, interviewing Associates, and developing a diverse Member pilot group. This feedback drove the Credit Union's technology requirements and led to the review of alternate digital banking platforms that best fit the needs of its Membership.

On April 17, the Credit Union launched its Digital Banking conversion. It upgraded both its mobile app and online banking system using the Alkami platform to ensure optimal Member experience. Combining convenience with easy account access, it introduced a more robust Digital Banking platform that offers enhanced services and innovative features, such as real-time person-to-person (P2P) debit card payments and account aggregation that allows Members to view all internal and external accounts under one login.

Since then, Vantage West has consistently seen high adoption rates for its Digital Banking services as more Members discover the benefits of remote banking. Additionally, its enhanced mobile app continues to gain popularity with its Members with more than 7,000 five-star reviews.

The Louise Herring Award is given to a credit union for its practical application of the credit union philosophy "People helping people" within its operations. It is awarded for internal programs that benefit the membership. The award is given in honor of Louise Herring, an active supporter, organizer, and champion of credit unions who believed credit unions should work in a practical manner to better peoples' lives.

As state-level winner of the Louise Herring Award, Vantage West's entry will advance to compete in the Credit Union National Association's (CUNA) nationwide competition among the top entries from other states. CUNA will announce the national winners at the CUNA Governmental Affairs Conference in February 2020.

About Vantage West Credit Union

Vantage West is the largest credit union in southern Arizona. It was established in 1955 to serve airmen at Davis-Monthan Air Force Base. Since then the credit union has expanded to serve Members in Pima, Pinal, Maricopa and Cochise counties. Vantage West offers consumer and business banking services, and is federally insured by NCUA. www.VantageWest.org

About Mountain West Credit Union Association

Mountain West Credit Union Association is the regional tri-state trade association representing 123 member credit unions, 3.2 million credit union members and \$38 billion in assets throughout Arizona, Colorado and Wyoming. Advocating every day on behalf of our member credit unions, the Association, Strategic Partners, the Foundation and local area Chapters, all support the credit union movement through government relations, communications, innovative products and services, networking, community outreach, education & training, leadership development, scholarships and grants, public affairs, and operational/regulatory compliance assistance.