

Financial Plus Credit Union Employee Wins National Marketing Award

For Immediate Release

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FLINT, MI –Financial Plus Credit Union’s Director of Marketing, Rachel Mouser, has been named the 2023 Credit Union National Association’s (CUNA) Marketing Professional of the Year. Mouser was awarded during the CUNA Marketing & Business Development Council Conference on March 28th in Orlando, Florida.

The Marketing Professional of the Year award honors an individual who exemplifies excellence in credit union marketing. It recognizes individuals who, in all aspects of their chosen profession, consistently excel for the benefit of their credit union and the advancement of the cooperative movement. “These awards recognize professionals who are impassioned to create superlative campaigns highlighting their credit unions,” said Lynn Heider, Recognition Awards chair and vice president, communications & public affairs, Northwest Credit Union Association.

“Rachel’s accomplishments in 2022 and 2023 were exceptional! She navigated us through the merger of a 400+ million-dollar credit union and led a complete re-brand effort of our entire organization. During this time, her team had to stand up two digital banking platforms and two websites, while simultaneously moving through the re-branding of our branch offices and all communication delivery channels. She also launched a new loan product that has done phenomenally well: The Greenlight Loan. To do this and engage our staff into a level of excitement I haven’t seen before, is no small feat. Rachel’s work compels everyone around her to be on top of their game. A well-deserved award!” remarked DeAnna Wallace, SVP of People and Retail Delivery.

About Financial Plus Credit Union: Since 1952, Financial Plus has been putting today’s needs and tomorrow’s dreams all within reach. Owned by over 81,000 members with more than \$1.2 billion in assets, the credit union provides a full range of modern, easily accessible banking products and services to all throughout the state of Michigan. For more information, visit www.myfpcu.com or call (800) 748-0451.



Rachel Mouser poses with her 2023 Marketing Professional of the Year Award and CUNA Diamond Award for One-Time Event.

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