



FOR IMMEDIATE
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FOR INFORMATION CONTACT:
Vanessa Cabreza, Organizational Development Manager
414.486.4644 | vcabreza@primefcu.org

**PRIME'S BRANCH MANAGER GRADUATES HIGH-LEVEL
CUNA EDUCATIONAL PROGRAM**

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***Moore completes summer program, furthering credit union
education to make a difference in member's lives.***

MADISON, WI – On July 23, 2015, Mary Moore proudly accepted her diploma from Credit Union National Association's (CUNA) Management School. Eighty-one graduates of the program earn Certified Credit Union Executive (CCUE) designation, as a result of completing the two-week summer program for 3 years held on the University of Wisconsin campus. Mary is well-prepared and eager to start using her credit union knowledge to serve members and the Milwaukee community.

Credit union managers and leadership learn advanced techniques in credit union management and operations. Studies include leadership and organizational development, operational management and strategic planning, as well as imperative financial concepts such as asset liability, risk management and accounting principles. The school mixes university classes with experimental simulations created by Stanford University economists to provide an enhanced learning environment while providing invaluable networking opportunities. Mary describes her experience: "What I learned at CUNA Management School will last a lifetime. It will help me both as a professional and a person. I learned new concepts and ideas that will be implemented at Prime Financial Credit Union. I was able to sharpen and perfect my leadership skills, learning new and unique concepts that will allow Prime Financial to stand out among the rest. It has also helped me to be confident in spreading my credit union's "Love Story", allowing us to get back to our roots with a renewed passion for our purpose, as well as the member experience."

Located at 1923 W. Oklahoma Ave. in Milwaukee, Mary's team provides excellent service to members needing help with financial advice, loan products or simple day-to-day transactions. With her leadership, she hopes to spread the cooperative "People Helping People" spirit of credit unions around the world. Those requesting her financial expertise can visit her location or call **414.486.4500** or toll-free at **800.835.9680** to reach other knowledgeable Member Service Support staff.



Giving Back Since 1923

(more)

Mary Moore, Branch Manager at the South Branch location, has been serving members for over 7 years. Prime Financial is a state-chartered, federally insured credit union chartered in 1923. It was the first credit union chartered in Wisconsin and today is a full-service, \$112 million credit union with more than 18,000 members. All deposits are insured to \$250,000 by the NCUA, an agency of the federal government. CUNA, established in 1934, is a not-for-profit trade association that provides credit unions with financial education and training, political advocacy and cooperative products and services. CUNA is located both in Madison, WI and Washington D.C.



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