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SPIRE Brings Home Three Diamond Awards!



(L-R) SPIRE's Lisa Lehman, Casey Carlson and Tom Hirte accept CUNA Diamond Awards

Falcon Heights, Minnesota

SPIRE Credit Union has been presented with three Diamond Awards for Excellence, nationally recognizing outstanding marketing and business development achievements within the credit union industry.

The award winners were recognized at the 24th Credit Union National Association (CUNA) Marketing & Business Development Council annual conference. This national network, comprised of over 1,200 credit union marketing and business development professionals, gives out awards in 30 categories ranging from advertising to community events and beyond.

SPIRE Credit Union garnered recognition for their television advertising series, Annual Meeting Video, and Food Truck initiative.



Having received three previous national awards in the television category, their popular campaign, *SPIRE: Driven by Midwestern Values*, upholds and expands strong brand awareness and name recognition, as well as attracts new members. SPIRE has worked with Boom Creative to produce a series of TV spots for over seven years. The results feature authentic, unscripted testimonials with real members having casual conversations with their charismatic and approachable President/CEO, Dan Stoltz.

A promotional video was produced in order to commemorate the 2016 SPIRE Annual Meeting and Member Appreciation Day. Local sportscaster and keynote speaker, Joe Schmit talks about his personal values of persistence, purpose and passion, and ties that back to SPIRE's culture. "I look at exactly what SPIRE does," says Schmit, "Their main job is to help a lot of people. And when they help a lot of people through difficult and challenging times in their lives, the byproduct is success. And that's that Midwestern value that Dan talks about."

Officially launched July 2016, SPIRE broke ground with their Food Truck initiative. Not only have they rolled out one of the first "reverse" food trucks in the credit union industry, they launched a SPIRE Food Truck competition, and corresponding reality TV show in the Twin Cities metropolitan area.

"The Diamond Awards competition is the absolute pinnacle of credit union marketing and business development," said Dan Stoltz, SPIRE President/CEO. "I am so proud of our dedicated and creative team. They live and breathe the SPIRE Credit Union mission of being the best financial institution, and improving the lives of our members."



About SPIRE Credit Union: SPIRE Credit Union has been proudly serving Minnesota and Wisconsin residents since 1934, and is a full-service financial institution committed to providing smart products, great rates and excellent service for both personal and business members. SPIRE has 16 branches across the metro and throughout northern Minnesota.

About CUNA Marketing and Business Development Council: The CUNA Marketing and Business Development Council is a member-led organization comprised of more than 1,200 credit union professionals from across the United States. The Council strives to provide superior educational and networking opportunities to help its members be recognized in the credit union industry as the premier experts in credit union marketing, business development, and related disciplines. The Marketing & Business Development Council is one of the six organizations that make up the CUNA Councils, a network of more than 6,600 credit union professionals.