

Discover Haverford Welcomes Ardent Credit Union

Ardent Credit Union is proud to open their first DELCO branch right here in Haverford Township! Located at 160 West Eagle Road, Havertown (Across from the Haverford YMCA.) Ardent prioritizes their members and hopes to continue their strong relationship with the Delaware County community. Rob Werner, President and CEO of Ardent Credit Union shared his feelings of “coming back home” to Havertown. Mr Werner grew up right on Darby Road and lived here through his early 20’s. “Going to Katz Pharmacy, the ice cream store and the 5 & 10 store are all memories of growing up in Havertown. Plus, the people of Havertown are genuine people, which really fits with the type of organization we are.

Three other senior members and a board member live in the area, which is a natural extension. I love this area!”



Ardent Credit Union started in 1977 as the credit union for Smith Kline. Through mergers it was GSK’s and their employees. Werner joined Ardent in 2013 and in 2016 they moved from a seg based to a community credit union. “This is when we started to expand and grow to better serve our existing members of GSK and further support the communities around us, stated Werner.” Werner has always worked in community banking and credit unions. “I

love the close knit connections about this industry.”

Anthony Richardson, Branch Manager of Ardent Credit Union, Havertown started in banking 15 years ago, mostly with corporate banks, but has personally been a member of Ardent for 20 years. “ I have always wanted to work in a smaller bank environment to help people from my community.” With a focus on family and growing their membership to support those in their communities, Ardent can provide unique offerings from their interest paid youth account, to their Auto-Concierge program that is both extremely unique and born out of member needs. Looking for a new car and have never negotiated? No





problem! Ardent's Auto-Concierge program does all the work for you! When asked about 5 years down the road, Werner says, "we (Ardent) would like to expand a few more branches within the 5 county area to serve the market and focus on the people and communities." To learn more about the offerings of Ardent Credit Union please visit

<https://www.ardentcu.org/Resources/Locations/Havertown>

Lobby Hours

Monday: 9:00-5:00

Tuesday: 9:00-5:00

Wednesday: 9:00-5:00

Thursday: 9:00-6:00

Friday: 9:00-6:00

Saturday: 9:00-2:00

You can find them on Instagram @Ardent_cu

Facebook @Ardentcu

Join Anthony, Rob, and the rest of the Ardent community at their grand opening festivities on Saturday, June 10 from 11am-2pm. With chances to win more than \$5,000 in cash and local merchant gift cards, free Pop's Water Ice, and much more!

The poster is for the Havertown Grand Opening. It has a yellow header with the text 'HAVERTOWN GRAND OPENING'. Below that, on a dark purple background, it says 'JOIN ARDENT FOR A' in yellow, followed by 'DELCO DAY' in large, white, outlined letters, and 'CELEBRATION' in yellow. The date and time are 'SATURDAY, JUNE 10 | 11AM-2PM' and the location is '160 W. EAGLE RD. - ACROSS FROM THE YMCA'. A list of benefits includes: 'CHANCES TO WIN MORE THAN \$5,000 IN PRIZES', 'HAVERTOWN-EXCLUSIVE GIVEAWAYS', 'SPECIAL OFFERS TO EARN YOU MONEY', and 'FREE WATER ICE AND MORE'. There is a small icon of a water ice machine with '610' above it. At the bottom, it says 'VISIT ARDENTCU.ORG/HAVERTOWN' and features the Ardent Credit Union logo and a stylized illustration of the branch building.

**Thank you to Joel Perlish Photography*