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MCCU Receives Eighth Consecutive Crystal Performance Award

Marshall Community Credit Union has been recognized with the Crystal Performance Award from Raddon for the eighth consecutive year. The award, which was given to only twenty-one high performing credit unions nationwide, recognizes MCCU for achieving a top ranking for growth, income, efficiency and margin management. More than 500 credit unions were evaluated based on their performance and MCCU is one of two Michigan credit unions to receive this honor.

"The Crystal Performance Awards recognize substance, not flash," said Edward Wipson, general manager, Raddon. "These high-performing credit unions have all shown a great deal of determination, often over the course of many years, to utilize insights to affect direct, impactful action at their institutions. Their growth and data-oriented collaboration with other credit unions are an example of the best of the credit union movement."

Raddon's Performance Analytics program is unique in that it provides an in-depth assessment of an institution's key performance measurements along with an opportunity to benchmark against peer data. "With insights derived from the top performing credit unions in the industry, decision makers have the information they need to create data-driven strategies that focus on growth and innovation," Raddon said.

"We are honored to be among of award winners again this year and we appreciate the recognition of our team's high standards for achievement and commitment to improving the financial lives of our membership," said Heather Luciani, MCCU's CEO. "Raddon and their Performance Analytics program have been key components in the growth and success of MCCU over the last decade."

Marshall Community Credit Union is a federally insured full-service financial institution with offices located in Marshall, Battle Creek and Coldwater. For more information on products, services or membership, please contact 269.781.9885 or visit marshallcommunitycu.com.

Heather Luciani, Chief Executive Officer