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Consumers Credit Union Expands Its Ability to Serve the Holland Community with the Construction of a New Office

HOLLAND,
MICH—Consumers Credit Union is expanding upon the level of service it is able to offer the Holland community by building a new office to eventually replace the existing Meijer location. The new Holland office, located at 12705 Riley, will be a modern facility featuring full service drive-ups, 24 hour drive-up atms, wireless internet access, a coffee bar, plenty of parking and easy access, and a warm, inviting environment.



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CSM Group of Kalamazoo broke ground on the project on December 20th. The architect, Steve Bosch of Bosch Architecture, Portage, describes the architectural styling as neo-modern. The Riley office will be very similar in appearance to Consumers' Portage Milham office, the current prototype for future projects. The modern styling of the building will be tempered with turn of the century throwbacks, such as coining on the corners, brick construction, arches, cast stone water tables, and standing seam metal roofing on the eyebrows and drive through

canopies. "We are also energy engineering the design for increased efficiency and constructability, such as efficient LED light systems and controls," said Bosch. "We are being as green as possible."

The Holland Riley office will welcome its first members in June. The Meijer office will remain open for a brief period of time to help members comfortably transition their interactions to the new location.

Familiar faces from the Meijer office will make the transition to the new location. The larger office will also require additional staff, creating local job opportunities. Consumers has hired a new Regional Vice President of Holland and Lakeshore offices, Michele Chaney, who will be based at and managing the Riley Office. Chaney's role is to serve and further develop Consumers' Holland and South Haven membership. She contributes many valuable skills and established community relationships.

"My passion is to increase financial literacy and independence within our community. I actively partner with several local schools to educate our youth in money matters such as creating a budget, borrowing wisely, building savings habits, and managing a checking account. I also partner with local non-profits, leading financial workshops for first-time home buyers and for individuals taking active steps to improve their financial picture, reestablishing and rebuilding credit," says Chaney.



[Michele Chaney. Click for a print quality image.](#)

Ricardo Ponce-Suarez has been brought aboard as a Bilingual Member Service Representative at Consumers' Holland South Washington office to help grow individual and business membership in Holland, including the Hispanic community. Consumers has also promoted Mark Simonson of the South Washington office to Lakeshore Mortgage Loan Officer. Simonson's primary role is to serve members' mortgage needs in the Holland/South Haven area.

Chad Cunningham, manager of the Holland office on South Washington, has been with Consumers in Holland since the credit union's first presence there in March of 2005, and has been instrumental to Consumers' growth in the Holland market. Lacie Perkins, manager of the Meijer office, is an ambassador for the Holland Chamber of Commerce and serves on the board of the Holland Young Professionals. Cunningham and Perkins look forward to having two full service offices in Holland. "The north side is a growing area and a great location for improving our accessibility and convenience for members," says Cunningham.

Jane Clark, President of the Holland Area Chamber of Commerce, commented, "We applaud Consumers Credit Union's commitment to the Holland community. With their new full service location on Riley Street, customers from throughout the Holland/Zeeland area will have easy access to a Consumers location. We appreciate their continued investment in our region."

The Consumers Difference

Consumers Credit Union is a community chartered, service focused organization. Consumers strives to provide the best possible service to its members, developing relationships that far exceed the typical service provider / customer relationship. A 100% local organization, Consumers decisions are all made by people who live and work in the communities that they serve.

Unique team synergy characterizes the 60-year-old credit union. Consumers empowers each employee to make the decisions necessary to provide the best service to each member. Team members are passionate and dedicated, and create a unique positive culture that embraces play and exceeding the highest standards of performance. The team also actively pursues community involvement in such important causes as the American Cancer Society Relay for Life, the National Multiple Sclerosis Society Walk, the Alzheimer's Association Memory Walk, Senior Services Meals on Wheels, United Way, and Dollars for Scholars, Consumers' own employee-funded scholarship program. Consumers' Holland area charities also include a food drive for the Beacon of Hope, Toys for Tots, and the American Heart Association.

Consumers features a full menu of member services, including business accounts, FHA and traditional mortgages with local servicing for life, business SBA loans, low interest credit cards, auto loans, home equity lines of credit, financial education, youth programs, many electronic and mobile banking options, and more.

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Consumers Credit Union is headquartered in Kalamazoo, Michigan. With more than \$350 million in assets, Consumers has experienced 20% average growth for 26 consecutive years. Established in 1951, Consumers serves individuals and businesses through 13 offices and more than 200 ATM locations in Kalamazoo, Portage, Lawton, Coldwater, South Haven, and Holland. For details, visit www.consumerscu.org. Editors, please refer to Consumers Credit Union in short as Consumers, rather than CCU. Thank you!