

Pima Federal Credit Union Receives Louise Herring Award for Lending Efforts during 2020.

Tucson, Arizona – November 2, 2021 – Pima Federal Credit Union is pleased to announce they are the recipients of the Mountain West Credit Union Association Louise Herring Award. The Philosophy-in-Action Award recognizes a credit union for programs or policies that demonstrate their commitment to the “People-Helping-People” philosophy. This recognition is based on the credit union’s lending, communication, and financial education efforts during the pandemic and specifically, it’s proactive effort to help members take advantage of the historically low mortgage rates, saving them time and money during a potentially stressful time.

Additionally, Pima Federal staff member Vanessa Estrada received the 2021 HOPE Award which recognizes an employee “caught in the act” of practicing the credit union philosophy while building member relationships. One of the members Vanessa helped commented, “It takes intelligence and kindness to operate the way she does. I will forever be grateful to her. She continues to be a bright light during a trying time.”

Pima Federal Chief Retail Lending Officer, Cindy Campano stated, “I am so proud to work for a credit union that truly embraces the People Helping People philosophy in all that we do, and our proactive efforts in 2020 were a wonderful example of that. After 70 years, Pima Federal has remained committed to helping our members and community improve their financial lives.”



PHOTOS: (Left) Pima Federal’s Eric Renaud, CEO, and Cindy Campano, Chief Retail Lending Officer, hold the Louise Herring Award. (Right) 2021 HOPE Award winner, Vanessa Estrada pictured with CEO Eric Renaud and Pima Federal Board Members David Bosman and Pedro Nájera.

ABOUT PIMA FEDERAL CREDIT UNION

Pima Federal Credit Union has been serving the Greater Tucson community since 1951 as a not-for-profit cooperative. The credit union now has eight branches within Pima and Apache counties and proudly serves over 62,000 members. As a credit union, earnings are returned to its membership through market-leading interest rates and lower service fees. Pima Federal is committed to providing the highest possible value by offering relevant products and services, the latest in technology features, and superior personal service. The credit union is dedicated to helping community members reach their dreams of homeownership, start their own business, and achieve their personal financial goals. To learn more, visit www.pimafederal.org. Federally Insured by NCUA.

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