

USSCO Federal Credit Union
532 Oakridge Avenue
Johnstown, PA 15904

FOR IMMEDIATE RELEASE

NEWS MEDIA CONTACT:
USSCO Federal Credit Union
Ms. Kathleen Condo, Marketing Manager
814.361.6228 DL
814.266.4987
kcondo@usscofcu.net
<http://www.usscofcu.org>

“Ask for USSCO Financing at the Dealer!” Marketing Campaign Wins Two State Marketing Awards

JOHNSTOWN, PA USSCO Federal Credit Union’s “Ask for USSCO Financing at the Dealer! Quick, Simple, Hassle-free!” indirect lending campaign won two state marketing awards when Pennsylvania Credit Union Association [PCUA] held its first ever M.I.C. [Market, Innovate, Create] two-day conference in Lancaster, Pennsylvania October 3-4.

Submission criteria included specific goals, measurable results, execution of detailed and documented campaign marketing plan across multiple media formats, etc.

Submissions in eleven specific marketing categories by asset size were judged and scored by six marketing professionals: Matt Caylor, Director of Interactive Media, MANSI Media; Troy Dean, VP of Creative, Graphcom; Deb Michalski, Sales and Marketing Representative, GANCOM; Diane Pickel, Marketing Professor, Central Penn College; Natonia Samchuck, Public Relations Director, GRIT; and Danielle Wagner, VP of Sales and Marketing, Tavolo Brands.

USSCO’s winning submissions in the \$75-\$200 million asset size included “The Whole Enchilada,” best integrated marketing campaign across several media formats, and “Shoestring Marketing,” bold marketing concepts on a limited budget.

As a result of the campaign, USSCO successfully grew vehicle financing in 2016 by \$8.9 million in an overbanked market and signed up 264 new members at the dealerships.

USSCO partnered with Keystone Lending Alliance, a Credit Union Service Organization [CUSO] located in Pittsburgh, Pennsylvania, to offer indirect vehicle lending. Leading local dealers signed up to offer USSCO financing at their dealerships.

Kathleen Condo, USSCO Marketing Manager, accepted the awards on behalf of USSCO from Jeffrey DeBree, PCUA’s Chairman of the Board and CEO, Penn East FCU, at the M.I.C. Awards Luncheon.

Statement from Todd L. Cover, CEO, USSCO Federal Credit Union:

It is gratifying to win two awards for our USSCO Federal Credit Union dealer financing indirect lending campaign at the state level. Marketing did a great job with the concept and design and then planned and executed an in-depth campaign rollout plan.

First, you have to have a solid product to promote. Partnering with Keystone Lending Alliance [KLA] in Pittsburgh was key, along with signing leading local dealers to offer USSCO vehicle loans at the dealerships with the option to sign up new credit union members right on the spot.

We then let all department heads and employees know about the initiative, started internal training and testing of the system, and ensured our loan department could handle the volume, service the loans, and track performance monthly—all before we designed and placed the first press release and ad.

The success of USSCO's indirect lending program is due to multiple factors: KLA's professional team who implemented the program; a well-prepared USSCO team; a well-positioned, competitively priced offering for our members; leading local dealers who signed on to offer the program; and a well-planned and well-executed marketing campaign. We gave our dealers the support they needed, and our dealers have supported our members and USSCO Federal Credit Union.

There is an added community service bonus to our indirect lending initiative. We can sign new members at the dealerships through our partnership with the Cambria County Public Library's Friends of the Library program. USSCO pays the program fees and donates them to the library so they can buy books, offer internet and computer access, and other important library programs that enrich the lives of people in our community.

We donated a total of \$3,780.00 to Lyn Meek, Director, and her dedicated library staff in 2016 through the program. I am happy to announce that we are already at \$6,520.00 at the end of September 2017 with three months to go.

I am proud of our results and congratulate the entire USSCO team, our Board of Directors, participating dealerships, and KLA's team for this statewide recognition from a strong field of worthy campaign submissions in our asset size, \$75-\$200 million.

#####