



2021 Crystal Performance Awards Show Pandemic Resilience Among Credit Unions

November 18, 2021

Twenty-one credit unions receive Crystal Performance Awards from Raddon based on key performance metrics in the only nationwide benchmark of its kind

SCHAUMBURG, Ill., November 18, 2021 – [Raddon](#)[®], a Fiserv company and provider of innovative research, insightful analysis and strategic guidance to financial institutions, has announced the winners of the 2021 Crystal Performance Awards. Twenty-one credit unions from around the country received the award this year, segmented by those under or over \$1 billion in assets. These institutions are among the top three percent of those whose results and metrics are analyzed by Raddon each year.

“Our team has worked very hard to provide our members exceptional products and personalized service in the face of uncertainty and many challenges,” said Steve Koenen, President and CEO at Altra Federal Credit Union. “For our efforts, it’s rewarding to be recognized once again as a Crystal Performance Award Winner. I’m proud of what we have accomplished and value the coaching and expertise from our Raddon partner.”

Each recipient credit union was selected based on an analysis of key performance metrics focused on service, member relationships, sales and other areas as observed within the [Performance Analytics](#) program from Raddon. By benchmarking performance against their peers, credit union leaders can understand their competitive advantages, and develop more effective strategies and approaches to member service.

“We’ve worked with Raddon for many years, and our focus on meaningful service paired with meaningful metrics has earned us a place among Crystal Performance Award winners for ten years running,” said Heather Luciani, CEO at Marshall Community Credit Union. “Last year had numerous challenges, but Raddon and what we’ve learned and adopted grounded our team and helped us successfully serve our members.”

This year’s winners are:

Crystal Performance Award winners, more than \$1 billion in assets:

- Altra Federal Credit Union, Onalaska, Wis.
- Community First Credit Union, Appleton, Wis.
- Dupaco Community Credit Union, Dubuque, Iowa
- Elevations Credit Union, Boulder, Colo.
- GreenState Credit Union, Iowa City, Iowa
- Logix, Burbank, Calif.
- Navy Army Community Credit Union, Corpus Christi, Texas
- Numerica Credit Union, Spokane Valley, Wash.
- Robins Financial Credit Union, Warner Robins, Ga.
- Summit Credit Union, Madison, Wis.

Crystal Performance Award winners, under \$1 billion in assets:

- Extra Credit Union, Warren, Mich.
- First Community Credit Union, Jamestown, N.D.
- Frankenmuth Credit Union, Frankenmuth, Mich.
- Hoosier Hills Credit Union, Bedford, Ind.
- Marshall Community Credit Union, Marshall, Mich.
- North Star Community Credit Union, Maddock, N.D.
- Sacramento Credit Union, Sacramento, Calif.
- Service 1st Federal Credit Union, Danville, Pa.
- Superior Choice Credit Union, Superior, Wis.
- Utah First Federal Credit Union, Salt Lake City, Utah
- Vermont Federal Credit Union, Burlington, Vt.

“The Crystal Performance Awards are especially significant this year; they are one of the best industry-wide benchmarks for how leading credit unions fared during the pandemic,” said Bill Handel, general manager and chief economist at Raddon. “As we monitor the continuing effects of this period –

including tremendous member adoption of digital tools – we are confident that our approach to measurement and metrics informing strategy will remain effective in building outstanding credit unions.”

About Raddon

Raddon, a Fiserv company, has been providing financial institutions with research-based solutions since 1983. Raddon works exclusively with financial institutions and has a unique understanding of the industry, resulting in the ability to apply practical know-how to the challenges and opportunities financial institutions face. Raddon combines best practices in research and analysis with consulting and technology solutions to help institutions achieve sustainable growth and improve financial performance.

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) aspires to move money and information in a way that moves the world. As a global leader in payments and financial technology, the company helps clients achieve best-in-class results through a commitment to innovation and excellence in areas including account processing and digital banking solutions; card issuer processing and network services; payments; e-commerce; merchant acquiring and processing; and the Clover® cloud-based point-of-sale solution. Fiserv is a member of the S&P 500® Index and the FORTUNE® 500, and is among the FORTUNE World's Most Admired Companies®. Visit [fiserv.com](https://www.fiserv.com) and [follow on social media](#) for more information and the latest company news.

For more information contact:

Media Relations:

Ann Cave

Vice President, External Communications

Fiserv, Inc.

678-325-9435

ann.cave@fiserv.com

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