

Coosa Valley

Voice

A PUBLICATION OF
COOSA VALLEY CREDIT UNION
SPRING 2015



Mr. Andy Harris

Mr. Andy F. Harris is named as New President/CEO.

After 21 years Mr. Ron Tomlinson will hand the helm over to Mr. Andy F. Harris former VP of Lending and Member Support Services. Andy has been with Coosa Valley since 2010 and is a Graduate of Shorter College with an MBA. He and his wife Krista along with their daughters Addie and Lauren reside in Taylorsville. Mr. Tomlinson stated "I have thoroughly enjoyed my time here at Coosa Valley and will miss the employees who have not only been exceptional to work with but who

have become true friends. I think Andy is an excellent choice to continue and further the success that Coosa Valley has worked very hard to obtain." The announcement of Mr. Harris as new CEO was made by Coosa Valley's Board Chairman Cleve Hartley at Coosa Valley's 61st Annual Membership meeting on February 28th. "Mr. Hartley stated "We are excited to see Andy bring his combination of knowledge, creativity, and experience to Coosa Valley." Mr. Harris stated "I look forward to continuing the tradition of excellence and service that Coosa Valley Credit Union has worked so diligently to create over its 61 years. I hope to bring some new perspectives and ideas to keep us on our current path of success." Mr. Tomlinson will move to an advisory roll until his official retirement date, June 30th, 2015.



The CEOs of Coosa Valley Credit Union. Andy Harris Current CEO, Wilma Givens First CEO and Ron Tomlinson CEO 1993 to 2015

Fun! *Don't miss the upcoming events happening in YOUR community...page 4!*

Annual Meeting

Fins Up

61st Annual Meeting



Coosa Valley Credit Union's 61st Annual meeting was held Saturday February 28th at the Forum



Pictured from left to right: Ron Tomlinson, Andy Harris, Cleve Hartley, Congressman Tom Graves and Mike Mercer

Saturday February 28th, the Coosa Valley Credit Union held its 61st annual meeting at the Forum in downtown Rome. For the past 10 years Coosa Valley

Credit Union has turned their annual meeting into a free membership appreciation night with dinner, entertainment and door prizes. This year Coosa Valley welcomed close to 600 members and special guests with a "Fins Up" Jimmy Buffet theme. Members and guest enjoyed great music from Scott Thompson and Peachtree Station and Coosa Valley donated \$1,500.00 in the name of the membership to the local United Way. Coosa Valley was honored to have Congressman Tom Graves and family, Mr. Mack Parnell a representative from Congressman Loudermilk's office and GCUA President and CEO Mr. Mike Mercer in attendance at this year's gathering.

Mr. Cleve Hartley, Coosa Valley Credit Union Board Chair, stated "It was the best annual meeting to date in my opinion and I look forward to next year. We are also excited about new ideas and future growth coming with naming Andy as our new President and CEO."

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In the Community

Coosa Valley Credit Union Announces Recent Promotions



Mr. Matt Elrod had been promoted to Vice President of Lending/Member Support at Coosa Valley Credit Union. Matt has an MBA from Shorter University and was formerly the Branch Manager of Coosa Valley's Rockmart location. Matt came to Coosa Valley in 2012 from SunTrust Bank where he was the Branch Manager & Banking Officer at their main office in Rome Georgia. Matt and his wife Amberly reside in Rockmart with their daughters Emme Grace & Elee Ana.

Matt Elrod
Vice President of Lending/Member Support

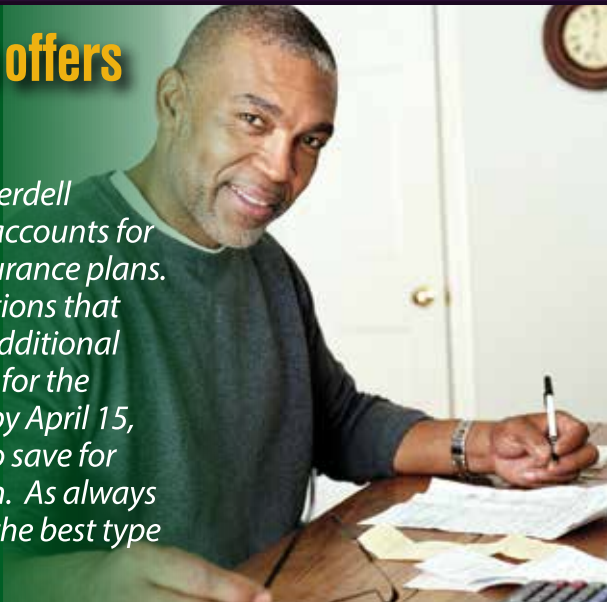


Mr. Blaine Kirby has been promoted to Branch Manager over Coosa Valley's Rockmart location. Blaine is a native of Rome and has a Bachelor's Degree in Education from Tusculum College in Greeneville, Tennessee. Blaine also completed Consumer Lending School in 2006 in Madison, Wisconsin. Blaine came to Coosa Valley from Heritage Credit Union in Madison, Wisconsin and recently held the position as Coosa Valley Credit Union's Mortgage Specialist. Blaine resides in Rome with his wife Ashley and three children Addi, Braxton and Ella Kate.

Blaine Kirby
Branch Manager, Rockmart

Coosa Valley Credit Union offers several types of IRA's...

including Traditional, Roth, SEP and Coverdell Education accounts. We also offer HSA accounts for members who have high deductible insurance plans. These accounts can still accept contributions that can be contributed to 2014 if you need additional tax deductions. However, if contributing for the prior year, contributions must be made by April 15, 2015. All of these IRA's are a good way to save for retirement or education for your children. As always consult your tax preparer to see what is the best type and option to meet your needs.



THE CVCU AMERICAN FLAG PROJECT

Beginning June 1st 2015 through July 3rd 2015 Coosa Valley Credit Union would like for its members to be on the lookout for torn or faded American Flags on display at businesses or community organizations in Floyd, Polk or Bartow County. When you see one, please contact us by e-mail at Flag@mycvcu.org or on Facebook www.facebook.com/CoosaValleyCreditUnion and Coosa Valley Credit Union will replace that flag (up to a 6 foot by 10 foot size) and properly dispose of the old one absolutely free.

Please include as much information as possible about the business or organization and its location. Coosa Valley Credit Union is proud to help keep our countries flag flying.

Events & Info



Pictured are Kaytlin Greenley Assistant Manager of Marketing and Robert Smyth AVP of Marketing/Business Development

Coosa Valley Credit Union Brings Home National Marketing Honors...

Coosa Valley Credit Union was honored with a National Diamond Award for their current advertising campaign "We Fit" at the 2015 CUNA (Credit Union National Association) Marketing Conference in Las Vegas Nevada. Credit Unions from all over the country submitted over 1200 entries in several categories but only a few took home the top award of Diamond. AVP of Marketing Robert Smyth stated "We are truly honored to receive this prestigious award. To be recognized for our team effort by our peers on a national level is truly exciting. This award belongs to the entire Coosa Valley staff. Also a special thank you to ARCO Ideas and Design from Cartersville for helping us create this campaign"

Coosa Valley
CREDIT UNION

We Fit...

New Car Rates as low as 1.89% apr*



**Financing with approved credit. See Coosa Valley for details.*

www.mycvcu.org

CVCU Sponsored Events in Your Communities

April 29th
The Senior Inforum
Rome

May 9th
Alzheimer's Association
"A Night to Remember"
Rome

April 30th
The Cartersville
Business Showcase

July 17th-18th
Home Spun Festival in
Rockmart

May 7th
The Law Enforcement
Memorial Rome

**Join us for National Credit Union
Youth Month in April**

Check Facebook for Branch Activities

HOLIDAY BRANCHES CLOSED

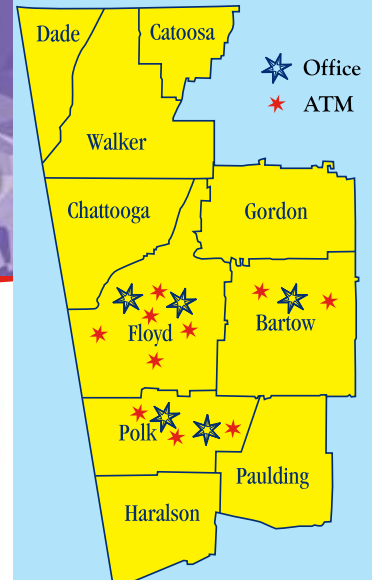
MAY 25TH Memorial Day

Be sure to use your credit union's Audio Response, Online Banking or ATMs during the holidays.

**THANK YOU TO THOSE WHO
HAVE SERVED OUR
GREAT COUNTRY.**

LOCATIONS LOCATIONS LOCATIONS

**Serving the 10-County
Coosa Valley Region**



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2010 Redmond Circle
Rome, GA 30165
706-235-8551

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706-292-0678

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