

**FOR IMMEDIATE RELEASE**

**COOSA VALLEY CREDIT UNION BOARD CHAIRMAN INVITED TO SERVE ON CREDIT UNION NATIONAL  
ASSOCIATION VOLUNTEER LEADERSHIP COMMITTEE FOR 2022**

**ROME, GA (December 14, 2021)** – The Credit Union National Association (CUNA) has invited Coosa Valley Credit Union Board Chairman, Cleve Hartley, to serve a one year term on its Volunteer Leadership Committee.

Hartley will join 10 other board members from credit unions across the United States to serve on the committee, which reports to the CUNA Board of Directors. The purpose of the Volunteer Leadership Committee is to assist in the development of CUNA strategy for the increased involvement and support of credit union volunteers, and to serve as a strategic leadership resource for CUNA, providing staff with advice and guidance for enhanced volunteer-centered initiatives. All credit unions are led by volunteer boards of directors.

Hartley has been involved with Coosa Valley Credit Union for 50 years. While employed with General Electric, he was involved with the GE Employees of Rome Credit Union, which would later become Coosa Valley Credit Union, and was elected to the GE Credit Union Board in 1980, and served as vice president. He now serves as chairman.

“Cleve has given tirelessly to the growth and development of CVCU for more than 40 years, a truly monumental gift to our members and community. He possess a wealth of credit union industry knowledge, particularly regarding how volunteer directors impact the credit union, and will be a valuable asset to CUNA,” said Andy F. Harris, President/CEO of Coosa Valley Credit Union. “We are proud of his long-standing commitment to our credit union and the industry.

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**About CUNA:**

*Credit Union National Association (CUNA) is the only national association that advocates on behalf of all of America’s credit unions, which are owned by 120 million consumer members. CUNA, along with its network of affiliated state credit union leagues, delivers unwavering advocacy, continuous professional growth and operational confidence to protect the best interests of all credit unions. For more information about CUNA, visit [cuna.org](http://cuna.org).*

**About Coosa Valley Credit Union:**

*Headquartered at 2010 Redmond Circle in Rome, GA, Coosa Valley Credit Union is a full service financial cooperative serving more than 40,000 members. With more than \$500 million in assets, Coosa Valley Credit Union is among the top 12 largest credit unions in Georgia. It has branches in Cartersville, Cedartown, Ringgold, Rockmart, Rome, and will open a location in Woodstock in 2022. Learn more about CVCU at [www.mycvcu.org](http://www.mycvcu.org).*