

Accent Credit Union, Kelvington

As part of Saskatchewan Co-operative Association's ongoing series of co-operative profiles, we interviewed Wendy Peterson, the Finance and Admin manager at Accent Credit Union in Kelvington, Saskatchewan. Wendy grew up in the credit union/co-op system as her mother worked at the Saskatoon Credit Union (now Affinity) for all of her adult life and retired about 13 years ago. Wendy began her career at MemberCARE Financial Services (now Credential Financial Strategies) in Kelvington. About her move to the credit union five years ago she says, "I have never regretted the decision as the credit union supports a life-work balance. I have 3 kids and a husband who works long hours, so my credit union allows me the time I need for my kids."

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Where is your credit union located?

Our branch is located in Kelvington SK

When was it established?

1940's

What are the benefits of having a credit union in a rural community? How does your credit union integrate into the community?

We give back to the community and every member of the community knows it. In larger centres, the donations tend to be greater in amount; however each member of the community isn't affected. In a smaller, rural community where everyone knows your name, you get a lot of mileage.

How many members does your credit union have? What services do you provide to your members?

We have 2,200 members. We provide a wide range of products right from lending to wealth management and retirement planning.

What have been the greatest successes of your credit union? How do you feel they were achieved?

Being able to remain competitive in a very competitive industry. We have a very dedicated staff, continuing education is a big part of our growth.

What challenges does your credit union experience?

Remaining competitive. Keeping up to date with all the legislation requirements.

What makes your credit union unique?

Our consistent patronage return to our members. We also pride ourselves on having friendly and personable staff.

What place do you envision credit unions to have in rural Saskatchewan in the next 5 years?

There will be fewer credit unions as amalgamations continue to take place. But the growth of those individual, larger credit unions will continue.

How can people find out more about your credit union?

We amalgamated with Quill Lake Credit Union to become Accent Credit Union on January 1, 2010. Our new website is www.accentcreditunion.ca.