



FOR IMMEDIATE RELEASE

**CUNA Strategic Services and Association of Vermont Credit Unions Launch
Statewide Initiative to Drive Credit Union Growth, Combat Fraud, and
Accelerate Innovation**

MADISON, WI – May 20, 2026 – CUNA Strategic Services (CSS) and the Association of Vermont Credit Unions (League) Services Corporation today announced a collaborative, statewide initiative focused on working together to support Vermont credit unions as they strengthen revenue growth, enhance fraud prevention strategies, and accelerate innovation through hands-on collaboration and education.

Built on close coordination between CSS and the League, this initiative emphasizes joint planning, shared engagement, and ongoing collaboration to deliver a high-touch, consultative approach to supporting credit unions across Vermont, connecting leaders with targeted solutions, facilitating meaningful dialogue, and delivering real-world operational insights that drive measurable value and long-term impact.

“Credit unions are navigating increasing complexity, from evolving fraud threats to mounting pressure on revenue and member expectations,” said Barb Lowman, President, CSS. “This initiative is about more than awareness – it’s about action. Together with the League, we’re creating opportunities for credit union leaders to engage directly with proven solutions and strategies that can make an immediate difference.”

A Coordinated Approach to Value Creation

The initiative reflects a shared commitment between CSS and the League to work in partnership on a strategic program that not only enhances the value delivered to Vermont credit unions, but also drives incremental revenue opportunities for the League. Through this effort, both organizations aim to elevate awareness of specialized products and services offered by CSS’s alliance providers while fostering stronger, more enduring relationships with credit union executives across the state.

“This collaboration allows us to bring a new level of engagement and insight to our member credit unions,” said Carrie Allen, President/CEO, Association of Vermont Credit Unions. “By combining education, member feedback, and direct access to innovative solutions, we’re helping our credit unions stay competitive and better serve their members.”

Program Highlights

The initiative will be delivered through a series of integrated, high-impact engagements, including:

- Regional Roadshows: Co-hosted educational sessions held across key regions in Vermont, spotlighting fintech innovation and advanced fraud prevention solutions tailored to credit union needs.
- Executive Roundtables: Facilitated discussions with credit union leaders focused on pressing strategic priorities, operational challenges, and emerging industry trends.
- Innovation Tours: Curated visits to leading organizations – such as Amazon distribution centers – to provide firsthand exposure to cutting-edge operational efficiencies and technology applications.
- Onsite Engagements: Interactive working sessions at the League headquarters and individual credit union offices, offering personalized, consultative support and deeper exploration of solutions aligned to each institution's priorities.

In addition, the program emphasizes ongoing collaboration with the League to amplify awareness of CSS and its vetted provider portfolio, ensuring credit unions have access to the tools and expertise needed to address their most pressing challenges. By establishing stronger relationships at the local level, the initiative is designed to complement and enhance existing League engagement efforts.

Driving Measurable Impact

By aligning education, innovation, and strategic connection, this initiative is positioned to deliver tangible outcomes for Vermont credit unions – from improved operational efficiency and fraud mitigation to new revenue streams and stronger member relationships.

As the financial services landscape continues to evolve, CSS and the Vermont League remain committed to equipping credit unions with the insights, partnerships, and solutions needed to thrive – today and into the future.

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About CUNA Strategic Services:

CUNA Strategic Services develops strategic alliance relationships to offer quality products and services to your credit union that contribute to your bottom line, add to your peace of mind, and enhance your relationships. The company is jointly owned by [America's Credit Unions](#) and the state leagues. For more information, visit www.cunastrategicservices.com.



About Association of Vermont Credit Unions:

The Association of Vermont Credit Unions is the not-for-profit trade association representing Vermont's credit unions since 1947. To our members, we provide legislative advocacy, regulatory and compliance assistance, training and staff development opportunities, networking, and business support services. With the help of our strategic partners, we are committed to helping credit unions provide unparalleled service to Vermont consumers.

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