

Cooperative Credit Union Association

Creating Cooperative Power

NEWS

For Immediate Release

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Cooperative Credit Union Association President Paul Gentile to Depart Association for CEO Role at Merck Employees Federal Credit Union

August 21, 2018, (MARLBOROUGH, MASSACHUSETTS) — The Cooperative Credit Union Association has announced that President/CEO Paul Gentile will be leaving his post this Fall to assume the President/CEO role at the \$1.9 billion Merck Employees Federal Credit Union in Rahway, New Jersey.

Gentile has served as the Association's President/CEO for approximately five years. During his tenure, the Association completed two mergers. In 2014 the Massachusetts Credit Union League, the New Hampshire Credit Union League and the Credit Unions of Rhode Island merged to create the Cooperative Credit Union Association. In 2016, the Delaware Credit Union League merged into the Association. The Association's hallmark is on-the-ground local advocacy and local branding in each of its four states, where the credit unions decide their advocacy direction. Each of the state's in the Association have their own brand to ensure a strong local identity with lawmakers, consumers and regulators.

Delaware
Credit Unions 
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Massachusetts
Credit Unions 
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New Hampshire
Credit Unions 
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**Credit Unions of
Rhode Island** 
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Each state in the Association is branded locally under the above brands and controls their local advocacy efforts.

“Our model stays true to the ‘local control’ tenet of cooperatives. While we have the power and scale that comes from having four states aggregated under one umbrella, in each of our states the credit unions are branded under their own state banner and drive the agenda for advocacy and charitable giving on the local level. It ensures that all credit unions have a strong voice and it helps guide our engagement efforts in the individual states,” said Gentile.

Under Gentile’s leadership, the Association launched the powerful “Better Values. Better Banking.” consumer awareness campaign. Gentile stressed that BVBB is more than just an awareness campaign, it is an all-encompassing brand for all the good work that credit unions do in their communities.

Better Values. Better Banking.

The Association’s branding effort drives not only consumer awareness, but is used in advocacy and charitable efforts.

“We wanted our awareness campaign to be able to bring in our advocacy work and our charitable giving. If we host a major charitable event in a particular state you will see our “Better Values. Better Banking Brand.” along with the state’s credit union brand. That drives home to constituents that credit unions are more than just financial service providers, they are true community partners,” said Gentile. As an example, currently the “Better Values. Better Banking.” campaign is being leveraged to create awareness around the Association’s education effort to battle elder financial abuse. The elder education platform, known as Credit Union Senior Safeguard, has earned accolades from lawmakers and regulators for its mission to battle elder financial abuse through a scalable education platform.

Association Chair Ellen Ford, CEO of Peoples Credit Union, Middletown, Rhode Island, said the Association is well positioned for continued success, driven by excellence in advocacy and member value. “We wish Paul only the best and thank him for his tremendous contributions to our success. He worked cooperatively with the Association’s team, our members, and the Board to get us to this point of advocacy excellence and continually driving member value. We are committed to continuing that work and always keeping our members’ interests first and foremost in all that we do,” said Ford. The Association’s Board will be undergoing a nationwide search for Gentile’s successor.

Gentile, whose industry roles include Editor/Publisher of Credit Union Times, President/CEO of the New Jersey Credit Union League, Executive Vice President for the Credit Union National Association, as well as many board and volunteer roles, said he is thrilled to now be able to serve the member-owners of a natural person credit union. “I have advocated for the credit union system for many years because I believe in the structure of the cooperative credit union model. Now more than ever consumers need low-cost, high quality financial services that they can trust. It is going to be a privilege to take this next step in my career to serve the members of

Merck Employees Federal Credit Union,” said Gentile. “It has been a true honor representing the member credit unions of the Association. Their support and dedication to the credit union systems in our states were the true catalyst to our success. It will no doubt continue and only get better,” said Gentile.

About the Cooperative Credit Union Association

The Cooperative Credit Union Association is a regional trade organization serving as the voice for nearly 200-member credit unions primarily located in the States of Delaware, Massachusetts, New Hampshire, and Rhode Island. It’s on behalf of these member credit unions that CCUA advocates before Congress and state legislatures, regulatory bodies and to the general public through its *Better Values—Better Banking* consumer awareness campaign. In addition to advocacy, CCUA also engages its members with an array of industry resources, from compliance assets and marketing support to vetted products and service providers; educational workshops and conferences; and, a variety of communications, from a daily e-newsletter to simulcast video programs. For more information, visit www.CCUA.org.

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