

# ELECTRO LINK80

1941

·YEARS·

2021

[electrosavings.com](http://electrosavings.com)

Spring 2021

## New St. Peters Branch Opening June 2021

We're growing into St. Charles County! Watch for our new St. Peters branch, located at **3315 Mid Rivers Mall Drive**, opening in June 2021. Our newest Electro branch will feature new technology, giving members the ability to perform video teller transactions outside the building using Interactive Teller Machines (ITMs). This location will also offer a more interactive in-branch experience for members who choose to come inside to take care of their finances.



## Celebrating 80 Years of Helping Families and Businesses Prosper

On April 23, 1941, employees of Union Electric Company, now Ameren, came together to help one another and formed a credit union. We've come a long way since the days when we served only Union Electric employees and operated out of an office in the company's basement. Now, 80 years later, Electro Savings Credit Union serves anyone living or working in or related to anyone living or working in St. Louis City; the Missouri counties of St. Louis, St. Charles, Jefferson and Franklin; and the Illinois counties of Jersey, Madison, St. Clair and Monroe. Electro offers members a full suite of digital services, and another location is coming soon to St. Peters, Missouri.





# A Passion for Listening, Learning and Making Meaningful Change

When it comes to creating a workplace culture of acceptance and inclusiveness, many companies talk the talk. At Electro Savings Credit Union, the goal is to always walk the walk as well. Electro knows its strongest asset is its employees, and that's why the credit union works to ensure no one's concerns, opinions or new ideas go unheard.

Initiatives like paid time off to volunteer and the *Power of You* program are just a couple examples of how Electro has put their promises of a progressive workplace in action. More important, the credit union knows there is and always will be room for growth. Last summer, Member Advocacy Consultants Ana Morgan and Chynna Gomez recognized an opportunity for the credit union and wasted no time turning their passion into a plan.

## Meet the Changemakers

Like many of us, Ana Morgan and Chynna Gomez were stunned and saddened to hear the stories of George Floyd and Breonna Taylor last summer. Their deaths ignited protests around the globe and brought a renewed energy to the fight against racism.

"Seeing the actions that were being taken for George Floyd and Breonna Taylor got us thinking about other ways we could contribute to making a difference," says Ana. "Juneteenth came around, and there was a big event in St. Louis to celebrate it. The more Chynna and I thought about it, the more we realized if Columbus Day and the Fourth of July are celebrated everywhere, Juneteenth should be too."

Ana and Chynna set aside some time to draft a proposal explaining why Juneteenth should be a paid holiday for credit union employees. Both of them knew "yes" wasn't a guaranteed answer but agreed presenting their idea, regardless of the outcome, would start an important conversation within the credit union.

"Even if the team said no, it still meant something to put this proposal out there," says Chynna. "We used the opportunity as a way to explain Juneteenth and why it should be acknowledged as a paid holiday."

Their proposal was a hit within their department and was immediately sent to Electro's CEO.

"The team praised me and Chynna for working to create an inclusive culture, but it was really the credit union that created this amazing culture. We're just enhancing it," says Ana. "I'd never felt so comfortable and confident to come forward about something I'm passionate about."

Last summer, large corporations like Twitter and the NFL announced they'd be giving employees the day off in honor of Juneteenth. This gained a lot of media attention, but for Chynna and Ana, it was crucial for change to happen within smaller, local companies too.

"Electro choosing to close affects a lot of people, so we'd make a pretty big statement by doing this," says Chynna. "We're a tight-knit community, and everyone from employees to members would feel the impact of this decision."

"You don't turn to Twitter for financial assistance or to build a real relationship," explains Ana. "Local means home, and you want your home to embrace diversity and show that it's committed to improving."

Both Ana and Chynna believe Electro closing for Juneteenth builds a lot of respect and trust within the community – and could possibly bring in new members.

"I think we have the power to create a ripple effect. Yes, it's true that closing will cause us to lose a day of business, but I hope community members and small businesses will see that the positives outweigh that one negative," says Chynna. "If anything, us closing will spark curiosity – which will lead to more people learning about Juneteenth."

In their proposal, Ana and Chynna both emphasized that learning is the first step to making real, positive change. Both of them hope closing for Juneteenth will be a catalyst – one that sparks curiosity, initiates open conversations and inspires us all to learn more about the holidays and traditions we celebrate.

# JUNETEENTH

June 19, 1865



## Why Juneteenth Is Worth Celebrating

Most of us are familiar with when the Declaration of Independence was signed or when Christopher Columbus sailed the ocean blue, but June 19, 1865, is a date that probably doesn't ring a bell to many Americans.

Even though the Emancipation Proclamation was signed in 1863, it took two and a half years for the news to spread to the westernmost Confederate state of Texas. Union soldiers, led by Major General Gordon Granger, arrived in Galveston on June 19, 1865, and declared that the more than 250,000 enslaved Black people in the state were free. This day became known as Juneteenth.

Throughout the years, Juneteenth traditions evolved, but today's common festivities involve music, barbecues, parades and other celebrations of Black culture. When asked how they imagine their community commemorating the day, Ana and Chynna's answer is twofold.

"It's an opportunity for us to show solidarity and support for the Black community. At a celebration in St. Louis last year, there were pop-up Black-owned shops, and I thought that was so cool," says Ana.

"But also, it's a time for fun! Everyone knows what they're going to do on the Fourth of July – grill out, have a pool party, get together with friends. It would be great if we all talked about how we're going to celebrate Juneteenth too," says Chynna.

No matter what the celebrations look like, Ana and Chynna hope everyone can understand *why* it's important to recognize Juneteenth.

"It's such an important day in history," says Ana. "The fact that we don't talk about it, or really even know about it, is devastating. We weren't unified until that day, so it deserves a huge celebration."

## Electro Savings to Close on Juneteenth

After Ana and Chynna presented their proposal, Electro's senior management team didn't need much time to reach a decision. As an institution built on the philosophy of People Helping People, Electro Savings Credit Union knew making Juneteenth a company holiday reflected the core credit union principles of acceptance and inclusion. Beginning this year, Electro will be closed on June 19 to provide employees, members and the community an opportunity to observe the holiday.

Electro hopes everyone can spend this day learning about Juneteenth, participating in celebrations, supporting the Black community and truly embracing just how historic and unifying this day is for all Americans.



# Save the Date

## Holiday Closings

Memorial Day – Monday, May 31

Freedom Day (Juneteenth) – Saturday, June 19

## Member Appreciation Day

**Saturday, May 1**

**9 a.m. – 12 p.m.**

**1850 Craigshire Road**

**Maryland Heights, MO 63146**

(Parking lot west of our Maryland Heights branch)

Free unlimited shredding of personal documents. Please be prepared to unload documents yourself with some assistance from credit union staff.

## Spring Shred Week for Seniors and E-Statement Users\*

**Monday, May 3 – Saturday, May 8, at all offices**

Eligible members may drop off personal papers for shredding during lobby hours. Please check in with a Member Service Representative or Teller when dropping off papers.

\*Free shred week is only for primary members ages 62 and older and all primary members who are enrolled in e-statements. There is a five-pound limit per quarter per eligible member.

## 2021 Virtual Annual Meeting

**Tuesday, May 25, 7 p.m.**

Our annual meeting will be held virtually via Zoom. Visit [electrosavings.com/annual-meeting](https://electrosavings.com/annual-meeting) to register or learn more. Advance registration is required. Your health and safety continue to be our highest priority.

# TIP:

Add **74994** as **Electro Notices** to your contact list.

Message and data rates may apply. To stop receiving Account Alerts, simply delete them from the Alerts Home Screen at any time.

## Saying Goodbye – Saying Hello



Please join us in wishing Eric Hardman, our Vice President of Finance & Lending and CFO, the best in his retirement. Eric joined the Electro family on August 11, 1994. We wish him a well-deserved retirement and much joy spending more time with his wife, Joyce, and their children and grandchildren.



With Eric's retirement, we welcome Patti Poe as our new Vice President of Finance & Lending and CFO. Patti is no stranger to the Electro family. She was with Electro from 2000 to 2003 as our Accounting Manager. We are excited to welcome Patti and her husband, Donald, back to the Electro family.

## April Is National Credit Union Youth Month

There's no better way to help children learn the value of saving money than to actually help them do it. Electro's Super Savers Kids Club and Super Powers Teen Club accounts have no monthly or annual fees, and you only need \$1 to open an account.

### National Youth Savings Challenge

Deposit money into any youth account or open a new youth account during April to enter. Ten young savers will be selected nationwide to win \$100. (Must be under age 18 to participate in Youth Savings Challenge.) For full rules and details, visit [CUNA.org](https://CUNA.org).



## \$SAVE TO WIN®

We hope to add your name to the list of our 2021 Save-to-Win winners:

- Elizabeth Brown
- Steve Mooney
- Maumau Benner
- Barbara Roberts
- Eddie Nosser

Save more of your money while earning chances to win cash prizes – participate in our free Save-to-Win program!

Open a Save-to-Win account for your chance at monthly and quarterly prizes ranging from \$25 to \$5,000! You have nothing to lose and everything to win. For a full list of winners or to open your Save-to-Win account, please visit [electrosavings.com/savetowin](https://electrosavings.com/savetowin).

SCAN ME



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313.434.6470 | 800.844.8313

## We're here for you, always.

If you have any questions or comments regarding the credit union or need help with an unresolved issue, please address your letter to the following:

Supervisory Committee  
c/o Electro Savings Credit Union  
1805 Craigshire Road  
St. Louis, MO 63146

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