

# PrimeNews



## Muncie Chamber honors 90 Years of Service.

Celebrating the significant milestone of 90 years of dedicated community service, PrimeTrust was proudly recognized with an award by the Greater Muncie Chamber of Commerce, and we look forward to continuing that support for many years to come.

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## FINANCIAL ADVANTAGE Our mission for you!

*Building Financial Advantage, Inside and Out: From Community Wellness Trainings and Expert GreenPath Counseling, to Empowering Students with Bonzai and Supporting Local Teachers Through 'Clear the List.'*

At PrimeTrust, we believe financial well-being extends beyond simple transactions. That's why we're deeply invested in empowering our members and the community through a comprehensive suite of financial wellness programs.

### Community Training

We're bringing expert financial guidance directly to your neighborhood with our community-based wellness trainings, designed to equip you with the tools and knowledge needed for a secure financial future.

### Greenpath Financial Counseling

For those seeking personalized support, our partnership with GreenPath Financial Wellness provides access to free professional counseling, helping you navigate complex financial challenges with confidence.

*Continued "Financial Wellness" on Page 7*



## Denise Ross Earns 5-Star Award for Outstanding Member Service

Denise Ross's 5-Star Member Service Award recognizes her achievement in Google reviews and positive member testimonies.

*Details on Page 8*

## Highlights



### Financial Wellness Month

April is Financial Wellness month. Start a GreenPath Plan today!

### MessagePay

New Tech makes paying your loans easy!

### PrimeTrust Names CFO

We are pleased to announce Justin Bolen as our CFO.

# Your Story Matters



## April - June Events

**Apr 16 - Annual Meeting**

**Apr 26 - Member Shred Day**

Apr 29 - Habitat for Humanity Breakfast

May 19-23 - Shared Branching Week

May 21 - Classroom Connections Bowl

**Jun 6 - National Donut Day**

Jun 6 - Yorktown Greens Concert

Jun 7 - Muncie Black Chamber Mixer

**Jun 12 - Mini Golf Mixer**

Jun 14 - Juneteenth

Jun 24-25 - Muncie Chamber Cup



Use your camera to scan



## Introducing MessagePay!

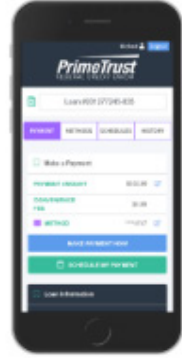
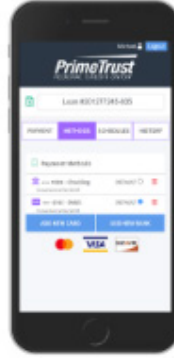
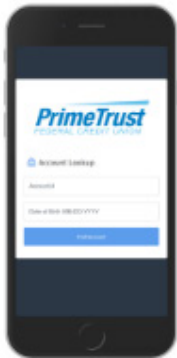
Easily make your PrimeTrust loan payments using a card or external bank account.

1. VERIFY YOUR ACCOUNT

2. CREATE YOUR 4-DIGIT PIN

3. ADD YOUR PREFERRED PAYMENT

4. MAKE A PAYMENT



## MessagePay Benefits

- **Pay Your Way:** Choose your preferred payment method.
- **Link Other Banks:** Securely connect and make loan payments.
- **Ultimate Convenience:** Make your loan payment anytime.
- **Skip the Transfer Hassle:** No need to move money into a PrimeTrust account first.
- **Save Time:** Avoid writing checks, mailing payments, or visiting a branch.
- **Seamless Integration:** Easy access with convenience from your phone.

# Free Financial Counseling

**Financial Wellness Month**  
Healthy Finances, Healthy You

 **GreenPath™**  
financial wellness

**877-337-3399**

- Free Financial Counseling
- Lower Your Debt Payments
- Plan Your Future



Member of **NCUA**



## Pay Down Debt

Make a plan for repaying debt and see if a GreenPath debt management plan could help you to lower your interest rates and pay off debt faster.



## Improve Your Credit

A strong credit score can open doors, but a poor credit score can be a hurdle. Get a free credit review from GreenPath's financial wellness experts.



## Student loan options

Review your student loans and explore repayment options with a GreenPath student loan counselor.



# Celebrating 90 Years of Service: From Warner Gear Roots to an ex- panding PrimeTrust Future

This July, PrimeTrust Financial Federal Credit Union reaches a remarkable milestone – our 90th anniversary serving the Muncie community! Ninety years is a significant achievement, reflecting decades of dedication, adaptation, and unwavering commitment to our members. Adding to this celebratory moment, we were recently honored and humbled to receive an award from the Greater Muncie Chamber of Commerce, recognizing our enduring presence and contribution to our local area. This recognition serves as a wonderful symbol as we reflect on our journey.

Our story began in 1935, deeply rooted in Muncie's vibrant industrial heritage. Many long-time residents will remember our original name: Warner Gear Employees Federal Credit Union, or WGE FCU. We were founded specifically to serve the financial needs of the hardworking men and women at the Warner Gear automotive plant, a major employer and a vital part of Muncie's identity for many years. During that era, WGE FCU embodied the core credit union principle of "people helping people," providing essential savings and loan services to the plant's employees and their families.

However, communities and economies evolve. Over time, Muncie's economic

landscape began to shift away from heavy manufacturing, and eventually, the Warner Gear plant ceased operations. While proud of our origins, it became clear that our name, tied to a specific employer, no longer fully represented the growing and diverse community we aimed to serve.

To better reflect our commitment to the entire Muncie area and signal our mission to provide trusted financial partnership to everyone, we embraced a new identity: PrimeTrust Financial Federal Credit Union. This change wasn't about forgetting our past, but about opening our doors wider to the future, ensuring anyone living or working in our community could benefit from the credit union difference.

For ninety years, through changing times and economic cycles, our core mission has remained the same: to be a reliable, member-focused financial institution dedicated to the well-being of the Muncie area and its residents. This 90th anniversary, highlighted by the prestigious recognition from the Greater Muncie Chamber of Commerce, fills us with gratitude for your trust and loyalty. Thank you for being part of our incredible history. We look forward to continuing to serve you and build a strong financial future together for many years to come.

# Introducing Justin Bolen, Chief Financial Officer

Justin Bolen has recently joined the PrimeTrust team as Chief Financial Officer. Justin is an experienced operations and finance professional with a proven track record of consistently surpassing expectations and achieving significant results across diverse industries.

His areas of expertise include budgeting, cash flow management, problem resolution, system implementation, strategic planning, and staff development. In his current role, Justin is responsible for overseeing the financial strategy and operations of the credit union. He holds a Bachelor of Science in Business from Davenport University and a Master of Business Administration from Western Governors University.



**Dream Big**  
How would you transform your home with a **home equity line of credit (HELOC)**?

[PrimeTrustCU.com/HELOC](https://www.PrimeTrustCU.com/HELOC)

Home Equity Line of Credit (HELOC) subject to credit approval. Rates, terms, and conditions apply.

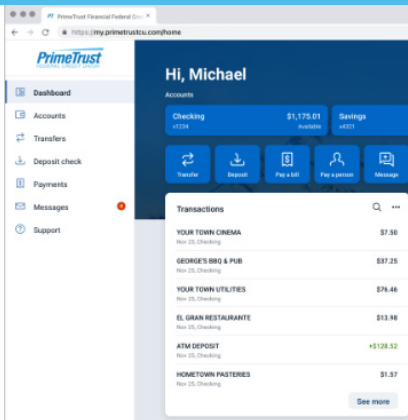


## Connect to PrimeTrust on Your Terms

Online Banking Support

Text Us or Call Us

Visit a Branch



Your **STORY Matters**

Yes, we text!  
(765) 289-2148

4 Convenient Locations





# Financial Wellness

Continued from Page 1

## **Bonzai: Financial Literacy Education**

We're also investing in the next generation by supporting Bonzai, a platform that delivers engaging financial education to local students, incentivizing their learning and laying a strong foundation for their financial lives.

## **Clear the List**

And because we understand the vital role educators play in our community, our 'Clear the List' program, in collaboration with WMDH (102.5 FM), allows listeners to directly support teachers by fulfilling their classroom needs. We're

committed to fostering a community where everyone has the resources to advance.

## **Mission Focused**

We're dedicated to making financial wellness accessible to everyone, which is why we're actively engaged in bringing resources directly to you.

Want to learn more?  
Visit [www.PrimeTrustCU.com/advance](http://www.PrimeTrustCU.com/advance)  
or  
Use the QR code above

## The Pursuit of Financial Wellness

Credit unions prioritize member financial wellness through community education and training. As member-owned cooperatives, they reinvest profits into resources like workshops and counseling, covering budgeting, debt management, and credit improvement.

They partner with local organizations to reach diverse populations, offering tai-

llored programs for youth, seniors, and underserved communities. This holistic approach empowers individuals to make informed financial decisions, fostering long-term stability and reducing reliance on predatory lending. By prioritizing education, credit unions strengthen communities and promote economic opportunity, embodying their "people helping people" philosophy.

# Denise Ross

## 5-Star Member Service Award

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This significant achievement highlights Denise's proactive approach and dedication to member satisfaction. Gathering detailed Google reviews plus member testimonies requires consistent effort and truly reflects the positive impact she has. These first-hand accounts demonstrate the exceptional service level that earned her this prestigious 5-star recognition.

Denise's commitment sets a high benchmark for member engagement and service excellence, showcasing the value of actively seeking and sharing member satisfaction.

# People Helping People

## PrimeTrust 2nd Annual Mini-Golf Mixer Thursday, June 12th Boulder Falls

Executive Scramble 3-6pm | Community Golf 6-8pm

**PROCEEDS  
BENEFITTING:**



**PrimeTrust**  
FEDERAL CREDIT UNION

## PrimeTrust Federal Credit Union

Muncie • Yorktown • Anderson • New Castle

(765) 289-2148  
[www.PrimeTrustCU.com](http://www.PrimeTrustCU.com)