



For More Information

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For Immediate Release

Aventa Credit Union Manager receives Mountain West Credit Union Association HOPE Award

Colorado Springs, Colorado (November 19, 2020) – Aventa Credit Union Pueblo Branch Manager, Louise Martinez, has received the Mountain West Credit Union Association (MWCUA) HOPE (Helping Our People Everyday) Award for the Pueblo Chapter of Credit Unions. The award is presented to credit union employees who are “Caught in the Act” of demonstrating quality member service. Nominations are accepted by each chapter of credit unions and reviewed against key criteria including handling of volatile situations, developing positive member experiences, and improving the overall impact of credit union efforts in our communities.

Ms. Martinez demonstrated exceptional service in her interactions with members when her branch lobby was closed due to COVID-19 protocols. She led the way in her ability to reassure members with every interaction in the drive-up and provide support to her staff.

Ms. Martinez will advance to represent the Pueblo Chapter of Credit Unions for the final round of judging for the overall MWCUA winner, who will be honored at the 2021 MWCUA Annual Meeting.

Photo: Louise Martinez, Aventa Credit Union Pueblo Branch Manager

About Aventa

Aventa Credit Union was founded in 1957 by the Colorado Springs Utilities Department. Today, Aventa has grown to more than 30,000 members and \$240 million in assets. The credit union offers a wide variety of financial products and services throughout the nine counties they now serve. Membership is open to anyone that lives, works, worships or attends school in Alamosa, Chaffee, Custer, El Paso, Fremont, Huerfano, Pueblo, Saguache and Teller Counties.

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