

# **HOUSTON'S PLUS4 CREDIT UNION DELIVERS DREAMS TO THE HISPANIC COMMUNITY**

**Recently, Plus4 Credit Union was one of only three Texas credit unions to receive the prestigious “Juntos Avanzamos designation” from the Texas Credit Union League. The award represents the credit union’s commitment to helping Hispanic customers have a ‘greater piece of the pie.’**

**By Sharyn Alden**

For 77 years they’ve been in the neighborhood, and they’ve been delivering dreams of affordable and highly personal financial services. But now, Plus4 Credit Union of Houston is playing an even stronger part in serving the needs of the Hispanic community.

The credit union recently received the distinguished “Juntos Avanzamos” award--the Spanish name means “together we advance” from the Texas Credit Union League (TCUL), and is one of only three credit unions (the other two are in Denton and Fort Worth) in Texas honored with the designation. TCUL represents nearly 600 credit unions in the state.

TCUL encouraged Plus4 to apply for the designation knowing of their passion behind helping the Hispanic community.

“The Juntos Avanzamos” award is huge for us,” says Vladimir Stark, CEO/President of Plus4. “When members see the program’s flag flying at our credit union, they know it signifies our commitment to their goals and our better serving the

Hispanic community.” But Stark further points out, “Knowing that we are committed to helping them succeed is only the first step toward building a loyal and strong business relationship.”

### **Subhead—Building relationships**

How does the Juntos Avanzamos award make a difference to members? “Our sign-in sheets both in English and Spanish,” says Lupe Mendoza, ~~executive assistant~~ Manager of Strategic Development. “The member has the option of interacting with us in Spanish or English and there is at least one bilingual employee in each of our departments.”

How have members reacted to the news that the credit union has been honored with the designation? By all accounts, credit union staff members report the Hispanic community is elated. “They are thrilled that there is someone who can communicate with them when they walk in or call us,” says Stark. “And unlike other financial institutions, Hispanic members are delighted that they don’t have to wait long for someone to speak Spanish with them,” adds Stark.

In addition to offering bilingual financial services to its members, Plus4 recognizes that educating people is crucial toward helping them fulfill their dreams. “That’s the key to better serving the Hispanic community,” says Stark. “For example, at the end of June, we will be facilitating a home buying seminar that will be conducted entirely in Spanish.”

Partnering with the Hispanic community to deliver dreams of affordable financial services is in full swing at Plus4 Credit Union. “We are committed to helping them

succeed,” says Stark. “But it is only the first step towards building loyal partnerships and helping them improve their lives.”

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