



Preserving the human connection in banking

## **FOR IMMEDIATE RELEASE**

### **GRAND OPENING**

### **OF NEW HART COMMUNITY BRANCH & LAUNCH OF "PRESERVING THE HUMAN CONNECTION IN BANKING"**

**May 11, 2019 10:30 am to 1:30 pm**

**Prince George, May 3, 2019 – Comfortable, Inviting, Home** –these three words encompass the transformation that has taken place with Spruce Credit Union's New Hart Community Branch.

"We have a renewed mission at Spruce Credit Union which we are calling *Preserving The Human Connection In Banking*." stated Ken Dickson, Chief Executive Officer. "Many people have told us that they are fed up with simply being a sales target when they walk into their bank. Frustration is also being voiced about the strong push to make customers do their own banking through self-serve options and the impending use of artificial intelligence". Ken went on to say "While our competitors continue to march down this path, we are going to be very intentional on revitalizing the human connection in banking – person to person. There has been plenty of media coverage over the past couple of years about what goes wrong in our industry when hard sales targets are placed on employees. At Spruce Credit Union, we place our emphasis on trust, teamwork, integrity, and respect which leads to finding solutions for people's financial lives, from staff that they can trust are acting in their best interest, instead of meeting some corporate driven sales numbers. This approach is so important to us that I am proud to say that our managers and staff do not have sales targets or commissions paid to them. I suppose it comes from growing up in the area and having those Hometown Values".

This strategy is clearly evident with the New Hart Community Branch. You feel welcomed as soon as you enter into an actual living room featuring comfortable chairs, a couch, television, and a fireplace. Fresh brewed coffee and water encourages spending time in the branch visiting with helpful staff and friends. The warm tones, wood features, local photography and softer lighting complete the setting.

Branch Manager, Sherry Krafta shared that “our approach of having people to people banking services is what many people desire and are having a hard time finding in the banking industry. All of us are proud to say that Spruce Credit Union is now *That Place* in Prince George.”

New Board Chairperson, Reg Foot, said “When the chartered bank closed their Hart branch last fall, we saw it as a great opportunity to expand our services and offer full service banking for the 10,000+ people who call the Hart and surrounding areas home”

Spruce Credit Union (SCU) is hosting a grand opening celebration of their new location that focuses on preserving the human connection in banking. Taking place on Saturday May 11<sup>th</sup>, 2019 from 10:30am-1:30pm, SCU is inviting our members and the public to help them celebrate the opening of their new branch. People will have a chance to mingle with the staff from SCU, enjoy prize draws every ½ hour featuring Hart Highway businesses and other giveaways. Mayor Lynn Hall will join us for an official ribbon cutting ceremony that will be followed by a BBQ to be enjoyed by all.

#### **MEDIA EVENT DETAILS**

When: Saturday May 11<sup>th</sup>, 2019 @ 10:30 am – 1:30 pm

Where: Spruce Credit Union – Hart Shopping Centre 6541 Hart Highway

Who: CEO Ken Dickson, Board Chairperson Reg Foot, Branch Manager Sherry Krafta and Mayor Lynn Hall to share a few words at 11:00 am, followed by a ribbon cutting ceremony.

**TO ARRANGE FOR INTERVIEWS**, please contact:

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