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CONTACT:

Kerie Sekal
Vice President of Marketing and Member Engagement
INOVA Federal Credit Union
574.322.66568 800.826.5465 x 6668
ksekal@inovafcu.org

INOVA Federal tops the chart in value to its members financial well-being.

Elkhart, IN —INOVA Federal was ranked #4 in their asset category for Credit Unions by Callahan and Associates in their “ROM” (Return of Member) score. According to the recent Callahan & Associates article, “ROM considers three core credit union functions: Return to Savers (savings), Return to Borrowers (lending), and Member Participation (product usage). Credit unions across the country use the score to support their member-facing goals, hold staff accountable to better serve members, and demonstrate the impact credit unions have in their communities.”

“This is exciting for us!” said Kerie Sekal, Vice President of Marketing and Member Engagement for INOVA Federal. “INOVA’s top priority is to improve the financial wellbeing of those we serve, and rankings like this, together with regular and positive feedback we receive from our members, is a key indicator for us that we are doing everything we can to meet members’ needs and add value to their lives.”

INOVA is celebrating their 80-Year anniversary in 2022. Originally established in 1942 to serve the employees of Miles Laboratories, INOVA is the only locally headquartered financial institution in downtown Elkhart, and attributes its success to the trust and loyalty of their members, which allows INOVA to continue providing the financial tools and resources that helps individuals and families achieve their financial goals.

About INOVA Federal Credit Union

INOVA Federal Credit Union is a member-owned, financial cooperative headquartered in downtown Elkhart, Indiana. Established in 1942, INOVA was originally chartered to serve the employees of Miles (Bayer) Laboratories. Today, INOVA serves over 44,000 members and the employees of over 500 companies. INOVA has nine branch locations in three states, as well as 5,600 service center locations and 30,000 free ATMs nationwide.

About Callahan & Associates

Callahan & Associates was founded in 1985 by three credit union proponents with a shared purpose of helping credit unions thrive. Ed Callahan, Bucky Sebastian, and Chip Filson realized

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that the best way to support credit unions was by fostering collaboration, empowering them with actionable data, and driving change. Callahan & Associates is 100% employee owned.

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