



Altra Federal Credit Union drives success with genuine concern for members, staff, and communities.

Fulfilling its mission to make everyone prosper has made Altra a trusted financial partner.

Steve Koenen ~ President & CEO Altra Federal Credit Union

Altra Federal Credit Union's tagline, "Helping You Live Your Best Life," is more than a marketing catchphrase. From award-winning financial wellness programs to the Altra Acts of Kindness initiative, the financial institution's genuine concern for people is enabling its members, staff, and communities to prosper.

"We walk the talk," says Steve Koenen, president, and CEO of Altra Federal Credit Union. "We've become exceptionally good at helping people who are going through a tough time, and this corporate philosophy has nurtured the loyalty of our members and other stakeholders."

Founded in 1931, Altra is a nationwide, full-service cooperative financial institution with nearly 150,000 members, around 500 employees, and \$2.9 billion in total assets. Based in Onalaska, WI, Altra offers a full range of financial services, from personal and business to lending and investments.

The heart of the credit union is its unwavering regard for the well-being of its members, staff, and communities. Its Altra Acts of Kindness program allows employees to extend up to \$400 on the spot to members in monetary distress. What makes Altra stand out, however, is its commitment to innovation. The financial institution's SAM-e® (Smart Automated Machine) can accomplish 24/7 about 90% of what a human teller can do, thus expediting the delivery of a comprehensive suite of banking services. In addition, Palm Vein technology provides secure and easy identification of members.

Altra has won the Dora Maxwell Award for funding various community charity programs and the Youth and Adult Alphonse Desjardins Awards for its outstanding financial education initiatives. The financial institution has donated more than \$1 million to communities and given nearly \$200,000 in scholarships to around 250 students.

"We're a trusted financial partner because we consistently deliver value," says Koenen, who has been with Altra for nearly 30 years. "There is so much need everywhere, so we always do our best to make our communities a better place."

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