

A financial institution with purpose: PremierOne Credit Union comes out on top after two years of economic uncertainty

It has often been said that a company's culture comes from the top. To build a dynamic and effective work atmosphere, there may be no component more essential than leadership that looks out for the well-being of all employees. Even before the pandemic upended office life, PremierOne Credit Union made it a priority to respond to the individual needs of its employees and provide flexible solutions geared toward optimizing work-life balance for all. For Community Relationship Officer Andrew Amaya, PremierOne stands apart from other workplaces in many vital ways. "PremierOne Credit Union is a place where you're constantly encouraged to reach for your goals but consistently checked on to make sure your personal and mental well-being is cared for," Amaya says.

Offering membership to anyone who lives, works, studies, or worships in Santa Clara County, PremierOne Credit Union manages more than \$550 million in assets. Fostering a positive and sustainable culture has led PremierOne Credit Union to be named one of the nation's Top Workplaces

for two years in a row and during two of the most challenging years which can be remembered. This prestigious award recognizes the best employers based on independent employee feedback.

The start of the pandemic marked a precarious time for the American workplace. Many companies were unable to adapt to the difficult nature of Covid-19, and millions of people were left unemployed and on unstable financial ground. Amid the ongoing challenge of uncertainty, PremierOne Credit Union's leadership decided to maintain their position as a pillar of the Santa Clara County community, stepping up to offer a helping hand to the neighbors and friends they have called their members for years. "PremierOne Credit Union's leadership is unique due to the autonomy, engagement, and creativity," says Staff Development Specialist Laura Stiavetti.

Against all odds, PremierOne Credit Union did not lose members during this two-year pandemic period. Instead, they made every effort to ensure that its members' credit rating



didn't suffer troubling economic times and has continued to grow the membership, as demonstrated by the opening of the Gilroy branch, identified as a location where we could successfully extend service to those in need. Considering this a well-earned point of pride, PremierOne Credit Union remains one of the strongest and most respected financial institutions in the South Bay, with members and employees who feel personally cared for with each interaction.

When workers are supported at their jobs, it's no surprise that their contentment shows in their work. "Having an open dialogue with feedback that is always welcome and encouraged differentiates us from other

financial institutions," said Michael Mann, the Asbury branch manager. With an environment that facilitates diversity, inclusion, and personal growth, employees feel empowered to go above and beyond to offer the best service to their members. For Amaya, PremierOne Credit Union's focus on employee development is further demonstrated in their robust leadership programs. "From our Emerging Leader Program to our Product Knowledge Certifications and even our Manager on Duty program to help guide future managers, these programs develop growth among all of our staff," says Amaya. This has made PremierOne Credit Union a place where members know they will consist-

ently receive the full attention and highest caliber of individualized service based on their unique financial needs and objectives.

As we have moved forward, PremierOne has remained committed to participating in its community service sponsorship programs to support the welfare of all Santa Clara County residents. This includes raising money for many groups, including the San Jose Police Activity League, Burn Foundation, the American Cancer Society, and many local organizations, which are often chosen by staff. PremierOne also sponsors two annual scholarship programs, which provide college students subsidies to ease the burden of higher education or vocational training

costs. The local Fire-fighter Academy offers a scholarship to a graduating apprentice.

Finding a workplace you can call home and a trustworthy and responsible financial partner is a vital combination that ensures our employees and members can keep living the life they desire. PremierOne Credit Union has acquired a reputation worthy of its achievements in improving the lives of its employees and creating an environment where people want to come to work to serve their membership! Stiavetti sums it up: "Together, we're just better!" ■

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