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## **Three Allegacy Federal Credit Union Women Named 2011 Women Extraordinaire**

**Winston-Salem, N.C., January 2012** – Three Allegacy Federal Credit Union employees have been honored as 2011 recipients of Business Leader Media’s annual Women Extraordinaire Awards, which honors top women business leaders in the Triad.

Award winners are Cathy J. Pace, president of the credit union division, Julie George, vice president of sales, Allegacy Services, and Chrystal Parnell, assistant vice president, marketing.

The Women Extraordinaire Award honors women of outstanding accomplishment who are leaders, innovators and problem-solvers, and who serve as an inspiration and mentor to others. Winners include executives, business owners or community leaders who have demonstrated significant business achievement and community involvement.

The three women were among 25 other Triad winners recently honored at an awards luncheon in Winston-Salem. They will also be profiled in an upcoming *Business Leader* magazine edition.

“All three are very deserving of this award and are truly extraordinary women,” said Allegacy CEO/President W.K. (Ike) Keener, Jr. “We are extremely proud of all they do for Allegacy, our member-owners and the difference each one makes in the community.”

Pace is a 33-year veteran of Allegacy and has played a critical role in Allegacy’s growth from 17,000 members and nearly \$50 million in assets in 1978 to more than 110,000 members and nearly \$1 billion in assets today. She is also committed to raising awareness and funds for women’s health-related causes. Pace currently serves on the following local boards: Wake Forest Baptist Medical Center Comprehensive Cancer Center regional advisory board, Hospice Palliative Care, and Sara Lee Center for Women’s Health Cancer Services, Inc.

With over 16 years of management experience, George has brought a passion for employee education to her role at JBA Benefits for 2011. Her involvement in the day-to-day allows her to play an integral role in setting the strategic plan and vision for the organization. She is also active in the community as President-elect of the Triad Association of Health Underwriters (TAHU) and serves on the North Carolina Association of Health Underwriters Board (NCAHU).

In her role as vice president of marketing, Parnell was recently responsible for launching the first-ever, multi-media advertising campaign for Allegacy. The highly successful campaign initiated an effective local push for consumers to “Unlike Your Bank” and switch to a credit union. As a result of this campaign, Allegacy welcomed more than 2,700 new members, 2,200 new checking accounts and almost 3,000 loan applications. Parnell is also active in the community as she participates in many local non-profit fundraising events and as a member of the board of directors for the NC Triad Affiliate of Susan G. Komen for the Cure.

### **About Allegacy**

Allegacy is one of the largest credit unions in North Carolina, with members throughout the world. Founded in 1967 in Winston-Salem, Allegacy has a broad membership base open to anyone in our community. Current members also include the employees, retirees and families of more than 550 companies throughout the country. Allegacy offers virtually all personal and business financial services. Allegacy Financial Centers are concentrated in the Triad area with 14 convenient locations and six high school student-run credit unions in the Winston-Salem/Forsyth County School system. For more information, visit [AllegacyFCU.org](http://AllegacyFCU.org).

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