

Director of Marketing Named "Marketer of the Year"

Cathy J. Pace, Director of Marketing for RCFCU, was recently voted "Marketer of the Year" by the Credit Union Executives Society (CUES), a trade organization for credit union professionals. The announcement was made at CUES's annual Strategic Marketing, Operations and Technology conference.



Cathy J. Pace,
CUES 1999 Marketer of the Year

Pace has been employed with RCFCU since 1978. A member of the credit union's senior management team, she is responsible for directing all marketing functions of the credit union, including market research/planning, budgeting, publications, special promotions, and all design and communication to members.

RCFCU recognized for excellence in marketing

RCFCU was recently honored with awards for some of its marketing efforts by both the Credit Union Executives Society (CUES) and the Credit Union National Association (CUNA) Marketing Council. Both trade organizations for credit union professionals evaluate the marketing efforts and achievements of credit unions.

RCFCU's 1997 Annual Report received a first-place Golden Mirror Award from CUES and a Diamond Award from CUNA.

Our Money Market Select Coordinated Campaign was awarded a Golden Mirror Award by CUES.

And the Grassroots campaign was recognized by CUNA with a Diamond Award. This was an especially important award because it was the result of our employees' and members' hard work and dedication in getting The Credit Union Membership Access Act passed.



1997 Annual Report
First Place
Golden Mirror Award, CUES
Diamond Award, CUNA



1998 Grassroots Campaign
Diamond Award, CUNA



1998 Money Market Select Campaign
Golden Mirror Award, CUES