

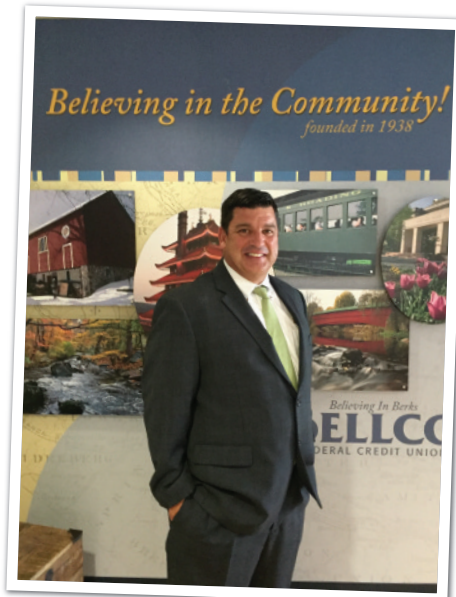
BUSINESS SPOTLIGHT



Bellco Federal Credit Union may be the second oldest of its kind in Berks County, but its spirit is young and bursting with energy and enthusiasm. "Our vision is to be the credit union people love," said Lori Anderson, Bellco's director of marketing and public relations. It's a vision backed up by a serious commitment. Bellco went through an extensive revitalization of business and formulated a plan to achieve its goals and follow through on it. "We've heightened everything we do to pursue excellence, for Bellco members, that means convenience and lifetime value," Anderson said.

One way it has done this is by embracing the power of technology. "Almost everything we do can be done on our mobile app," she said. Via smartphone, Bellco members can manage their accounts, checking on balances, reviewing recent history, transferring funds, receiving alerts and even depositing checks. Anderson pointed out that convenience is more valuable than money. It means that customers save time, which is ultimately their most precious resource. But the benefits aren't confined to the borders of Berks County, or to its two locations. The credit union also offers shared branching at some 5,000 credit unions and 30,000 ATMs nationwide. A Bellco member can go into any of those participating institutions or ATMs and do business just as if he or she were at a Bellco location or ATM.

Other benefits for members include up to \$20 monthly in ATM fee reimbursements, reward checking accounts, free ATMs, business accounts and commercial loans. She added that Bellco can do basically whatever a big bank can do. "We're just doing it better," Anderson said. An important part of that advantage is Bellco's unwavering commitment to personal service. "Our members are more than just a credit score. We listen to you. We listen to your story. "As you move through the stages of life we're making sure we offer the opportunities for you to expand your business, purchase a car, a house — whatever you need." As in the beginning, Bellco remains committed to helping its members and to the greater good. "Our goal is to help your businesses grow, support our local community and foster additional jobs in our county," Anderson said. "That's our bottom line. We invest in our local community."



Thomas Gosling, CEO of Bellco Federal Credit Union.



Bellco has hired Josh Oswald as Credit Union Relationship Manager to coordinate the commercial business lending efforts. With more than 10 years of commercial lending experience in the Greater Reading area, Oswald will oversee the business development and commercial lending needs for Bellco Federal Credit Union while assisting their small business members.

Wyomissing Branch
Phone: (610) 373-5192

Sinking Spring Branch
Phone: (610) 373-5192

Visit www.bellcocu.org for more information.

