



3090 East Fry Blvd.
Sierra Vista, AZ 85635
www.ascu.org
800-752-6394

American Southwest Credit Union (ASCU), with its seven branches and 70 employees, is headquartered in Sierra Vista, Arizona. It serves 22,000 member/owners in the area and provides quality financial services to consumer and commercial members at the lowest possible cost. The people who work at ASCU live and work in the communities ASCU supports. They strive to build stronger relationships to better understand the needs of their communities.

This cooperative financial institution was chartered in 1955 and, in fact, is one year older than the town of Sierra Vista itself. Some would say it was an influential player in building this thriving community and unlike other financial institutions in town, all decisions are made locally. Loan decisions are made by people you know and local deposits stay in our community and are put to work to help others.

From consumer lending for vehicles and other personal needs to residential lending for home construction and mortgages, the financial needs of our community are met. Local businesses receive loans to construct commercial buildings, fund capital acquisitions and provide working capital. ASCU also works cooperatively with Cochise College's Small Business Development Center to help establish and expand local business opportunities.

Credit Unions are known for their quality service and ASCU is no different. One of its key business practices is striving for constant improvement in quality service by investing in new technology to enhance transactional delivery channels as well as ongoing employee training to improve service through its seven branches, online services and through specialized service departments.

ASCU seeks to attract and retain quality employees by offering incentives for quality work. It also provides good benefits including a wellness program for employees and a merit-based benefit to attend the Disney Institute for top performers.

The board, management and staff get involved and support the local community. They volunteer hundreds of hours for service projects, community events and participate in numerous charitable boards including the Sierra Vista Economic Development Foundation, the Legacy Foundation of Southeast Arizona, the Southeastern Arizona Workforce Connection, the Arizona Governor's Workforce Council, Boy Scouts, Rotary, Relay for Life, Launch into Life programs for county schools, Toys for Tots, Community Food Banks, Project Graduation for area high schools, Ft. Huachuca 50, and Christmas with a Cop. Employees also support and participate in a variety of events sponsored by the Chamber of Commerce, including the Festival of Trees, Health & Wellness Fairs, Christmas parades and Business at Twilight functions.



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Recently, ASCU contributed both man hours and funds to Buena High School's marching band for new uniforms raising \$11,000 plus contributing an additional \$10,000 match, contributing \$10,000 toward a non-denominational chapel for the Veteran's Cemetery, and sponsoring an annual motorcycle ride within Cochise County to raise funds for the Wounded Warrior Project.

ASCU is proud to have helped build such vibrant, caring and patriotic communities for 60 years and will be celebrating that milestone this year with events at all seven branches in their communities. ASCU is continuing in its tradition of helping members and communities grow toward a more prosperous future.