

October - December 2025

Member Matter\$



A Message from President/CEO Travis Markley

When asked about our recent rebrand (see inside page to read all about it!), Markley says:

“When I joined HHCU, it was a workplace where I truly felt at home. That shared sense of belonging has guided this entire rebranding process. Refreshing our mission was simply our way of putting words to what has been woven into our DNA for decades.

What makes this mission so powerful is that it was built from the voices of the people who know us best — our Members and Team Members. Your words shaped this mission, and your actions bring it to life every day through the way you give, support one another, and strengthen our communities.

We saw this spirit firsthand during our Member Appreciation Celebration in November, when Members and Team Members gathered hundreds of pounds of canned goods for local food pantries. That generosity reflects who we are and fuels everything we do, from serving our Members to giving back through programs like Pledge 1%.

Unveiling this refresh during MAC was the perfect way to celebrate our gratitude for our Members and the mission we built together. Thank you for being part of HHCU and for belonging to something more.”

**“When others just saw numbers,
Hoosier Hills saw *me*.”**

- Brad T., Member since 2023



Lunches Packed with Care



HHCU Team Members recently prepared and delivered more than 30 sack lunches for guests at the Men’s Warming Shelter in Bedford. When the shelter shared a need for meal support this winter, HHCU purchased the lunches and our Team Members volunteered their time to assemble and deliver them.

This relationship is an important one and the impact of these efforts goes beyond a single meal. Heather Flynn, Executive Director of the Men’s Warming Shelter, shared, “It’s just a sack lunch, but to our clients, it’s a lot more. It’s the security of knowing you won’t spend the whole day hungry. It may be all someone has to eat all day, so it matters. That sack lunch is super important. When local businesses like HHCU care enough to make and deliver thirty sack lunches, it shows they care about more than just their Members—they care about their community.”

Belong to Something More: Introducing our Refreshed Mission and Tagline

At Hoosier Hills Credit Union, our Members are at the heart of everything we do. Over the past year, we spent time listening to Members and Team Members share what HHCU means to them, what we do best, and where we can grow together. Your voices shaped an important update to our brand: a refreshed mission statement and a new tagline that more clearly express our purpose.

A Mission Inspired by You

We are proud to introduce our new mission statement, created directly from the feedback we received:

"Our mission is to empower brighter financial futures and strengthen communities through extraordinary service and genuine connection, one Member at a time."

This mission reflects the spirit we heard throughout our conversations that HHCU is more than a financial institution. It is a place where people feel supported, encouraged, and connected. A place where Members belong.

A New Tagline That Captures Who We Are

You may also notice our new tagline throughout our communications:

Belong to Something *More*.

This phrase represents what our Members have always told us: HHCU is a community, not just an account. It is a place where your financial goals matter, your well-being matters, and your community matters.

What's Changing and What's Staying the Same

While our mission and tagline have been refreshed, our logo and colors remain the same. The refreshed language realigns HHCU with the purpose that has guided us for decades and makes it easier to communicate who we are and what we stand for.

Thank you for being part of the HHCU family. Together, we truly belong to something *more*.

Thank You for Celebrating with Us

Last month, we were thrilled to celebrate another incredible Member Appreciation Celebration with all of you. Thank you to everyone who stopped by our Service Centers, shared a conversation with our Team Members, enjoyed refreshments, and helped make the day so special. Your presence is what brings our mission to life, and we are grateful for the opportunity to celebrate our Members each year.

We also extend a big congratulations to the 88 winners of our Member Appreciation Celebration giveaways! We look forward to celebrating with you again next year!



"I feel valued every single time I walk in the door."

- Patti L., Member since 1992



A Fresh Look, A Better Experience: Introducing Our New Website

This refreshed website is more than just a new look—it reflects our commitment to better serve you at every touchpoint. By making information easier to find, tools easier to use, and our community impact easier to explore, we hope you experience the same extraordinary service digitally as you do when walking into one of our Service Centers.

If you have not already, we cannot wait for you to explore the new [hoosierhills.com](https://www.hoosierhills.com) and experience the improvements firsthand. Thank you for being part of our journey and for belonging to something *more*.

Website Refresh: What to Expect

What's changing?

- Our refreshed website launched November 19, and brings a cleaner design, simpler navigation, quick links to open accounts or apply for loans, rotating banners for promotions and events, a spotlight on our community giving, and a new Spanish translation feature for expanded accessibility.

What's staying the same?

- Online and mobile banking are completely unchanged, with the login button still located in the top right corner. Contact Us, Locations, and Rates remain easy to find at the top of each page, and our commitment to serving our Members and communities remains at the heart of everything we do.



Team Member Spotlight

Emily Fischer joined Hoosier Hills Credit Union in September 2024 as the VP of Operations for our Jasper Service Center, bringing a wealth of financial industry experience, contagious enthusiasm, deep community commitment and a genuine love for serving our Members each day. See what she has to say about what it means to work for HHCU and belong to something *more*.



Emily Fischer
VP of Operations
Jasper Service Center

- Emily was drawn to HHCU because the mission is actively lived out through meaningful action, not just words. From community involvement to Member relationships, she sees the impact of the mission every day.
- She values the credit union difference and takes pride in knowing HHCU operates for its Members as owners, allowing the organization to focus on people first through fewer fees, competitive rates, and reinvestment in local communities through Pledge 1%.
- Building genuine, long-lasting relationships with Members is what motivates Emily most — from celebrating small everyday moments to supporting major life milestones throughout each Member's financial journey.
- At HHCU, Emily feels truly valued. She appreciates the collaborative environment where ideas are welcomed, leadership is engaged, and Team Members are empowered to make a positive difference.
- Giving back is especially meaningful to her. Through Pledge 1%, she has been able to serve on the Jasper Chamber of Commerce Board, volunteer at community events, support local causes, and help strengthen the communities HHCU proudly serves.

Mission in Motion: Community Needs Drives



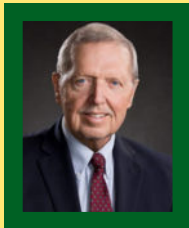
Recently, we carried out two meaningful efforts to support our neighbors across southern Indiana — our Team Member-supported Warm & Fuzzy Drive and our Member-supported Food Drive. Together, these initiatives supported fifteen unique agencies and strengthened our partnerships with local shelters and food pantries by helping meet essential needs in the communities we serve.



Our Team Members collected winter essentials like hats, gloves, socks, and scarves for local shelters. These donations supported six organizations and helped ensure individuals facing cold weather had access to needed warmth and comfort.

Additionally, you, our Members, collected goods and provided food donations to nine organizations across our footprint, helping restock shelves and strengthen essential community programs. We are grateful for every Team Member and Member who participated!

Board & Supervisory Committee Elections



Alan Cummings, Board Member, has served the credit union for 47 years and the seat is up for election for a 3-year term.



Chad Helming, Board Member, has served the credit union for 6 years and the seat is up for election for a 3-year term.



Jennie Edwards, Board Member, has served the credit union for 39 years and the seat is up for election for a 3-year term.



Greg Wisniewski, Supervisory Committee Member, has served the credit union for 1 year and the seat is up for election for a 3-year term.

If you are a Hoosier Hills Credit Union Member, at least 18 years of age or older, and are interested in running for the Board of Directors or Supervisory Committee, you need to pick up an official petition and candidate application form at 630 Lincoln Ave., Bedford, Indiana.

To have your name placed on the ballot, the petition must be signed by 5 percent of Credit Union Members at least 16 years of age or older and returned to the Credit Union along with the completed application form and picture of yourself by noon ET on February 12, 2026.

If there is only one nominee for each position to be filled, the election will not be conducted by ballot and there will be no nominations from the floor, as the nominees will be elected to the positions by acclamation. If an election is necessary, ballots will be placed in all Service Centers for membership access. Ballots must be received by the election teller no later than midnight ET, May 8, 2026.

Election results will be announced at the annual meeting on May 13, 2026.

Local

Service Centers

800.865.2612

BEDFORD

630 Lincoln Avenue

BEDFORD WEST SIDE

24 Hour Banking Center
3311 Michael Avenue

CHRISNEY

419 North Main Street

ELLETTSVILLE

3590 West State Rd 46

FRENCH LICK

8487 West College Street

GREENDALE

317 Ridge Avenue

JASPER

3010 Newton Street

LAWRENCEBURG

600 Wilson Creek Road

MITCHELL

45 Teke Burton Drive

OOLITIC

ATM Only
Corner of Hoosier & Main St

PAOLI

960 North Gospel Street

TELL CITY

923 Payne Street

What stories do you want to see or share? Are you a Member with a business? Have you been impacted by our giving? Contact marketing@hoosierhills.com



Your savings federally insured up to \$250,000 by NCUA. Additional Excess Share Insurance up to \$250,000 provided by HHCU. Equal Housing Lender.