

## FOR IMMEDIATE RELEASE

**DEI Contact:**

Kim Rittmeier  
Marketing and PR Manager  
DEI Incorporated  
513.699.4726  
krittmeier@dei-corp.com



### DEI Breaks Ground on New Hoosier Hills Credit Union Branch

#### *Significant Growth Leads to Location in a New Market Area*

**July 13, 2021**—*Bedford, Indiana*—DEI, a leading design/build company specializing in banks and credit unions nationally, announced today the opening of a new member service center for Hoosier Hills Credit Union in the Bloomington, Indiana, market area. The new service center is designed to meet the growing member demand for the nearly \$800 million dollar credit union.

A ribbon cutting ceremony was held to officially welcome members to the service center. The 4,311 square-foot building was constructed in a growing section of Bloomington, along State Route H6. DEI incorporated key branding elements and specialty designs to elevate the credit union's visibility in the community and promote the unique credit union values of its brand positioning: Better Service. Better Banking. Better For You!

Based on the 33% growth of assets since March of 2019, the credit union evaluated its market footprint and determined that a new facility in Bloomington would generate greater member service efficiency and access to accommodate its growth.

"DEI is excited to assist Hoosier Hills in continuing its strong member growth and community support in Bloomington by delivering a new member service center in the heart of a new market service area," says Bob Boehmer, DEI's Regional Vice President.

Jared Powell, DEI Interior Designer added, "The design for Hoosier Hills branch was about bringing a touch of contemporary design to the Hoosier Hills brand. We looked at what was successful in the past and pushed it forward to meet today's cleaner aesthetic. From the robust teller pods to the dynamic video walls, we have taken time to create meaningful moments of design throughout the space. The brand is fully on display throughout and the statements and ideology of Hoosier Hills are front and center."

Adding to a record year of project growth and new builds, the Hoosier Hills project highlights the unique "Redefine, Rethink, Reimagine" philosophy of DEI as the credit union and banking industry evolves to meet member demands and changing patterns of banking behavior.

— More —

## About DEI Incorporated

Since 1985, DEI has transformed banks and credit unions into retail environments, a place to cross-sell products and services, improve efficiencies and increase the bottom line. DEI helps its clients Redefine, Rethink and Reimagine their facilities, space and branch footprint strategies. A forward-thinking architectural design/build company, DEI has designed, built or remodeled over 1,800 financial facilities. DEI is a leader in creating banking facilities that use the latest technology and delivery systems to provide state-of-the-art retail solutions that help clients improve their return on investment. DEI is headquartered in Cincinnati, Ohio, and has additional offices in Texas, Indiana, New York, and Florida.

Learn more at [www.Dei-corp.com](http://www.Dei-corp.com)

## About Hoosier Hills Credit Union:

Hoosier Hills Credit Union was formed in the break room of the GM Central Foundry in Bedford, Indiana. It was formally organized as Bedford Independent Federal Credit Union in 1969. More than 50 years after its humble beginning, Hoosier Hills Credit Union has grown to more than \$775,000,000 in assets, serving 32,000 members with the same mission: the financial wellness of its members. To learn more about Hoosier Hills Credit Union, visit [www.hoosierhills.com](http://www.hoosierhills.com) or call 812.279.6644.

## Photo – Ribbon Cutting:

Pictured from left to right:

**Matt Harding** – Hoosier Hills Credit Union's (HHCU) Mortgage Loan Officer, Ellettsville

Richard Grow, DEI President & CEO

Indiana Rep. **Bob Heaton**

Indiana Senator **Shelli Yoder**

**Travis Markley** – HHCU President/CEO

**Debbie Reynolds** – HHCU's VP Commercial Services

**Alan Cummings** – HHCU Board Chair

Bob Boehmer, DEI Regional Vice President

**Scott Mitchell** – VP Ellettsville Operations

Kenny Williams – President of Ellettsville Chamber of Commerce