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***Heartland Credit Union Greatly Expands Partnership***

***With Co-op Following Thorough Market Search***

***Credit Union Adds Debit, Full-Service Credit Processing to Co-op ATM Participation***

***For Release on November 1, 2022:***

**RANCHO CUCAMONGA, California** – Heartland Credit Union has elected to greatly expand its partnership with Co-op Solutions, adding Debit and Full-Service Credit processing as well as ATM terminal driving to its existing participation in the nationwide Co-op ATM network.

“We were looking for a forward-thinking company that wanted to build a relationship with us and was invested in our success,” said Dan Springer, CEO of Heartland CU. “From the very first meeting we felt Co-op was different and that feeling persisted through the entire vendor search. Co-op really took the time to learn who we are and what our goals are. During our due diligence, Co-op continued to stand out as an organization that was willing to work hard for our business and help us meet our goals.”

Driving Heartland CU’s search, Springer said, was the need “to have the right digital and payment solutions that our members have come to expect today and will need tomorrow as those needs change.”

Heartland CU (<https://www.hcu.coop/>) is based in Hutchinson, Kansas – truly in the heartland as it is only 173 miles south of Lebanon, Kansas, the geographic center of the [contiguous United States](https://en.wikipedia.org/wiki/Geographic_center_of_the_United_States). The credit union also has branches in Wichita, Haven, Newton and Hays, Kansas. Heartland CU has assets of more than $590 million and more than 36,000 members.

“We would like to see our partnership with Co-op grow so that we each get better,” said Springer. “We are looking to Co-op to help us make appropriate changes so we can get better for our members. Likewise, we want to collaborate with them so that they can continue to make enhancements that make us and our entire credit union movement better.”

“Heartland’s mission is to help their members achieve their financial goals and to return exceptional value to them,” said Matt Kardell, Chief Revenue Officer for Co-op. “A true partnership and collaboration within the industry is clearly at the core of how they seek to fulfill that mission. They made a very thorough vendor search of all major providers. We are honored to be working with them to provide top of market payments technology that will make the lives of their members easier, and draw them closer to Heartland.”

Co-op Full-Service Credit is a fully hosted and managed payments program that’s customized to credit union needs and optimized for operational simplicity. Co-op Debit includes the most comprehensive array of member loyalty, security and efficiency benefits available to credit unions. Co-op ATM Terminal Driving provides fleet management to help reduce costs, improve operational efficiency and engage users. The Co-op ATM network provides fee-free access to accounts for members of participating credit unions.

For more information on the Co-op ecosystem of financial technology products and services visit [www.co-opfs.org/Solutions](http://www.co-opfs.org/Solutions).

**About Co-op Solutions**

Co-op Solutions is the market-leading financial technology platform whose mission is to connect credit unions to the technology, strategic partnership and scale they need to best serve their members now and into the future. Co-op partners with credit unions to unlock their potential so they can compete; does the hard work of innovation, creating a one-stop opportunity to help credit unions grow; and offers knowledge and expertise in a world where everything must be integrated. For more information, visit [www.coop.org](http://www.coop.org).

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