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# Press Release

## CU Alliance CUSO Extends Warm Welcome to New Owner and Investor: IHMVCU

**Houston, TX. November 7, 2023.** CU Alliance®, a versatile Credit Union Service Organization (CUSO) offering a range of services, is delighted to announce IH Mississippi Valley Credit Union ([IHMVCU](#)) as the newest owner and investor to join our thriving family. Hailing from the heart of Illinois, IHMVCU is the premier credit union in the Quad City region with over \$1.8B in assets, making them the sixth-largest credit union in the state of Illinois.

Adrian Dominguez, President, and CEO of CU Alliance, shares his enthusiasm, stating, "CU Alliance is thrilled to extend a warm welcome to IHMVCU as a valued addition to our family of owner credit unions. We wholeheartedly believe that IHMVCU's impactful presence within the Illinois, and Iowa marketplace and prominent leadership in the credit union movement will synergize seamlessly with CU Alliance's future growth."

Brian Laufenberg, CEO of IHMVCU, shares his perspective on this exciting partnership, saying, "While CU Alliance and IHMVCU have shared a [prosperous partnership in the indirect lending](#) arena for several years, we are now elated to join forces as an owner/investor within CU Alliance CUSO. IHMVCU's vision is deeply rooted in assisting our members on their journey to financial success, and in our steadfast commitment to our members, we continuously seek innovative avenues to enhance value. We firmly believe that this new alliance will enable us to make a profound impact not only on our members but also on the communities we are privileged to serve."

[Kurt Howard](#), COO of CU Alliance, expresses his anticipation: "Having collaborated closely with Lisa Olson, Ajay Singh, Rob Roseman and their team since 2020, I am genuinely excited to welcome IHMVCU as new owner to our CUSO. Their wealth of knowledge and passion for lending will certainly be a contributing force for CU Alliance."

**About IH Mississippi Valley CU:** Founded in 1934, IHMVCU has grown to be the largest credit union in the Quad City area. IHMVCU is 140,000 members strong and has over \$1.8B in assets, making them the sixth-largest credit union in Illinois. With twelve locations in eastern Iowa and western Illinois and a progressive and growing online branch, their Pathfinders provide convenient financial solutions catered to each member-owner's journey to financial success.

**About CU Alliance:** CU Alliance, LLC ([CUA](#)) is a Credit Union Service Organization (CUSO) that offers multiple loan aggregation products and services by leveraging CUSO efficiencies, best practices, and technology to help credit unions thrive in the consumer lending business.