

CUIMPOSSIBLE

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Missouri Valley FCU Named 2021 CU Impossible Winner

Small credit union program offers strategic leadership and marketing support

Missouri Valley FCU President/CEO Joshua Rodriguez was excited to learn his credit union is the 2021 winner of CU Impossible's second annual small credit union makeover, receiving free consulting from "a powerhouse of a team that can help a small CU get to the next level."



The CU Impossible project is supported by industry partners [Your Marketing Co.](#), [uncommn Marketing Partners](#), [Your Credit Union Partner](#), [Brian Rollo Consulting Group](#), [Auto Link](#) and [Crosstream Media](#). The six companies are collaborating to provide strategic leadership and marketing support to credit unions with less than \$100 million in assets.

Missouri Valley has experienced some growth under new leadership but needs help to expand its reach beyond the relatively affluent St. Charles County into surrounding, more rural counties, Rodriguez explained. "We care about people," the credit union's application read. "We want to make an impact on people's lives. We want to make a difference. And we are willing to do whatever it takes."

Missouri Valley will receive consulting and strategic guidance throughout 2021, including:

- Strategic Planning with Your Credit Union Partner
- Strategic Marketing Plan + Execution with Your Marketing Co.
- Website by uncommn Marketing Partners
- Executive Leadership Coaching with Brian Rollo Consulting Group
- Auto Buying Service Integration from AutoLink
- One Year of Digital Lobby Signage Equipment and Service from Crosstream Media

"We have a ton of ideas and like to think way outside of the box," Rodriguez continued. "We aren't afraid of stepping out and doing things other small credit unions would shy away from."

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We are expecting CU Impossible to help us take those ideas and formulate strategies and execute them into quantifiable wins. We want to really rack up some successes and show other small credit unions that being small doesn't have to hold you back from fulfilling your mission and making an impact on your community."

Your Marketing Co. CEO Bo McDonald said, "The CU Impossible team is excited to get started and see where we can help Missouri Valley shine and prove that small credit unions can be successful and relevant. Each of our companies believes in the power of collaboration through credit unions to better serve the American consumer and embrace this opportunity with Joshua and Missouri Valley FCU!"

For more details about the CU Impossible project, the other finalists for this year, or the participating agencies, visit www.cuimpossible.com.

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[About CU Impossible](#)

CU Impossible is a network of industry partners that can provide services to small credit unions, inspiring them to seek alternatives to mergers and identify the support needed to continue not just operating, but thriving. One credit union with less than \$100 million in assets will be chosen for all industry partners involved in this project to receive comprehensive services free of charge.