

AS SEEN IN *Forbes & Fortune*

KANSAS' LEADING CREDIT UNIONS

THE HEART OF BANKING

The team at **Heartland Credit Union** depends on meaningful relationships to ensure the success of their members and the organizations in their communities.

As a financial service cooperative, Heartland Credit Union is owned and operated by its members. Providing services for both personal and business purposes—including Spending and Savings accounts, auto loans, real estate lending, wealth management, digital banking, and SBA loans, to name a few—the credit union excels when building relationships that lead to tailor-made solutions.

“Building deep relationships with our members is at the core of everything we do. We’re always trying to build more bridges in the community—partnerships that will contribute to everyone’s success,” says Dan Springer, president and CEO. “People can get a loan anywhere, but when they need someone to dig in and find a future-oriented solution, that’s where we shine.”

To reach these solutions, Heartland Credit Union follows a roadmap of its service standards: help, engage, anticipate, be reliable, and take action. In every conversation with members, the team follows these guidelines while focusing on meaningful conversation. To minimize the small distractions, the credit union recently invested in technology that will streamline slow application and data-related processes so personal, solutions-oriented interactions can be prioritized.

Just as important as technology and organizational standards are the people operating



front and center and behind the scenes. To attract the best talent and ensure the best possible service, the credit union prioritizes work-life balance and crafting a supportive professional environment that begins at the first interview.

“Our employees create our credit union’s success, and we put a lot of time and energy and effort into building a very strong culture,” says Jeremy Stauffacher, chief consumer officer.

ROOTED IN COMMUNITY

Heartland Credit Union provides financial service and guidance to institutions and organizations throughout Kansas. For example, the team visits workplaces and provides financial education to employees, such as how to purchase an automobile. The credit union even has a high school branch that allows

students to provide financial education to their peers.

Over the credit union’s years of operation, the team has seen many people’s lives change in small ways, such as gaining increased financial confidence, and big ones, such as being able to purchase a first home. In 2025, just as every year before, the credit union is seeking to make even more of a community impact—especially in the financial literacy and financial success space.

“We evolve with the needs of our members over time,” says Springer. “We’re not only providing services that will benefit members today but also their children and grandchildren.”

BENEFITS FOR BUSINESSES

In a 2024 business report, SoFi stated that approximately 25% of employees surveyed noted that financial stress impacts their work productivity.

Through its Preferred Partner Program, Heartland Credit Union collaborates with organizations in Kansas to foster financially independent and secure employees through banking services. Employees are provided with perks such as financial education and counseling, reduced lending rates, and easier access to Spending and Savings accounts. The credit union’s investment division—Heartland Wealth Strategies—provides guidance for employees to get on a path to financial success that will benefit them for years to come.



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