

“People helping people” is a core value that should be communicated daily by First Alliance’s employees every time they come in contact with a customer. Whether it’s assisting a customer passing through the drive-through lane or meeting with a person who is seeking advise regarding a home loan, the customer should always feel that their needs are being met to the furthest extent possible.

“People helping people” is also important in regards to community involvement. Participating in events that benefit local charities as well as supporting relief efforts aimed at tragedies occurring all over the world conveys the message that First Alliance cares not only about their members but also about the well being of others. Playing an active part in the community is an excellent way to earn positive press and let others know what First Alliance stands for.

Being part of a local member-owned credit union has become increasingly appealing since the massive bail-outs of large national banks across the country. It is reassuring to know that the money invested in First Alliance is safe and secure and that First Alliance does not award unsafe or risky loans. Conveying the fact that First Alliance is a credit union that is member owned and controlled is very important in a time when many Americans do not trust large corporations. Knowing that First Alliance has been in Rochester since 1932 also reassures members that First Alliance is an institution that can be trusted and is Not for Profit, Not for Charity, but for Service.

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