

Crystal Performance Awards

The Crystal Performance Award recognizes credit unions for achieving a top 10 ranking based on the Raddon Performance Index™, a balanced scorecard measurement of growth, income, efficiency and margin management. Each year, more than 500 credit unions are evaluated for the Crystal Performance Award through the Performance Analytics program. Each of the winners ranks among the top 2% to 3% of all credit unions analyzed by Raddon for two consecutive reporting periods.

To be eligible for the Crystal Performance Award, a credit union must participate in the Performance Analytics program for an in-depth analysis of the credit union's financials, sales, products and member household relationships. The top credit unions are recognized in two asset classes based on their performance: credit unions above \$1 billion and below \$1 billion in assets. By benchmarking performance against their peers, credit union leaders can understand their competitive advantages and develop more effective strategies and approaches to member service.

"The 2021 Crystal Performance Awards are especially significant this year; they are one of the best industrywide benchmarks for how leading credit unions fared during the pandemic," said Bill Handel, general manager and chief economist for Raddon. "As we monitor the continuing effects of this period – including tremendous member adoption of digital tools – we are confident that our approach to measurement and metrics informing strategy will remain effective in building outstanding credit unions."

2021

Above 1 Billion in Assets (Alphabetical Order)

- Altra Federal Credit Union, Onalaska, WI
- Community First Credit Union, Appleton, WI
- Dupaco Community Credit Union, Dubuque, IA
- Elevations Credit Union, Boulder, CO
- GreenState Credit Union, Iowa City, IA
- Logix, Burbank, CA
- NavyArmy Community Credit Union, Corpus Christi, TX
- Numerica Credit Union, Spokane Valley, WA
- Robins Financial Credit Union, Warner Robins, GA
- Summit Credit Union, Madison, WI

Below 1 Billion in Assets (Alphabetical Order)

- Extra Credit Union, Warren, MI
- First Community Credit Union, Jamestown, ND
- Frankenmuth Credit Union, Frankenmuth, MI
- Hoosier Hills Credit Union, Bedford, IN
- Marshall Community Credit Union, Marshall, MI
- North Star Community Credit Union, Maddock, ND
- Sacramento Credit Union, Sacramento, CA
- Service 1st Federal Credit Union, Danville, PA
- Superior Choice Credit Union, Superior, WI
- Utah First Federal Credit Union, Salt Lake City, UT
- Vermont Federal Credit Union, Burlington, VT

2020

Above 500 million in assets (Alphabetical Order)

- 3Rivers Federal Credit Union (based in Fort Wayne, Ind.)
- Coast Central Credit Union (based in Eureka, Calif.)
- Community Credit Union of Florida (based in Rockledge, Fla.)
- Community First Credit Union (based in Appleton, Wis.)
- Dupaco Community Credit Union (based in Dubuque, La.)
- Genisys Credit Union (based in Auburn Hills, Mich.)
- GreenState Credit Union (based in North Liberty, Iowa)
- Logix Federal Credit Union (based in Burbank, Calif.)
- Numerica Credit Union (Based in Spokane Valley, Wash.)
- Robins Financial Credit Union (based in Warner Robbins, Ga.)
- San Diego County Credit Union (based in San Diego, Calif.)

A tie resulted in recognition of 11

Below 500 million in assets (Alphabetical Order)

- Clackamas Federal Credit Union (based in Milwaukie, Ore.)
- Extra Credit Union (based in Warren, Mich.)
- Five Star Credit Union (based on Dothan, Ala.)
- Innovations Federal Credit Union (based in Panama City, Fla.)
- Marshall Community Credit Union (based in Marshall, Mich.)
- Mid Oregon Federal Credit Union (based in Bend, Ore.)
- North Star Community Credit Union (based in Maddock, N.D.)
- Sacramento Credit Union (based in Sacramento, Calif.)
- Service 1st Federal Credit Union (based in Danville, Pa.)
- Superior Choice Credit Union (based in Superior, Wis.)
- Utah First Federal Credit Union (based in Salt Lake City, UT)

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