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Alaska USA Federal Credit Union Restructuring its Branch Network

ANCHORAGE, AK - On July 15, 2018, Alaska USA Federal Credit Union will be closing four branch locations in order to shift ongoing investments toward remaining branch capabilities and services, as well as continuing to align services with member transactional behaviors—which are increasingly moving to digital channels.

At Alaska USA, during the past five years, membership grew almost 38% and mobile and digital transactions increased more than 90% while branch transaction volume declined 5%. As of 2017, branch transactions represented only 2.5% of total transaction activity.

“Members overwhelmingly prefer the convenience and mobility of the digital delivery channels over visiting a branch office for basic financial transactions,” said Geoff Lundfelt, Alaska USA’s President and CEO. “Despite these shifts in member transaction activity, branches remain an integral and essential component of the organization’s service platform, as members will continue to expect the ability to discuss important financial issues face-to-face in a personalized and consultative fashion. However, in order to remain relevant in the future and to maintain the value of the organization to the members, the credit union must continually assess, adapt, evolve and change the way it does business.”

The branches that will be closing are located in Fairbanks, Alaska and Bellingham, Kirkland, and Tacoma, Washington. Each region is home to alternative branch locations.

Bellingham Branch

[210 36th Street, Bellingham, WA 98225](#)

East Fairbanks Branch

[930 Old Steese Hwy., Suite B, Fairbanks, AK 99701](#)

North Tacoma Branch

[2637 N. Pearl Street, Suite 110, Tacoma, WA 98407](#)

Juanita Firs Branch

[10020 NE 137th Street, Kirkland, WA 98034](#)

“Financial transactions can take place in a nearby branch, online, or via our mobile app. And, as always, we are here 24/7 with live member service representatives to support and help our members with their transactions,” said Lundfelt.

“While these sorts of branch consolidations are happening for institutions like ours across the country for similar reasons, we understand that this may be inconvenient for some of our members,” said Lundfelt. “Naturally, we’re working on notifying those people and providing them with details about alternative branch locations and the many other service options we have available to them.”

Nearly all of the employees at each of the affected branches will be offered positions in other local branches or they will be provided with options for other opportunities within the Alaska USA network. “We are extremely proud of our employees,” said Lundfelt. “They provide outstanding service to our members every day. You’ll continue to see familiar faces when you visit other branches.”

“In 2017, Alaska USA experienced a record year with significant growth across key metrics,” said Lundfelt. “We’re continuing to focus on offering the best member experience—one that aligns with their financial needs, preferences, and goals. Our ability to adapt and invest more in our online and mobile banking channels is an important part of meeting those goals.”

More About Alaska USA Federal Credit Union

Alaska USA Federal Credit Union is a member-owned, not-for-profit financial cooperative with \$7.4 billion in assets and more than 650,000 members worldwide. The credit union operates more than 100 branches and service facilities in Alaska, Arizona, California, and Washington State. Alaska USA offers a 24/7 Member Service Center and access to more than 55,000 surcharge-free ATMs worldwide, as well as online and mobile solutions. Learn more at alaskausa.org.

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