

United Federal Credit Union Believes in Cornerstone Alliance

James Knight, Market Vice President for United Federal Credit Union (UFCU) supports the economic development work that Cornerstone Alliance does. "A healthy economy is one of the biggest drivers of quality of life in any community," said Knight. "When we support economic development, we support opportunities to sustain and grow a thriving economy, which benefits every single person in the community."

Knight has been part of the UFCU team since 2009. In his role as Market VP he is responsible for overseeing the sales and service-related activities of business, indirect, investment, mortgage and retail groups in northern Berrien County and Holland. He and his wife Jessica live in Niles with their four children.

As an investment partner in Cornerstone Alliance for over a decade, UFCU realizes that as a credit union, they have an important role in bringing economic prosperity to Michigan's **Great** Southwest. "We are proud to serve as a catalyst for renewing economic growth by providing financing to individuals and organizations who are investing in Michigan's **Great** Southwest," explained Knight.

An example of this was evident when UFCU provided financing for the construction of the Inn at Harbor Shores in 2013 in the midst of the country's recession. "UFCU's participation in the project was seen in the community as a sign of faith in the area's potential for economic recovery," Knight said. "We believe in this area and it is our privilege to help it rebuild and thrive."

UFCU believes supporting economic development is important because the stronger the economy, the more assets a financial institution holds. Knight explains, "As a credit union, we are a non-profit organization so those increased assets directly benefit our members through added and improved services, products and opportunities. Supporting economic development also aligns with UFCU's philosophy of 'people helping people' because when we prosper, we are able to provide increased financial support to non-profit organizations in the community."

UFCU recently completed two expansion projects in Southwest Michigan. Their new flagship branch in St. Joseph and a corporate office in Niles opened in February. As a mainstay in Michigan's **Great** Southwest, their capital investments contribute to the area's economic vibrancy.



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Market Vice President,
United Federal Credit Union

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