



LINDA MENEAR

Branch Manager, Reliant Credit Union

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ABOUT LINDA

Linda brings over 25 years of experience in the banking industry. She currently serves as the Branch Manager at Reliant Credit Union's Brockport location, where she leads her team and the branch in meeting exciting credit union objectives. A key focus of Linda's work is business development and strengthening community relationships, which has been instrumental in expanding Brockport's asset base, membership, and local brand recognition. Residing in Hamlin, NY, Linda enjoys spending time with her husband and family. Outside of her professional commitments, she values family time and community involvement.

BUSINESS DEVELOPMENT

To effectively build brand awareness, it is essential to engage with the community both within the store and beyond. Building relationships translates into gaining members—the more people you connect with, the more loyal supporters you will cultivate. Below are some of the activities that are completed both in-store and within the community to foster these connections and build awareness.

In the store: In addition to FSI's "meet them out front time" training and regular aisle walks, incorporating creative strategies such as using a whiteboard or chalkboard at the entrance and organizing basket drawings can help capture attention. Thinking outside the box for activities that highlight your branch is crucial for success. Collaborating with other businesses within the store to plan joint events can further enhance visibility and create an engaging, enjoyable experience for all.

In the community: Engaging in activities outside of the store is essential for building brand awareness within the community. These efforts should encompass both business development and community relations, as they are closely intertwined. Focus on participating in community events through sponsorships or support, while consistently organizing activities that bring your brand in front of local businesses, schools, and residents. This ongoing visibility will help strengthen your presence and foster meaningful connections within the community. In conjunction to activities, each manager utilizes a personalized coupon for business development and community relations, included below.

Track activities and Return on Investment: It's important to maintain a detailed log of the events you attend. This log should include key information such as the approximate number of attendees, the number of employees who worked the event, the giveaway items provided,

the cost to participate, and the overall outcome of the event. Tracking this data will provide valuable insights for future planning and help assess the effectiveness of different community engagement strategies.

Branch Manager New Member Promotion: Now Through 12/31/25

As part of Reliant's ongoing business development efforts, each Branch Manager has been provided with special coupons to hand out while engaging with the community. These coupons offer a \$150 incentive to individuals who open a new membership with Reliant Credit Union.

How It Works

When connecting with potential members out in the community, Branch Managers can personally distribute the coupon to encourage them to join Reliant. Each coupon contains a branch-specific promo code that must be entered at the time of account opening to ensure the incentive is properly awarded.

Incentive Requirements: To qualify for the \$150 incentive, new members must:

- Open a new checking account
- Enroll in online banking with e-statements
- Set up direct deposit
- Make an initial deposit of at least \$100, and maintain a \$100 balance for at least 90 days

Promo code is entered during the account opening process to track branch activity and to ensure the new member receives their incentive. This is a great opportunity to grow our membership and strengthen community relationships.

