

Changes planned by new manager

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ness getaway.”

The HRCA is also undergoing a \$1.6 million funding initiative to expand the Interpretive Centre at Mountsberg, including its cafe and gift shop.

“That facility has outgrown itself,” said Ms Maguire-Garber.

When not thinking up funding projects the HRCA will also spend 1998 cleaning up its act thanks to a one-time \$100,000 grant from Halton Region.

“That will give us a bit of a jump start on some things that were definitely needed,” said Ms Maguire-Garber.

That money will go towards repairing sagging infrastructure and conservation area upkeep. “There are areas that have been looking a little neglected and we don’t want our parks to look like that,” she said.



Photo by GRAHAM PAINE

Halton Credit Union's Nancy von der Kammer displays a big money bag, symbolizing how much cash goes back to credit union members. The local credit union is launching a campaign to make more people aware there's a viable alternative to big banks.

Credit Union aims to raise profile

By IRENE GENTLE

Special to the Champion

You may have seen the commercials on television of the little credit union facing off against the big banks. Still, if you're like most people, you may not be sure what the difference actually is.

“When we talk to people they often don't know who we are,” said a bemused Nancy von der Kammer of the Halton Credit Union at 44 Main St. E. in Milton.

The confusion as to what HCU does remains despite years of business in the community.

In fact, HCU opened in 1957 in a classroom at Holy Rosary School with a mandate to provide community-based financial services.

It opened with assets of \$9, 910 and 20

members, all parishioners of Holy Rosary Church.

Forty-years and three moves later, the HCU has grown. Today it has 8,500 members and \$60 million in assets.

Trouble is, many people still don't know who they are.

“We've just been sitting at the end of Main St. and not blowing our own horn,” said Ms von der Kammer.

To combat this, the HCU is embarking on an aggressive 'get-to-know-you' advertising campaign designed to let the community it serves see that they're there as an alternative to big banks.

The difference is that credit unions are owned by the people who bank with them. Instead of customers, credit unions have members who share in the profits.

“We're a financial institution but we're owned by our members,” explained Ms von der Kammer. “We share our profits with them. The more you have with us the better return you're going to get on your deposits.”

They also claim to offer a friendlier, more personal financial service.

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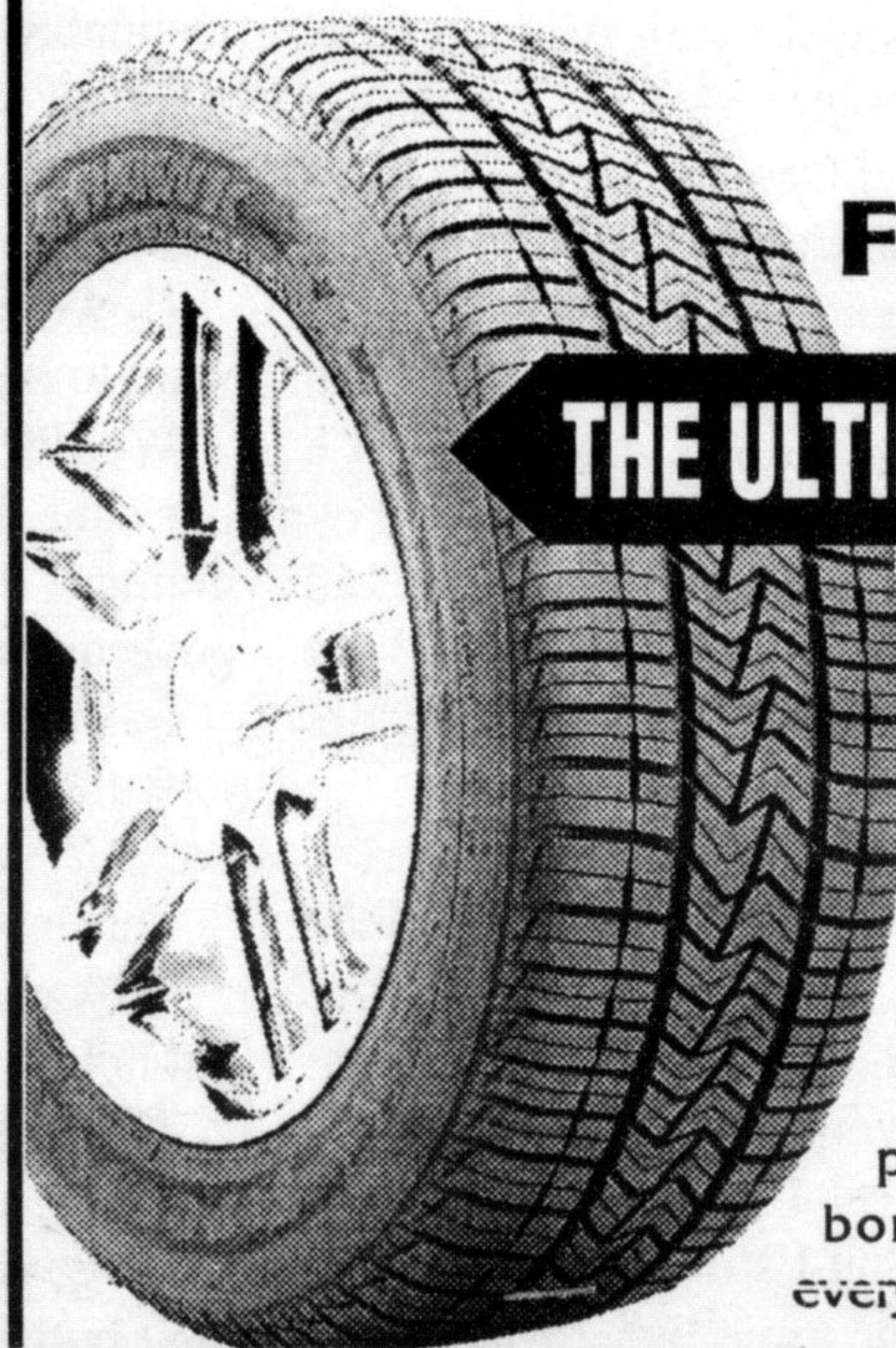
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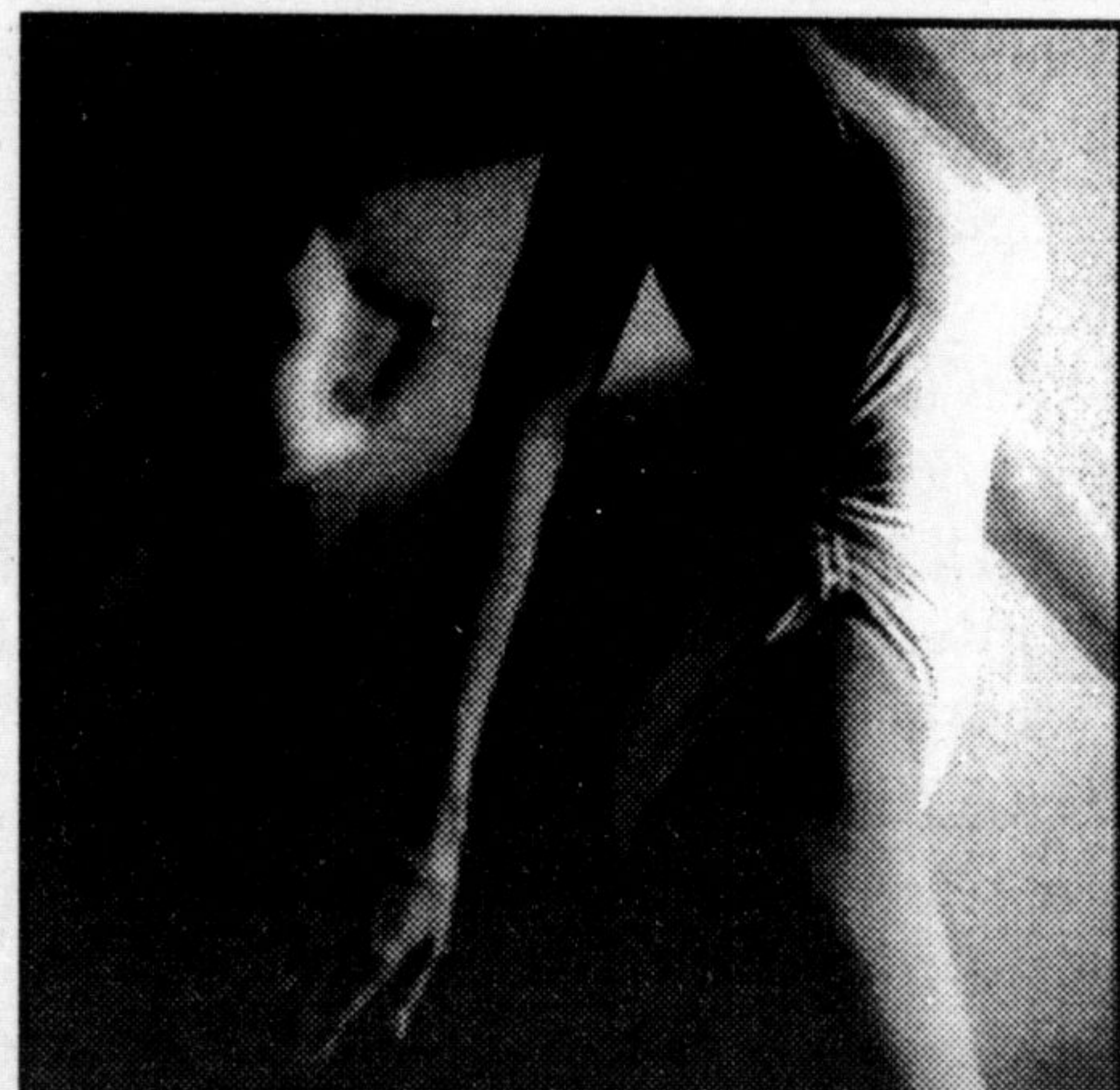


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