

**FOR IMMEDIATE RELEASE**

**Media Contacts**

*Heather Ristow*  
Chief Operating Officer  
Heritage Credit Union  
[Heather.Ristow@heritagecu.org](mailto:Heather.Ristow@heritagecu.org)

*Jim McKissick*  
Vice President of Digital Marketing  
Connexus Credit Union  
[JimM@connexuscu.org](mailto:JimM@connexuscu.org)



**Heritage Credit Union to Merge with Connexus Credit Union**

**Deforest/Wausau, WI, November 4, 2021** – Heritage Credit Union (Deforest, WI) has announced their intent to merge with Connexus Credit Union (Wausau, WI), pending approval from Heritage Credit Union members on January 3, 2022.

The merged credit union will offer its combined 420,000+ members an enhanced experience by bringing together best practices of both credit unions, including optimizing and expanding member convenience through online and mobile services, call center, branch and ATM locations, as well as diversification of product and service offerings. The credit unions will continue doing business as Connexus Credit Union with combined total assets approaching \$4.2 billion.

Both organizations are committed to providing exceptional member service, while maintaining the safety and security of members' assets and information. This strategic merger joins two financially strong institutions that are partnering for the right reasons. "The Heritage Credit Union Board of Directors insisted that the merger be good for all stakeholders: Our members, our employees and the communities we serve. It became clear through our due diligence process that the merger would indeed benefit all stakeholders. We are confident that Connexus Credit Union is the best partner for us. By joining forces, we will be able to offer products, services and conveniences that we could not offer on our own." said Anita Rauch, President/CEO of Heritage Credit Union.

Boyd Gustke, President & Chief Executive Officer at Connexus Credit Union, adds, "I am honored and excited to welcome Heritage members and employees to Connexus through this merger. Connexus and Heritage share similar values and culture, making this a merger that truly benefits our current and future member-owners, employees, and the communities we support. This merger also demonstrates our combined commitment to finding optimal pathways to better advocate for our members, new ways to give back and invest in our communities, and allows us to continue making a positive impact in the lives of all those we serve."

**###**

**About Heritage Credit Union** – Heritage Credit Union, headquartered in Deforest, WI, serves 30,000 members, with 10 branches located in Wisconsin and Illinois. Heritage holds approximately \$460 million in assets and has been recognized as a Top Workplace for the past three years. The credit union was originally founded in 1934 to serve the employees of Oscar Mayer & Company.

**About Connexus Credit Union** – Serving more than 390,000 members across all 50 states, Connexus is a member-focused cooperative with over \$3.7 billion in assets. Connexus is proud to provide high yields for checking accounts and deposit products, as well as competitive rates for personal, home and auto loans. The Wausau, WI based credit union has been nationally recognized for excellence by Forbes, CNN Money, PC Magazine, AARP, Kiplinger and Bankrate.com. Connexus is committed to helping their members achieve their personal financial objectives by anticipating their needs and exceeding their expectations with superior service and products, and guided by their values of Integrity, Respect, Synergy, Transparency and Wellbeing.