

FOR IMMEDIATE RELEASE

Media Contacts

Bonnie Rosenmeier
VP Marketing and Member Service
Dane County Credit Union
Bonnie.rosenmeier@dccu.us
608-287-1816



Jamie Meyer
Chief Digital Officer
Heartland Credit Union
jmeyer@heartlandcu.org
608-282-7000

Members approve credit union partnership

MADISON, WI (March 3, 2022) – Members of Dane County Credit Union (DCCU) voted in favor of joining forces with Heartland Credit Union (HCU). The official legal merger took place on March 1, 2022.

Discussions began mid-year in 2021, with both boards unanimously supporting the partnership of the two organizations to bring added value and increased benefits to both memberships. Dane County Credit Union members gave their consent by an overwhelming majority who voted in support of the merger.

The combined credit union will operate under the Heartland Credit Union name and will hold approximately \$617 million in assets, serving more than 36,500 members throughout 28 counties in Wisconsin, Iowa, and Illinois. The headquarters will be Heartland Credit Union’s High Crossing Boulevard office on the east side of Madison, and will be led by HCU CEO, Sally Dischler. DCCU President/CEO, Shay Santos, will assume the role of Chief Operating Officer.

“As the financial services landscape constantly evolves, we sought to create greater value for our members, our employees and the communities we both serve,” said Shay Santos, President and CEO of Dane County Credit Union. “The partnership with Heartland Credit Union is a great fit as both organizations have shared commitments to those we serve. We are very excited that as a combined credit union, we will be stronger, allowing more opportunities to support our local communities, provide more resources to help members achieve financial success, and give staff more opportunities for personal development and growth.”

Sally Dischler, CEO of Heartland Credit Union said, “We are thrilled to welcome our friends at Dane County Credit Union into Heartland Credit Union. Our sole purpose is to positively contribute to our member-owner’s social and economic well-being, and our united resources will give us the ability to deliver an enhanced experience to both memberships.”

Members of both credit unions will have access to their combined 11 branches, including a new location slated to open this year in Oregon, Wisconsin. DCCU members will continue to conduct business as usual without changes to their accounts until October 2022 when DCCU will be integrating their software platform systems with HCU’s.

###

About HCU and DCCU

Heartland Credit Union, with \$400 million in assets was formed in 1936 and serves 21,500 members. Dane County Credit Union, with \$217 million in assets was formed in 1935 and serves 15,000 members. To learn more, visit www.heartlandcu.org or www.dccu.us.