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Capital Credit Union wins 2025 New North Workplace Excellence Award

People-focused culture results in measurable improvement in employee engagement, retention

NEW NORTH, June 5, 2025 – Capital Credit Union, a member-owned financial cooperative that demonstrated tangible results from the implementation of a new people-focused employee culture, has been named as the winner of the 2025 New North Workplace Excellence Award. Nominated companies are selected through a multi-phase evaluation process that is independent from the New North organization.

Representatives from the company were presented the award at the New North Summit, held June 5 at Lambeau Field in Green Bay.

The honor recognizes organizations in the region that are improving their competitive advantage through people practices which lead to successful business outcomes. Award submissions are evaluated on nine criteria, with the primary two being forward-thinking people practices and sustainable impacts to the business and culture. The Workplace Excellence Award is a collaboration between New North Inc. and Keystone Partners.

“Capital Credit Union has shown that positive outcomes result when you put a people-focused culture, emphasizing empathy and collaboration, in place,” says Barb LaMue, president and CEO of New North Inc. “They have become a recognized model employer within the New North region while also achieving strong business performance. They are an apt illustration of what the Workplace Excellence Award is all about. We are fortunate to have their people and business leadership in our region, and salute their success.”

Capital Credit Union (CCU) is a member-owned financial cooperative headquartered in Green Bay, Wis., with 24 locations across 18 counties, including 14 within the New North region. Founded in 1934, today it has assets of \$2.7 billion and serves more than 124,000 members through its branches while employing 480 team members. CCU offers a variety of financial services offerings, including member deposit products; vehicle, home and personal loans; investments and financial planning; financial education; insurance products and services; and treasury management.

Capital Credit Union in 2021 faced significant challenges that highlighted the need for a transformation of its people practices. Its employee engagement survey score was at 60%, below the industry average for credit unions of 66% and much lower than the 80% goal of senior leadership. Turnover at CCU was 23%, indicating that team members felt undervalued and underpaid, and the company realized it lacked a strategy around talent acquisition and that its benefits/compensation packages were below market.

CCU recognized that its recruitment and retention strategies were not aligned with evolving workforce expectations and that its people practices needed a significant overhaul. It desired to shift from a transactional culture to a relational one, where empathy, collaboration and holistic support were at the forefront of its employee environment.

Under the new leadership of President & CEO Laurie Butz and her team, Capital Credit Union created a new vision and mission, along with launching six values to align employees and guide future decisions. The vision became, “To Inspire financial well-being for all through access, care and collaboration.” The stated values of CCU were: Relationships & Results; Inclusion; Knowledge; Forward Thinking; Dreaming Big; and Having Fun.

A number of supporting initiatives were established to prioritize the employee experience. These programs included Serving with HEART, a service program launched via in-person meetings with all team members; HEART stands for Hear Them, Educate Them, Accuracy Matters, and Respect Them – Together as a team. Also among these were Leading with

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HEART, a development program for current and aspiring leaders, and CCUniversity, an internal digital university for skill development.

Employee engagement surveys showed immediate improvement, rising to 75% in the first year, 2022. The figure has continued an upward path, improving to 84% in 2023 and 86% in the latest results, in 2024. Meanwhile, CCU turnover rates are at an all-time low of 15.7%, and 92% of team members report that they feel they are part of a team.

“We are deeply honored to receive the New North Workplace Excellence Award,” says Capital Credit Union President & CEO Laurie Butz. “This recognition reflects the incredible heart, dedication and care our team pours into creating a culture where people feel valued, supported and inspired to grow. It reaffirms our belief that when you create a caring workplace, people and performance thrive. Through the great work of our team, we will continue to strengthen communities and inspire others to create a more caring world.”

On the business side, Capital Credit Union believed that its marketing image and member experience were inconsistent and confusing, failing to instill member confidence. It responded by creating a new brand and marketing strategy that showcases a commitment to access, care and collaboration in an authentic way.

Melding its people and business practices, a majority of CCU employees now have undergone a three-day course on empathy-based communication. Workplace interactions subsequently have benefited, leading to a 98%-member satisfaction rate.

Organizations located within the New North were qualified for the award. Companies did not need to be headquartered in New North for eligibility, but were required to have a division or location within the region.

Recent winners of the New North Workplace Excellence Award include Schreiber Foods (2024); Wisconsin Aluminum Foundry and CLA (2023); J. F. Ahern Co. (2022); Wipfli (2020-21); Integrity Insurance (2019); Schneider (2018); American Transmission Company, Expera Specialty Solutions and Werner Electric (2017); Foth (2016); Oshkosh Corp. (2015); and U.S. Venture, Inc. (2014).

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About New North, Inc.

New North, Inc., is a 501(c)3 non-profit, regional economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Brown, Calumet, Door, Florence, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Marquette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, Waupaca, Waushara and Winnebago. www.thenewnorth.com

New North media contact: Jeff Blumb, media@blumbcc.com or 920.328.5454

About Keystone Partners

Keystone Partners is a people-first consulting firm that builds organizational resilience through Leadership Development, Executive Coaching, Coach Certification, and Innovative Career Transition services. Keystone Partners believes that when you invest strategically in your people, your people invest in you.

Keystone Partners media contact: Lisa Smith, MSED, Senior Partner-Leadership Development, lsmith@keystonepartners.com or 920.284.8326

About Capital Credit Union

Capital Credit Union is a member-owned financial cooperative headquartered in Green Bay, Wis., with 24 locations across 18 counties, including 14 within the New North region. It has assets of \$2.7 billion and serves more than 124,000 members through its branches. Capital Credit Union's vision, mission and values guide it in inspiring financial well-being for all and strengthening the communities it serves. More information can be found at www.capitalcu.com.

Capital Credit Union media contact: Steve Zich, Chief Marketing Officer, SteveZ@capitalcu.com or 920.277.2172