



FREQUENTLY ASKED QUESTIONS

On June 30, the former Mountain West and Northwest credit union associations merged to become one six-state organization serving more than 300 members credit unions in Arizona, Colorado, Idaho, Oregon, Washington, and Wyoming.

We are delighted to introduce our new names, logos and family of brands, and offer the following information to assist in answering any questions you may have

What are the names of the new association, foundation, and service corporation?

The new names are:

- GoWest Credit Union Association
- GoWest Foundation
- GoWest Solutions

GoWest leads, convenes, and supports credit unions in the six-state region. The brand advances the impact credit unions have on their members and communities, through the Association, Service Corporation, and Foundation.



The Association has the expertise, relationships, and resources that drive state and federal advocacy designed to create an environment that enables credit unions to thrive and best serve their members.



The Foundation, powered by a network of credit unions, is uniquely positioned to harness and deliver resources that improve the financial lives of people and communities.



The Service Corporation offers leading business solutions to help credit unions grow and better serve their members.

What does the name represent?

The name and brand, "GoWest" reflects the bold, pioneering spirit, and future-focused mindset of GoWest's member credit unions.

GoWest conveys our...

Innovative nature

that is always evolving to advance credit union priorities.

GoWest articulates our...

Passion & fortitude

to provide solutions that help credit unions overcome challenges.

GoWest showcases our...

Collaboration

with credit unions, policymakers, strategic businesses, and foundation funders to advance credit union priorities.

GoWest pronounces our...

Commitment

to boldly advocate for an environment where consumers can choose and do choose credit unions as their financial partner.

How was the GoWest name and brand created, and what does it mean for me?

Prior to selecting new brand identities for the association, foundation, and service corporation, we conducted extensive research and gathered insights from board members, credit union leaders, policymakers, and staff on our value proposition.

We chose the GoWest name because it reflects the bold, innovative, and forward-thinking spirit of credit unions in Arizona, Colorado, Idaho, Oregon, Washington, and Wyoming.

For our members, it means assurance that the Association is committed to delivering our promise to you with the same passion and fortitude you have in serving your members.

We also are highly committed to maintaining a sharp focus on delivering hyper-local advocacy in each state.

You are welcome to review **this one-sheet** for high-level messages about our brand story.



What is the tagline and what does it mean?

Our tagline is *Go Forward. Go Together.* It is simple, yet powerful and embodies the forward-thinking, collaborative, and innovative spirit of credit unions in our six-state footprint as well as the ongoing goal to elevate and advance the Credit Union Movement.

For you, our members, it means together we will boldly advocate to advance credit union priorities and build an environment where you can provide the most relevant products and services to your members today and in the future. It means we are in this together.

How many credit unions does GoWest serve?

GoWest Credit Union Association is the trade association representing credit unions in Arizona, Colorado, Idaho, Oregon, Washington, and Wyoming. GoWest advocates on behalf of more than 300 credit unions and their 16.5 million consumer members.

SERVING 300+ CREDIT
UNIONS AND THEIR

16.5 MILLION
MEMBERS



ARIZONA



COLORADO



IDAHO



OREGON



WASHINGTON



WYOMING

What's the best way for me to communicate with staff, if I have a question or need assistance?

Your **GoWest team** is just a click or phone call away! You can email GoWest team members through new email addresses beginning July 5. Individual email addresses will include the first letter of the staff person's first name, followed by their last name@gowest.org. For example, John Doe's email address would be jdoe@gowest.org. You're encouraged to **safelist** our @gowest.org email domain. Messages sent to the old email addresses will forward to the @gowest.org domain. However, it is recommended you save and use the email addresses listed on the staff page as soon as possible.

As a member, what communications should I expect to receive from GoWest?

FAST FIVE

Fast Fives — As-needed emails from GoWest's President and CEO, Troy Stang, to member credit union leadership, keep senior credit union leaders in the know about developments in the Credit Union Movement such as advocacy priorities, and opportunities to connect, collaborate, and engage.

ON THE GO

On The Go newsletter — Delivered every Tuesday to member credit union employees, policymakers, media professionals, business partners, and others. Content will include advocacy updates; information about upcoming events, programs, and professional development opportunities; timely articles featuring world-class technology partners and business solutions; regional credit union news, just-in-time resources, and more.



Social Media — Follow the new Association pages on **Facebook**, **Twitter**, and **LinkedIn** that launch July 5. Through these platforms, we will celebrate credit union successes, keep members and stakeholders informed on the latest happenings across the region, spread the word about upcoming events and programs, and more. Follow on Facebook and Twitter @GoWestCUA and on LinkedIn by searching GoWest Credit Union



Email— You'll also receive just-in-time emails informing you of upcoming events, programs, professional development opportunities, resources, and more. **Click here** to manage your subscriptions.

What are GoWest's social media handles?

We can't wait to connect with you on our new Facebook, Twitter, and LinkedIn pages.



LinkedIn
GoWest Credit Union Association



Twitter
@GoWestCUA



Facebook
@GoWestCUA

I've previously logged in to the former NWCUA/MWCUA website. How do I access member-only content on the other organization's legacy site?

All website content is available to all members. For the immediate term, log in to the legacy site as you previously have (nwcua.org or mwcua.com).

If you have previously set up a username and password for nwcua.org, that will work to access nwcua.org members-only content. If you have not yet set up your username and password, sign up using [this form](#).

If you have previously signed up for access at nwcua.org but try to Sign Up again, you will receive this error message:

Your request cannot be processed at this time.

If you have previously set up a profile, please use the "Already have an Account?" button below to login.

Resolution: Try to log in with your email address on the login screen. If you cannot remember your password, use the Forgot Password link.

If you mistakenly think you have previously signed up for access and try to reset your password, you will get this error message:

*We do not have an account with that username in our system.
Please check for errors or use the Sign Up link below to create an account.*

Resolution: Use the [Sign Up form](#) to create a new profile. Our team is always here to help. [Please reach out for assistance.](#)



Which events and programs can I register for?

All GoWest member credit union employees can register for all events and programming offered by GoWest Association, including any events listed on either of the [MWCUA](#) or [NWCUA](#) legacy websites.

Who should I contact when I need assistance?

If you regularly work with a specific individual on our team, please continue to contact him or her for future inquiries.

If you aren't sure who to connect with, please [contact us here](#), and we will respond promptly.

To reach a specific department, please use the contact information below.

GoWest Solutions: [Cameron Smith](#)

GoWest Foundation: [Sharee Adkins](#)

Public Relations: [Lynn Heider](#)

Compliance: [email](#) and hotline: 1.800.546.4465

Website or Login Help: [Melissa Lovejoy](#)

Communications: [Jenny Miller](#)

Events: [Holly Miller](#)

State Advocacy:

• Arizona: [Austin DeBey](#)

• Colorado: [Dan Diorio](#)

• Idaho: [Zach Forster](#)

• Oregon: [Pamela Leavitt](#)

• Washington: [Joe Adamack](#)

• Wyoming: [Ryan Fitzgerald](#)

Who should I send my credit union's news to?

To submit your news, please fill out [this form](#). If you're having trouble with the form or have an urgent question, please contact Communications Manager, [Andrew Kobialka](#).

Are association staff members' email addresses changing? How can I make sure I'm sending my inquiry to the right place?

Yes, all communications from GoWest will come from the new email address: e.g. Adam West; AWest@GoWest.org. Please add our new email address and domain to your [safelist](#) so you never miss important messages. Emails sent to the @nwcua.org or @mwcua.com addresses automatically will forward to the new addresses, so rest assured we will still receive your message.



What is the main phone number to reach the association?

The best phone number to reach GoWest staff is 800.995.9064.

Why are there separate NWCUA and MWCUA websites?

Our team currently is working on a new, world-class Association website that will launch in January 2023. In the meantime, as a member of GoWest Credit Union Association, you have full access to the content on the NWCUA and MWCUA legacy websites and can register for any events listed on either site.

How can I benefit from the wider network of the new six-state region?

Consider attending one of our many events like the [2022 MAXX Annual Convention](#), where you can connect and network with like-minded credit union professionals and hear from renowned industry experts. For more opportunities to connect across state lines, visit our [events calendar](#).