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.

**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 showcases our...*

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

*GoWest articulates our...*

**Passion & fortitude**

to provide solutions that help credit unions overcome challenges.

*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 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 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](https://www.facebook.com), [Twitter](https://twitter.com), and [LinkedIn](https://www.linkedin.com) 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.