



Duperre receives CUCME certification from CUNA

MADAWASKA, Maine – NorState Federal Credit Union is pleased to announce that the credit union’s Marketing Director, Denise Duperre, has received her Certified Credit Union Marketing Executive (CCUME) certification from the Credit Union National Association as of June 12, 2015.

In her role, Duperre works closely with the credit union’s vision which is to be the most valued, respected and progressive provider of financial services to all of Aroostook and Northern Penobscot Counties.

“What an amazing time to be a Marketing professional and to be involved in the credit union movement.

It makes it both interesting and challenging as I am transitioning marketing practices of traditional advertising and moving toward new technological advances such as e-marketing, mobile and online marketing, media advertising, the list is endless.

There is so much more that is forthcoming in this industry,” said Duperre.

“Denise has grown NorState’s marketing vision over the years from managing

traditional media outlet advertisements and member’s information brochures and flyers to a multi-media venue of marketing with electronic and digital displays, giving a constant ‘front of wallet’ view to our members and the communities we work in, says Susan G. Whitehead, President and CEO of NorState.

Marketing NorState products and services to our field of membership is an important part of our day-to-day financial services, adds Whitehead.

Educating our members on the products and services we have to assist them with their financial well-being is an important part of our success to sustainability of being here for generations to come.”

Duperre has over 19 years of experience in advertising and marketing, seven of them with the credit union.

Prior to joining NorState FCU, Duperre worked as a graphic designer then advertising manager for local newsprint in the St. John Valley.

Nancy Marquis-Cyr, Executive Vice President and COO added, “Denise has the professional capabilities of getting the message and the brand out to our members and the communities we serve.”

In addition to her work experience, and certification, she has several media awards in design and is currently on the board of directors for the Aroostook Aspirations Initiative/Gauvin Scholarship Fund, the Madawaska Snowmobile Club, and a past director and member of the CMA2014 executive committee, past Madawaska Chamber director, and numerous other civic and religious organizations which she volunteers her time and leadership.

Duperre currently resides in Madawaska with her friend Robert. She has 2 daughters and a grandson.

NorState Federal Credit Union serves Aroostook and northern Penobscot Counties with six branch offices in Madawaska, Van Buren, Eagle Lake, Ashland, Fort Kent and Presque Isle. Our mission is to work together to improve members’ financial lives. NFCU has \$178 million in assets and over 13,780 members. For more information please call 800-804-7555, email nfcu@norstatefcu.org or visit our website at norstatefcu.org.

What is a credit union?

A credit union is a not-for-profit financial cooperative organized to serve the ever-changing financial needs of all the members who own it.

Where is NFCU?

NorState Federal Credit Union main office is in Madawaska, Maine with branch office locations in Presque Isle, Van Buren, Ashland, Fort Kent, and Eagle Lake.

Who can join NFCU?

The members of NorState FCU share a common bond: they live, work, worship, have family or attend school in the counties of:

- Aroostook County
- Northern Penobscot County

What services are available?

Since 1941, NorState provides members with savings, loans, and a wide variety of consumer and business financial services. NorState also provides insurance products for your home, life, auto and more, in partnership with Equinox Insurances of Aroostook.

NorState FCU has many convenient services such as, but not limited to: 24/7 Online Account Access with Online Banking, Bill Pay, CUE-Statements, Teller-phone, CO-OP surcharge free ATM Network, Shared Branching, Mobile Banking, VISA Credit & Debit cards and much more!

NorState Federal Credit Union is a member of the Credit Union National Association, the National Credit Union Administration Share Insurance Fund, NCUASIF which insures shares (savings) up to \$250,000.00 and backed by the full faith of the US Government.