



Spotlight on co-operative values: Getting more than expected at Reddy Kilowatt Credit Union.

When a stranger and non-member named Juanita* walked through the doors of Reddy Kilowatt Credit Union looking for driving directions, she did not yet know that she chose the best place to ask for help! Recently widowed and somewhat unfamiliar with the city, Juanita had lost her way to her daughter's house – a haven for her during this time. Not unlike any of us in a similar situation, she was visibly overwhelmed by the busy route suggested to reach her destination.

If Juanita felt momentary trepidation, she quickly realized she was in excellent hands as our very own, Brenda Holden, Manager, Operations and Compliance, sprang into action demonstrating a core credit union value: caring for others. Brenda went above and beyond! She did not just provide step-by-step directions and send Juanita on her way. Without hesitation, Brenda hopped in her car and invited her new acquaintance to follow behind in her own car while Brenda guided her along a safe and quieter route. Once they reached Juanita's daughter's home, Brenda waited until she was safely inside before heading back to Reddy Kilowatt.

Those who work with Brenda, know her to be vivacious, hard-working, kind, and humble. We know this interaction had a profound effect on Juanita, not because Brenda shared the experience certainly, but because Juanita relayed it to local author Phil Riggs who recounted it in his book, *Our Random Acts of Kindness*. Furthermore, Juanita later found herself back at Reddy Kilowatt Credit Union delivering a copy of the book to Brenda.

Member service for Brenda is of paramount importance and she is a true ambassador for Reddy Kilowatt Credit Union. However, most importantly, she is a good person who aims to treat others with kindness and respect. While Brenda did not expect nor seek any notoriety for her actions, her colleagues and friends are delighted that her random act of kindness has been immortalized in print.

Co-operative members believe in the ethical values of honesty, openness, social responsibility, and caring for others. Today, we recognize and celebrate Brenda Holden for her natural and inherent personification of these values.

**Name used with permission.*