

TruNorthern Times

SERVING YOU SINCE 1972

EDITION: Q2 2025

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HOLIDAY SCHEDULE

April 18th, 2025

Easter- Closed at Noon

April 19th, 2025

Easter- Closed

May 26th, 2025

Memorial Day Closed

June 19th, 2025

Juneteenth- Closed

WORKVERSARIES

Tristan: 1 Year

Arielle: 1 Year

Shannon: 1 Year

Tom: 2 Years

Lisa: 17 Years

Sherri: 2 Years

Chantal: 3 Years



Martins On Main

This quarter, we're excited to highlight **Martin's Country Store**, a family-run business that has become a staple in our community. We recently sat down with Josiah Martin, part-owner of the store, to learn more about its growth and values.

Started in a storage barn in Lawrenceville in 2008 by his dad, Martin's has grown into a thriving business with multiple locations and 10 employees, all while maintaining a warm, family-friendly atmosphere. Josiah's father, with his background as a previous manager, is what helped build the business to what it is today.

When we asked Josiah about his favorite thing about the area, he shared his love for the "community effect." He values being able to know his neighbors and truly be a part of the community family. And speaking of family, Josiah's favorite part of working at Martin's is the opportunity to work side-by-side with his dad and other family members, which perfectly captures the spirit of their store.

At Martin's, the core business philosophy is simple: treat others the way you want to be treated. This golden rule extends to both their customers and employees, and it's clear in the way they do business.



TruNorthern
FEDERAL CREDIT UNION

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SAVE the DATES

Community Appreciation Days

MALONE
July
25
2025

BRUSHTON
August
14
2025


Awarding up to 10 \$1,000 Scholarships

Applications due: April 30th



Anne Anderson Memorial Scholarship

Apply Now!



Meet TruBee the Busy Bee!

He's buzzing around to help your kids save! TruBee loves to celebrate birthdays – check out the monitor at our Malone branch to see how he celebrates your child's special week! With plenty of games and prizes, don't miss out on TruBee's upcoming buzz-worthy giveaways and stay tuned for our **Busy Bee Bulletin**.

Introducing our new Rewards Program

We're proud to present **TruRewards** – our exclusive member loyalty program that offers enhanced benefits based on your years of membership and financial engagement!

With four tiers—TruMember, TruMember Plus, TruLegacy, and TruVet—you can enjoy perks like free cashier's checks, money orders, loan discounts, and CD increases. As you grow with us, so do your rewards! Start earning rewards today and maximize your membership experience!

TruRewards		Tru	Plus	Legacy	Vet
Benefits	Free Cashier's Check	✗	✓	✓	✓
	Free Credit Union Checks	✗	✓	✓	✓
	Free Money Orders	✗	✓	✓	✓
	CD Increase	✓ + enhanced rewards			
	Loan Discounts	✓ + enhanced rewards			
	Years of Membership	1 Year	5 Years	10 Years	✗
What's your reward level?	Monetary Engagement	\$5,000	\$10,000	\$25,000	✗
	Essential Products	Direct Deposit	Direct Deposit	Direct Deposit	✗
		Credit Card	Credit Card	Credit Card	✗
		Debit Card	Debit Card	Debit Card	✗
		Online Banking	Online Banking	Online Banking	✗
		E-statements	E-statements	E-statements	✗

CHECK YOUR REWARDS LEVEL & SEE WHAT BENEFITS AWAIT YOU!

*Disclaimer: Discounts are applied at the time of application and may vary based on eligibility, member status, and TruRewards tier. If a member qualifies for multiple discounts, the best available reward will be applied at the institution's discretion. TruVet membership is exclusively for veterans who have served in the military. TruRewards benefits, terms, and eligibility criteria are subject to change without notice. Some restrictions and exclusions may apply. TruNorthern FCU reserves the right to modify or discontinue the program at any time.



Pictured Above: Brushton-Moira High School P.E. Teacher Lisa Trudeau and TruNorthern FCU's CEO Darin Childs

In the first quarter of 2025, TruNorthern made a meaningful impact in our community through various donations and initiatives. We supported local sports teams, theater productions, and organizations like the Moira Volunteer Fire Department. But that's not all – taking a grassroots approach to giving, our staff went into the Brushton-Moira area, delivering carnations to BMC staff and Meals on Wheels recipients. We also showed our appreciation for local law enforcement by delivering warm pizza to celebrate Law Enforcement Appreciation Day. It's just one more way we continue to give back and strengthen the communities we proudly serve.



Recently, New York State corrections officers and their families faced significant disruption, and we want them to know that we stand in solidarity with them. To show our support, we delivered coffee and donuts to those on the line in the cold, offered free skip-a-pay options to our CO members throughout March, and wore blue in unity. If there's one thing you can count on, it's TruNorthern always being Tru to you.

What's happening in Brushton?

We're proud to invest our money where our heart is! We're committed to expanding our presence in Brushton and creating a lasting impact that will benefit the community for years to come.

As part of our growth, we're excited to share that we're adding more space inside **Martins Country Store of Brushton**, which will allow us to continue growing and serving you better! We're honored to be a part of the Brushton community and grateful for the opportunity to serve you.

Investing our money where our

We're committed to expanding our **Brushton** presence, building a lasting impact that's here to stay!

heart is!

visit us today!



Welcome to the TruNorthern Team!



MEET SERENITY N.

From Malone, NY, Serenity is a Franklin Academy grad with previous experience as a cook and cashier. She loves helping others and making people feel welcome. Currently taking online classes at Herkimer Community College, Serenity also enjoys crocheting and caring for her house plants. Stop by and say hi—her friendly smile will make your day!

Business of the Quarter continued:

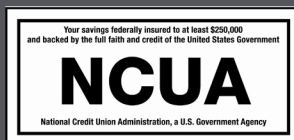
Martin's has carefully built its reputation, brick by brick, with a focus on creating an experience rather than just a place to shop. Their growing online presence allows them to share New York-made, locally grown products with customers from far and wide, further reinforcing their mission of bringing the best of local to everyone.

Josiah also shared how much they value their partnership with **TruNorthern**, noting, "We love TruNorthern's mission of people helping people, and we love having [TruNorthern] as a neighbor!" This partnership is a perfect reflection of the values both businesses share: community, care, and a deep commitment to supporting one another.

To learn more about **Martin's Country Store**, visit them online at **martinscountrystore.com** or stop by for an unforgettable experience where food is the destination.

We're PUMPED to bring you chances to WIN on Facebook!

Introducing TruCrew Challenges – a brand-new initiative on our Facebook page where you can win exciting prizes every month! It's simple to join the TruCrew: the more you interact with our page, the better your chances. Whether you're a top fan, a rising fan, a regular on our weekly engagement list, or a new follower, there are multiple ways to be a part of the TruCrew! Stay tuned for even more chances to win – we can't wait to have you join us!



CONTACT US!

Phone 518-483-8668

Fax 518-483-8808

Audio Response System

1-800-445-0309

www.trunorthernfcu.org

CONNECT WITH US



MALONE

494 East Main St. Malone

Hours:

Monday - Friday

Lobby 8:00 a.m. to 4:30 p.m.

Drive Thru 8 a.m. to 5:00 p.m.

Saturday (Drive-Thru only)

8:30 a.m. to 12:00 p.m.

BRUSHTON

1274 Washington St. Brushton

Hours:

Monday - Friday

Lobby 8:30 a.m. to 4:00 p.m.