

# Forbes Recognizes TVFCU

## TVFCU Receives Best-In-State Credit Union Award

Your local credit union, TVFCU, was recognized on the Forbes list of America's Best-In-State Credit Unions 2021. This prestigious award is presented by Forbes and Statista Inc., the world-leading statistics portal and industry ranking provider.

To gauge which firms have the most satisfied customers, Forbes partnered with market research firm Statista to survey nearly 25,000 people in the U.S. about their banking relationships. Consumers were asked 20 questions about their financial dealings. The credit unions and banks were rated on overall recommendations and satisfaction, as well as five subdimensions (trust, terms and conditions, branch services, digital services and financial advice). Overall scores ranged from 77.38 to 95.63. Of the more than 5,000 credit unions nationwide, only 3.6 percent made the list.

Of the 5,068 credit unions and 4,978 banks, TVFCU received the highest score in the nation. Yes, your hometown credit union had the highest score in the nation.

"We are extremely humbled to be recognized by Forbes as the Best-In-State Credit Union in Tennessee, and to have the highest survey score of all financial institutions is awesome," said Todd Fortner, president and CEO of TVFCU. "This

designation is incredible, and meaningful in that we did not apply or lobby for this result as

it was our members who completed the anonymous survey by Statista, which further exemplifies the significance of the results. This award is a testament to TVFCU's commitment to member service and to the communities we serve. We are proud of our staff for their dedication to service, and we thank our members for great survey responses."



Since its creation in 1936 by Chattanooga TVA employees, TVFCU has garnered a reputation for member service and innovation.

TVFCU was one of the first financial institutions to remove traditional teller lines and implement conversational dialogue branches in the early 2000s. In 2015, TVFCU was a pioneer of interactive teller machines. Furthermore, TVFCU introduced video banking in 2020. TVFCU is always seeking ways to make it easier for members to do business.

# Holiday Shopping Tips

With the holidays right around the corner, start thinking about your holiday shopping list now. Early predictions show the pandemic continues to challenge the supply chain. The shortage in workers and COVID-19 outbreaks in other parts of the world could cause shipping delays. As a result, analysts predict fewer discounts, longer shipping times and limited inventory at stores. Here are a few tips to help make your holiday shopping a little easier.

## 1. Make a List and Make It Early

The industry-wide supply chain pressures are impacting everything from clothing to electronics to toys. Many phases of the manufacturing and delivery processes are delayed. The best advice is to start shopping early.

## 2. Use TVFCU Perks Savings App

The TVFCU Perks Checking account

features an array of benefits, including the TVFCU Perks Savings App. Through the app, TVFCU Perks Checking account holders have access to more than 400,000 discounts at local and national retailers.

## 3. Use TVFCU's Christmas Club Account

A Christmas Club Account lets you save for the holiday throughout the year. TVFCU distributes those funds on Oct. 1.

## 4. Use tvfcuMOBILE to Track Spending

A purchase here and a purchase there can easily add up. Track those transactions with tvfcuMOBILE wherever you go.

## More Information

Visit [tvfcu.com](http://tvfcu.com), call tvfcuLIVE Line at (423) 634-3600 or connect with a personal consultant from your smartphone through tvfcuLIVE Stream to learn more about these tips.

# Community Events

## International Credit Union Day

*Thursday, Oct. 21*

*Worldwide*

TVFCU will join credit unions around the world in celebration of International Credit Union Day. Stop by your local branch for a TVFCU magnetic notepad.

## Fall Home Show

*Friday, Oct. 29 through*

*Sunday, Oct. 31*

*Chattanooga Convention Center*

TVFCU is proud to be a gold sponsor of the 2021 Fall Home Show presented by the Home Builders Association of Greater Chattanooga! Visit us at booths B19-B22 at the main entrance to learn more about all things mortgage. Learn more about Home Show times and event details at [homeshowchattanooga.com](http://homeshowchattanooga.com).

## Ice on the Landing

*Friday, Nov. 19 through*

*Sunday, Jan. 30*

*Chattanooga Choo Choo Gardens*

TVFCU has proudly supported Chattanooga's only outdoor ice rink since it started in 2014. Enjoy the open-air holiday ice rink at the Chattanooga Choo Choo. Visit [iceonthelanding.com](http://iceonthelanding.com) for more information.

# Idea Leap Grant Pitch Picnic

Join TVFCU for the Idea Leap Pitch Picnic on the front lawn of the Bessie Smith Cultural Center on Tuesday, Oct. 19.

Come early at 3:30 p.m. to set up your lawn chair or spread your picnic blanket and grab an early supper from Chatter Box Café for this outdoor, socially-distant event. The Pitch Competition will begin at 4 p.m. as Champion Christian Learning Academy, Chatt Taste Food Tours, LLC, Lil Mama's Chicago Style Hoagy, Salon Posh and Wild

Violet Permaculture, LLC compete for the five Idea Leap Grants (\$21K, \$15K, \$10K, \$7K and \$5K).

In the event of rain, the event will be strictly virtual. Furthermore, if there is a COVID-19 case surge, the event may pivot to strictly virtual. Follow TVFCU on social media for event details. Check out this year's Startup Week Chattanooga events at [colab.co/startupweekcha/](http://colab.co/startupweekcha/) for socially-distant and virtual programs.

P.O. Box 23967 Chattanooga, TN 37422 1-423-634-3600

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