



Media Contact: Nicole Rideout, R/West
nicoler@rwest.com | 925-360-7892

First Tech Federal Credit Union Opens New Branch Location in Cedar Hills, Ore.
New Location Brings Innovative Interactive Technology and Member Service Together to Promote Financial Wellness

(Hillsboro, Ore.) – December 6, 2018 – [First Tech Federal Credit Union](#) will open a new branch location in Beaverton’s Cedar Hills neighborhood located at 2929 SW Cedar Hills Blvd, Building 19.

Rooted in the Pacific Northwest’s technology community since 1952, First Tech proudly serves employees of innovative Oregon companies such as Nike and Intel, among many others. With a growing member base, First Tech’s new Cedar Hills branch brings another location to serve its current and future members that live and work in the area.

The new Cedar Hills branch location is reinventing the traditional branch experience by combining state-of-the-art technology with world-class service to meet the evolving needs of First Tech’s digitally savvy members. Additionally, the new branch location was created in a way that encourages members to pause and evaluate their financial goals and wellness; this new branch experience is designed to inspire members to slow down, evaluate and plan their financial future.

Members can easily take care of their banking needs in the way that best suits them whether that be face-to-face, digital, self-service or a combination. In addition to First Tech employees who will greet and assist members, interactive tables are located around the branch. Members are invited to respond to statements about their financial goals and dreams. The interactive walls will then display the member responses entered at the tables, showcasing the community’s reflections on financial priorities and wellness. Additionally, the new space will house active member stations, where members can learn about various digital banking options, and private member suites, where members can have deeper conversations about their financial wellness and goals in dedicated spaces with specially trained staff members.

“When assisting our members on their financial journeys, First Tech is committed to providing the best possible experience. When we set out to create this new branch, we asked ourselves how we could evolve the branch experience to best serve our members in their busy, fast paced lives,” said Brad Calhoun, chief retail and marketing officer at First Tech. “Our new Cedar Hills location integrates cutting-edge, interactive features with superior member service to help members better visualize and achieve their financial goals. We aren’t aware of any other financial institution offering this type of dynamic member service, and we look forward to serving our members in this new and innovative way.”

The relationship between bank and member should be more than transactional, which is why First Tech strives to be a true financial partner and advocate for its members. The Cedar Hills branch location is more than a place to make a deposit or apply for a loan; the new features are designed to help members with their day-to-day financial transactions while also sharing inspiration and opportunities for bigger-picture conversations and financial planning.

To learn more about the Cedar Hills branch, as well as other First Tech locations, visit <https://www.firsttechfed.com/>.

About First Tech Federal Credit Union

First Tech Federal Credit Union is a \$12+ billion institution headquartered in San Jose, California. It is the nation’s premier credit union serving the world’s leading technology oriented companies and their employees, including HP Inc., Hewlett Packard Enterprise, Microsoft, Agilent, Intel, Cisco, Amazon, Nike, Intuit, Google, and more. First Tech is recognized as the industry catalyst for delivering effortless banking experiences to more than 520,000 members through its 42 branch locations, more than 5,600 CO-OP Shared Branch locations, 30,000 CO-OP Network ATMs, and online platforms. First Tech offers a full range of financial services, including traditional banking, online banking, mortgages, financial planning, various consumer loans, and insurance services. Federally insured by NCUA. Equal Housing Lender. For more information, visit www.firsttechfed.com.

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