

The County

Spring 2025

Line

The County Federal Credit Union Unveils New Logo & Branding

After more than 60 years of service to its communities, The County Federal Credit Union unveiled a new logo and brand identity to better reflect its membership and evolution as a modern financial institution.

"Over the years, we have welcomed many new members and expanded into new communities," said Ryan Ellsworth, President and CEO of The County Federal Credit Union. "Our new logo symbolizes who we are as a financial partner and the expanding membership we serve today. We are still the same dedicated credit union, committed to providing you with quality service under a unified brand. We will not be changing any of the inner workings of the credit union like account numbers, branch locations, or ATMs."

The new logo pays tribute to the credit union's Maine roots by including iconic elements of the state, such as its natural landscape and wildlife.

The County's refreshed brand comes after decades of growth in the communities of Northern Maine, including its merger with Penobscot County Federal Credit Union in 2021, which further strengthened the credit union's market presence and product offerings.

"Our vision is to be our members' lifelong financial partner by providing the highest-quality financial services," Ellsworth explained. "Like our new logo, we're inspired by the Maine communities where we live and the people we serve. We're excited to begin this new chapter and proud to continue supporting our members' financial success."

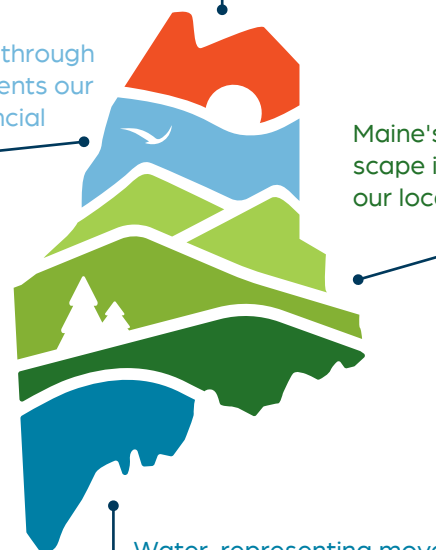
The County is still the same member-owned credit union committed to supporting its communities but with a refreshed look. This look represents the continued growth the organization anticipates over the coming years.

A rising sun symbolizes a new era for the credit union and new opportunities for our members.

A bird soaring through the sky represents our members financial freedom.

Maine's iconic landscape is a tribute to our local roots.

Water, representing movement, speaks to our continuous evolution.



Serving Aroostook, Penobscot and Piscataquis Counties

Branches in:

Bangor • Caribou • Fort Fairfield • Houlton • Howland • Mars Hill
Old Town • Presque Isle

CountyFCU.org

1-877-318-3838

New Faces



Bobbie-Lee
Member Service Ctr
Rep. - Caribou



Stewart
Loan Officer
Caribou



Chandra
Full-time Teller
Caribou



Hannah
Full-time Teller
Old Town



Amber
Branch Supervisor
Mars Hill



Austin
Full-time Float Teller
North



Lorna
Full-time Teller
Presque Isle



Danielle
Part-time Teller
Houlton



April
Part-time Teller
Howland



Corin
Member Service Ctr
Rep. - Caribou

Promotions



Jack
Loan Officer
Old Town



Elizabeth
MSR Card Services
Operations Center



Alden
Consumer Loan
Operations Processor I
Caribou



Virginia
Full-time Float Teller
North

69th Annual Meeting & Board Election Notice

The 69th Annual Meeting of The County Federal Credit Union will be held on Monday, May 5, 2025 at 6:00pm at the Best Western Caribou Inn. Elections are conducted by mail ballot. No nominations from the floor will be accepted. Any member 16 years or older will be eligible to vote. For more information on the Annual Meeting, go to CountyFCU.org or call 1-877-318-3838.

How to Safeguard Yourself Against Artificial Intelligence Fraud

Fraudsters and scammers are ever-evolving and deceptively clever in their attempts to obtain your money and personal information, and AI is a powerful tool now at their disposal. AI-powered malware and ransomware attacks are on the rise, targeting everything from smartphones to residential or business networks. These attacks often exploit vulnerabilities in outdated software or trick users into downloading malicious apps or files that give the attacker access to sensitive data.

To protect yourself, keep your security software up to date. Regularly update your operating system, apps, and security software to patch any vulnerabilities cybercriminals could exploit. Use strong passwords, and avoid public Wi-Fi for sensitive activities like online banking.

Scammers are using AI to create fake online identities on social media, dating apps, and even professional networks like LinkedIn. These AI-generated profiles often look convincing, with realistic photos and backgrounds that make it hard to tell them apart from real people. Once the scammer gains your trust, they may attempt to trick you into sending money or sharing personal details. Keep your eyes peeled for red flags, as AI-generated profiles often exhibit unusual patterns in their behavior (such as responding too quickly or providing overly generic or scripted replies).

By staying informed, being cautious, and doing your due diligence, you can avoid losing money or other sensitive personal information to these schemes.



Holiday Closings

Memorial Day
Monday, May 26th

Juneteenth
Thursday, June 19th

Independence Day
Friday, July 4th

1-877-318-3838 **CountyFCU.org**

