



FOR IMMEDIATE RELEASE

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**Northwest Credit Union Movement Takes it to the MAXX**  
***NWCUA's Annual MAXX Convention is Oct. 16-18 in Tacoma***

TACOMA, WA—Artificial intelligence, video banking solutions, analytics, and other in-demand fintech options for credit unions will take center stage at the Northwest Credit Union Association's (NWCUA) annual [MAXX Convention](#) October 16-18 in Tacoma, Washington. The MAXX Trade Show will offer expanded hours this year, giving credit unions more time to engage with their business solutions partners.

The NWCUA's continued priority focus on policy advancement is on the mainstage. The Northwest agenda to promote common sense regulatory relief and to protect credit unions' tax structure is Job #1. Market share is also on the mainstage, as NWCUA has been working closely with the Credit Union National Association (CUNA) on its "Open your Eyes" Awareness Initiative. New, Northwest consumer research will be presented.

Also on the menu:

- Start spreading the news. "New York, New York" is the theme for this year's auction benefitting Credit Unions for Kids—the Northwest Credit Union Movement's legacy charity. The auction is always highly anticipated and last year's event raised over \$300,000 for the region's Children's Miracle Network hospitals.
- The MAXX Awards recognizing the Northwest's most outstanding credit unions and thought leaders. Two newly minted categories this year will include, "Members on Main Street," recognizing credit unions' work serving the specific character of their members, and "Cooperation in Action," honoring successful collaboration in the Movement.

More than 700 credit union professionals from Idaho, Oregon, and Washington are expected to attend, along with more than 100 business partners.

Trade media are invited to cover MAXX 2018. The agenda, travel, and location information can be found [online](#). Please contact Lynn Heider, Vice President/Public Affairs, with any special coverage requests. [lheider@nwcua.org](mailto:lheider@nwcua.org).

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The [Northwest Credit Union Association](http://www.nwcu.org) is the not-for-profit trade association representing over 180 credit unions in Idaho, Oregon, and Washington, and their 6.5 million consumer members. Northwest Credit unions are not-for-profit cooperatives, owned by their members. Credit unions help members achieve their financial goals. All earnings in excess of operating expenses and required reserves are returned to members in the form of lower loan rates, fewer fees and higher interest paid on savings. For information on how to join a credit union, please visit <http://www.asmarterchoice.org>.