



Member FINRA/SIPC

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Gesa Credit Union Chooses CUSO Financial Services L.P. as its Broker Dealer for New Managed Investment Program

CFS establishing Gesa's first-ever investment consulting program

SAN DIEGO – Oct. 20, 2009 – [CUSO Financial Services, L.P.](#), (CFS) a full-service broker dealer and SEC Registered Investment Adviser that provides customized investment and insurance solutions to the credit union industry, has entered into an agreement to provide managed broker/dealer services and back office support to [Gesa Credit Union](#), headquartered in Richland, Washington.

This is a start-up investment program for Gesa Credit Union, where management is enthused to provide an investment program to its membership. Before choosing CFS from among a list of three finalists, the credit union's executive management reviewed about a dozen broker/dealers and sent RFPs to seven. They chose CFS for its focus on customer service, its [credit union partnership experience](#) and its ability to provide a managed program, with CFS employing the consultants and managing back office efficiencies, including operations administration, trading services, and dataVISION, a proprietary Web-based, online [support platform for advisors](#) that CFS developed. The program will fall under management of Sandra deChastain, western regional program manager for CFS.

According to Christina Brown, president and CEO of Gesa CU, CFS was also the only broker dealer among the finalists able to provide a single sign-on capability to integrate investment offerings with the credit union's own home banking capabilities. "It was important to us to find a broker/dealer that shared our vision of always putting members first. CUSO Financial Services understood our demand for quality customer service to meet the needs of all members," said Brown. "Some of that forethought was evidenced in their ability to add customer-facing modules that could be co-branded by our credit union to integrate investment and trading capabilities through online banking. We appreciate that flexibility."

Gesa Credit Union, originally chartered in 1953 as a corporate credit union associated with General Electric, became a community-chartered credit union in 1996. Since then it has more than tripled to become a \$900 million financial cooperative serving over 90,000 members, one of the largest credit

unions in Washington State. Many of its members are highly educated scientists, chemists and agricultural leaders. Gesa now has nine branches in four counties, and will add its tenth in late November. The investment program is slated to launch in coordination with the [new standalone branch](#). It will have two financial consultants and one assistant; CFS is looking to hire another consultant for Gesa within the first couple of months.

Brown, who joined Gesa in July 2007, had come from Xceed FCU, where she worked as senior vice president of finance and operations. “I knew the potential that an investment program has to add non-interest income to the bottom line,” said Brown. “But more important to me, our members were asking for this type of service. We look forward to meeting all their financial needs in one place.”

Credit unions interested in learning more about CFS programs can call 1-800-686-4724.

About CUSO Financial Services, LP

Established in 1997, CUSO Financial Services, LP (Member FINRA/SIPC) is headquartered in San Diego and has more than 120 credit union users, including 25 of the top 100 credit unions in the country. With branch offices located nationwide, and more than 350 licensed representatives, CFS is a full-service broker dealer and SEC Registered Investment Advisor offering customized investment and insurance solutions to credit unions. For [more information](#), call 858-530-4400 or visit www.cusonet.com. Similar services are provided to community banks and the independent channel through a sister broker dealer, Sorrento Pacific Financial LLC (Member FINRA/SIPC) and its Partnervest division: www.sorrentopacific.com.

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