



The ROI of Gratitude

Nanci Wilson, Training & Education Director at North Star Community Credit Union

The ROI of Gratitude starts with internal members outward and recognizing our most powerful weapon in the industry is to be a relatable human - Mistakes, Flubs, and all!



Nanci Wilson began her financial industry career four short years ago in Grafton, North Dakota. After working in radio for a while, she was ready for something different. When her local credit union had an ad in the paper, she couldn't help but want to be a part of it. She enjoyed the personable aspect of her CU and because they had made a difference in her financial journey, she in turn wanted to do that for others.

Starting out as a Member Service Representative, Nanci was sent to Credit Union Development Education at the National Credit Union Foundation in Madison Wisconsin in May of 2015. That class lit a fire in her and she came back to North Star CCU and implemented a variety of programs that would impact her community in a positive fashion.

Nanci has been back to CUDE in Madison as a mentor and graduation speaker and has branched out into public speaking with her quirky take on the Credit Union Difference and how to be "THAT" person for your members. She recently was asked to be the

Emcee of the Louisiana Credit Union League Annual Conference in New Orleans this July.

Nanci works daily at keeping her purpose constant both at home and at work.