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[CINCINNATI BUSINESS LEADERS]

Committed to Community

Kemba Credit Union's award-winning financial services center around its philosophy of "people helping people."

Dan Sutton had his eyes on a career as a certified public accountant (CPA) when he first took a job in accounting at Kemba Credit Union in 1999. It didn't take long before Sutton realized the impact his work at Kemba, a not-for-profit, full-service financial institution, was having on members and their families.

"Once I really began to learn and understand what credit unions do and how they help people, small businesses, and communities on Main Street, I pretty much fell in love," says Sutton.

Now more than two decades into his tenure at Kemba, Sutton is president and CEO, having previously served as chief financial officer and chief operating officer. Under Sutton's leadership, the credit union has grown to more than \$1.4 billion in assets and serves more than 116,000 members across 14 branches in greater Cincinnati and Northern Kentucky. Ranking among the largest and best-rated credit unions in Ohio, Kemba is a 2022 Top Workplaces USA national winner and was a Top Workplaces regional winner from 2019-2021. In 2021, Kemba was recognized by *Forbes* as a Best-In-State Credit Union.

Reflecting on Kemba's success in recent years, Sutton says it is the credit union's focus on people, not profits, that has helped them grow. "Our mission is to enrich the financial lives of our members, employees, and the communities we serve," he states. "We're not about profit; we're about people. And we believe that if we take care of our members and help them improve their financial well-being, the profits will follow."

People Helping People

Kemba's community engagement is evident in its many charitable initiatives. Through its Community Outreach Program, the credit union takes an active role in participating in public service projects, such as the Freestore Foodbank Rubber Duck Regatta, Making Strides Against Breast Cancer, and its own Kemba Golf Classic, which benefits the Cincinnati Fire Foundation.

Other Kemba-supported community programs include SCORE®, a network of expert business mentors that helps businesses plan, launch, manage, and grow. It also provides Banzai, a financial literacy program, free to several area schools and credit union members online.



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In 2020, construction launched for a 150,000-square-foot operations center in the Cincinnati suburb of West Chester. With construction completed in the fall of 2021, the eight-floor building will house Kemba's back-office operations comprised of nearly 200 employees, which are critical to the operations across all 14 branches.

"Having an efficient back office sends positive ripples and effects throughout the rest of our footprint," Sutton explains. "The new building will help keep our teams together and allow us to communicate in a timelier manner, ultimately resulting in better service to our members."

