



The mission of the Business Alliance for Community Health is to provide philanthropic support for ECHN and a networking environment, while addressing current health issues facing businesses and their employees.



Spotlight Providing Convenience and a Wonderful Experience

If you're looking for a champion of the credit union business, look no further than John Holt. Years ago John Holt worked at a New York bank. In 2004 he began working for a credit union. Today, as the President and CEO of Nutmeg State Federal Credit Union, John champions the advantages of credit unions.

Nutmeg State Federal Credit Union is one of the largest credit unions in Connecticut. It's a community credit union, meaning that basically anyone can join. Like all credit unions, it's a not-for-profit, so all profits return to the credit union members in the form of higher interest rates on deposit accounts and lower rates on loans and mortgages. Both the credit union business in general and Nutmeg in particular are growing. This past year they opened two new branches, one in the Cromwell Walmart and the other in the Bristol Walmart Neighborhood Market, giving them a total of nine locations throughout Hartford and Middlesex counties.

"I'm in the credit union business today because I believe in the movement—the not-for-profit aspect, the member-owned aspect, and the service component of credit unions. Our goal is to provide convenience and a wonderful experience to our members."

Part of Nutmeg's philosophy is to give back to the community and actively support charitable organizations. Joining ECHN's Business Alliance for Community Health (BACH) two years ago was one expression of that philosophy.

"We like to align ourselves with good organizations that have strong community ties," John says. Being community-oriented

is a similarity John sees between Nutmeg and ECHN.

"BACH gives Nutmeg a way to network with ECHN. Through BACH we've been introduced to many different companies, and we've been able to educate them about the financial services we provide."

Nutmeg is a strong financial contributor to BACH and to many community groups and charities. Additionally, Nutmeg works with several local Chambers of Commerce and the Hartford Metro Alliance.

"Our top responsibility is to our members and our community," John says. "That's why we exist. Our members own us. And we want to be active contributors to the communities they live and work in."

For Nutmeg, BACH helps raise the credit union's image and build good will. And BACH provides enhanced business opportunities.

"At BACH you meet new people. You gain relationships. And think about all the BACH members. It's an impressive list of people and businesses."

"We're committed to the philosophy of BACH and to all that ECHN does for the health of the community."

"Through BACH we've been introduced to many different companies, and we've been able to educate them about the financial services we provide."

John Holt
President & CEO
Nutmeg State Federal Credit Union

Companies interested in the Business Alliance for Community Health should contact Stan Kontogiannis, ECHN Senior Development Officer, at 860.647.4754 or skontogiannis@echn.org. For a list of BACH members, please go to echn.org/bach.