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CREDIT UNION TIMES NAMES CANIA INFANTE OF BETHPAGE FEDERAL CREDIT UNION AS A TRAILBLAZER 40 BELOW

Bethpage's Assistant Vice President of Marketing Honored for her Personal Approach to Member Relations

Bethpage, NY – January 20, 2016 – Bethpage Federal Credit Union, New York State's largest credit union and service leader, congratulates Cania Infante for being named a [Trailblazer 40 Below](#) by *Credit Union Times* magazine. As Assistant Vice President of Marketing, Infante was honored for her collaborative approach to identifying opportunities and delivering solutions that resonate with members.

"Nobody deserves this award more than Cania," said Robert Hoppenstedt, SVP of Operations at Bethpage. "She distinguished herself early with her hard work and eager attitude to take on new opportunities. We look forward to seeing what's she's able to accomplish in her years ahead at Bethpage."

Infante started her career as a bank Teller, and joined Bethpage Federal Credit Union in 2001 as a Branch Manager. After being promoted multiple times to Business Services Relationship Manager and Regional Manager, Infante was selected to help lead Marketing for Bethpage's corporate office. Since taking on this role, Infante spearheaded three of Bethpage's recent marketing campaigns that were recognized as 2015 CUNA Diamond Award winners.

The Youth Savings Account World Cup Campaign targeted parents and leveraged interest in the FIFA 2014 World Cup by providing a free, branded flag soccer ball with every youth savings account opening. The three-month summer campaign resulted in the opening of 3,650 youth saving accounts, 1,646 youth checking accounts, \$9.3 million in new deposits, and \$8 million in new loans. Infante is also working to strengthen Bethpage's relationship with its Hispanic members with a direct mail campaign listing each branch's bilingual staff by name and title.

"I thank *Credit Union Times* for this honor. I also thank Bethpage Federal Credit for giving me so many great opportunities to advance my career, including the chance to pursue my bachelor's

degree and MBA,” said Infante. “I’m proud of my accomplishments and hope to set a good example for my family and young professionals starting their careers.”

An active member of the community, Infante currently serves on the board of the SUNY College at Old Westbury College Council as an appointee of Governor Andrew M. Cuomo, as well as The De La Salle School, a tuition-free middle school for children of immigrant and economically disadvantaged families. Cania resides in Freeport with her family.

Bethpage Federal Credit Union is a not-for-profit cooperative, existing solely to serve its members and has experienced rapid growth in recent years to become a strong alternative to banks. Bethpage was approved for the largest federal community charter in the U.S. in 2003 and now the largest credit union in the Northeast region and Long Island’s primary community financial institution with 275,000 members, 33 full service branches and more than 60 shared branches throughout Nassau and Suffolk Counties. As a financial cooperative, Bethpage offers the best-in market rates, low fees and world-class service, and a full menu of personal and commercial financial services.

Bethpage maintains branch locations in Albertson, Baldwin, Bay Shore, Bay Shore King Kullen, Bethpage, Centereach, Central Islip, Commack King Kullen, East Meadow NuHealth Medical Center, East Northport, Elmont, Farmingdale, Freeport, Glen Cove, Hempstead, Huntington, Levittown King Kullen, LIU Post (Brookville), Long Beach, Lynbrook, Massapequa, Melville, Mineola, North Babylon, Patchogue, Port Jefferson, Riverhead, Roosevelt, Seaford, Smithtown, Valley Stream King Kullen, West Babylon and Westbury with over 500 surcharge-free ATMs in King Kullen, CVS Pharmacy and Costco locations throughout Long Island. For more information, call 1-800-628-7070 or visit www.bethpagefcu.com.

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