

Elina represents the very best of the credit union movement and is highly deserving of recognition as CCUA's Professional of the Year. People are the backbone of an outstanding credit union, and Elina's dedication to cooperative values, service excellence, and member advocacy distinguishes her as a true leader within Metro Credit Union and the broader financial services community. In her role as a manager within the Universal Service Center, she consistently goes above and beyond to support members through complex and often sensitive situations, approaching each interaction with integrity, empathy, professionalism, and a clear commitment to doing what is right.

Elina's work reflects the qualities that make credit unions shine. She manages member escalations with thoughtfulness and care, ensuring that each concern is handled fairly, transparently, and with the highest regard for the member experience. Her decisions are guided not by convenience, but by principle. She takes ownership of outcomes, reinforces trust, and helps members feel heard, respected, and supported during moments that matter most.

Beyond her direct service to members, Elina is a trusted resource and role model for her colleagues. She supports team members by answering questions, sharing guidance, reinforcing best practices, and helping others navigate challenging situations with confidence and compassion. Through her coaching and daily example, she strengthens a culture of accountability, empathy, and service excellence across the Universal Service Center.

Many stories of exceptional credit union professionals can sound legendary, but Elina's impact is real, consistent, and deeply felt by members and staff alike. She is one of the heroes of the credit union industry—a trendsetter whose attitude, commitment, and service provide a model for others to embrace and follow. Her unwavering dedication to doing the right thing, advocating for members, and uplifting those around her make her an outstanding nominee for CCUA's Professional of the Year.