

CCUA 2026 Awards of Excellence

Nomination Category: Professional of the Year

Candidate's Name: Gina Vecchi, AVP of Member Experience

Since joining GFA Federal Credit Union in 2014, Gina Vecchi has consistently exemplified what it means to be a credit union professional. Through her leadership, service, adaptability, and unwavering commitment to both members and employees, Gina has become one of the most respected and influential leaders within our organization.

Over the course of her career, Gina has served in numerous roles including teller, supervisor, assistant branch manager, mortgage originator, branch manager, and most recently Assistant Vice President of Retail Member Experience. While each position brought new challenges and responsibilities, Gina has approached every opportunity with the same mindset: to learn, to grow, and to make those around her better.

What makes Gina truly exceptional is her willingness to step into whatever role the organization needs most. Several years ago, after establishing herself as a successful mortgage originator and subject matter expert, Gina made the intentional decision to return to a retail leadership role. Rather than following a traditional career path, she chose to immerse herself in branch operations and member service to expand her knowledge and strengthen the member experience.

Her impact was immediate and transformational.

Leading one of GFA's busiest retail locations, Gina fostered a culture of accountability, collaboration, and service excellence. She elevated both employee engagement and member experience while helping create an environment where employees felt empowered to grow and members felt valued and understood. Her ability to coach, develop, and inspire others transformed the branch into a model of operational excellence and member-centric service.

Today, as Assistant Vice President of Retail Member Experience, Gina leads GFA's branch management team and plays a critical role in shaping the member experience strategy across the organization. She works closely with leaders throughout the credit union to ensure that every member interaction reflects GFA's commitment to helping people achieve financial success. From leadership development and employee coaching to service standards, process improvement, and member advocacy, Gina's influence can be seen throughout every branch location.

In an industry that continues to evolve rapidly, Gina has been a constant source of stability and institutional knowledge. Throughout leadership transitions, organizational growth, changing consumer expectations, digital transformation initiatives, and strategic change, she has remained a trusted resource for employees across all departments. Colleagues frequently seek out Gina's guidance because they know they will receive thoughtful advice, practical solutions, and support rooted in experience.

Her knowledge of GFA, its members, and its culture is unmatched. More importantly, she willingly shares that knowledge to help others succeed. Whether mentoring a new employee, supporting a

branch manager through a challenge, or helping a colleague navigate a complex member situation, Gina consistently puts the success of others ahead of her own.

One of Gina's greatest strengths is her curiosity and commitment to continuous improvement. While she possesses extensive institutional knowledge, she never allows "the way we've always done it" to become an acceptable answer. Gina consistently challenges products, services, processes, and member experiences by asking thoughtful questions and seeking to understand the reasoning behind decisions. She takes the time to learn, listen, and evaluate before offering solutions, but she is never afraid to ask, "Why not?" when she sees an opportunity to better serve members.

This mindset has helped drive meaningful improvements throughout the organization. Gina has played an instrumental role in identifying opportunities for new products, enhanced services, and process improvements that strengthen both the employee and member experience. Her focus is never on change for the sake of change, but rather on ensuring that GFA continues to evolve alongside the needs of its members. By combining curiosity with a deep understanding of the credit union's mission, Gina helps challenge the organization to think differently, innovate responsibly, and continually improve the way it serves members and communities.

Gina's leadership style is grounded in authenticity, accountability, and a genuine desire to help people grow. She is the type of leader who leads alongside her team, never asking someone to do something she would not do herself. Her ability to connect with employees at every level has helped develop future leaders throughout the organization and strengthened the culture of collaboration that defines GFA today.

Beyond her professional accomplishments, Gina's commitment to the credit union philosophy extends into every aspect of her life. She is deeply invested in the communities GFA serves and consistently volunteers her time and talents to initiatives that support financial wellness, education, and community engagement. Whether participating in financial literacy programs, supporting community events, or helping pilot new initiatives, Gina is always among the first to raise her hand and contribute.

As a mother of two boys, Gina brings a unique and authentic perspective to her work. She understands firsthand the challenges families face and the importance of building strong financial habits from an early age. She frequently incorporates her family into the credit union mission whenever possible, serving as both an advocate and a real-world test case for programs designed to benefit members. From participating in financial education efforts to piloting youth-focused initiatives such as Greenlight with her own children, Gina continuously provides valuable insight that helps GFA better serve families throughout our communities.

What truly distinguishes Gina is her complete belief in the credit union movement. She understands GFA's mission, embraces it fully, and inspires others to do the same. She is not content simply moving the organization forward herself; she actively brings others along with her. Through her positivity, encouragement, and unwavering commitment to continuous improvement, Gina creates buy-in, develops future leaders, and helps employees understand the important role they play in improving the financial lives of members.

Her dedication to service, her passion for people, and her commitment to the cooperative principles that define credit unions have left a lasting impact on GFA Federal Credit Union. Members trust her. Employees respect her. Leaders rely on her. Communities benefit from her involvement.

For more than a decade, Gina Vecchi has demonstrated the qualities that define excellence in the credit union industry: leadership, integrity, adaptability, service, community commitment, innovation, and an unwavering dedication to helping others succeed. She embodies the credit union philosophy not only through her work, but through her commitment to leadership, continuous improvement, and the example she sets every day.

It is with great pride and enthusiasm that GFA Federal Credit Union nominates Gina Vecchi for the CUA Professional of the Year Award.