

CUES GOLDEN MIRROR AWARDS

2011 Entry Form

An electronic copy of your entry form and materials are required to assist with the presentation should you win. Some categories also require 3 hard copies of each entry; please refer to the GMA Handbook for more information.

RESULTS Continued (0-40 Points)

Please provide a detailed explanation to show how you calculated the results for this entry, including any formulas you used. You may also use the formula provided on page 1.

The corporate image was enhanced as a result of this renovation. HAPO wanted an updated look without looking opulent or in some way tarnishing HAPO's reputation through a mis-matched materials or a look that the membership could not connect to.

Steve Anderson, HAPO Executive Vice President says, "It is truly amazing to go from sitting around a conference room table talking about a vision and sketching out some rough ideas, to seeing and working in the finished product. It turned out even better than what I had hoped for. We will be in this building a long, long time."

"The new building looks like it belongs to a billion-dollar company."



PLANNING Continued (0-20 Points)

All entries must include the information requested below.

(If applicable, incorporate how the piece(s) fit(s) into the larger campaign or corporate image, the impact on the credit union based on the economy, and how and where items were displayed.)

Objectives/Goals:

- HAPO Community Credit Union wanted to update the look of their headquarters and main branch, built in the 1970s to match their new branding motif.
- To improve the layout and functionality of the workspaces. One of the main areas of desired improvement was for the branch layout itself, going from a functionally obsolescent split-layout to concentrating the branch functions in one area, apart from the headquarters operations.
- To make improvements that would last and meet HAPO's needs for 25+ years into the future.

Target Audience/Size of Audience:

- 89,000 existing members
- plus targeting new members living and working in the Richland area

Strategy—Steps Used to Achieve Objectives:

- HAPO met extensively with architects and designers at EHS Design and contractor Momentum, Inc. to talk through their vision and translate it to a workable plan. It underwent many revisions to make sure the end result would meet their needs well into the future.
- Multiple stakeholders, staff in each department and community representatives worked together to factor in various viewpoints, needs, and requirements into the overall design concept.
- It was important for HAPO to let the membership know
 - why we were renovating versus selling the building and relocating;
 - what was going to be happening and what they could expect during the renovation, ie. branch remaining open, no service disruption, etc. and
 - particularly with the branch layout itself, letting them know we were renovating to have a more efficient branch layout for them.
- The current tough economic environment certainly was factored into the decision-making process of just how extensive of a renovation HAPO could support or what changes were really needed.

Media (including social media):

- Visual merchandising within the branch promote awareness of products and services.
- Improved and better-placed signage, both interior and exterior, convey the branding and greater visibility.

Time Period:

- 18 months from beginning of design until construction was completed.

Market/Competitive Factors—The Impact of Competition On Your Credit Union:

- HAPO's major competitor had recently built a new headquarters and branch. The result of this renovation sends a message of "keeping pace" with the competition.
- In this small town community where perception and image matter, modernizing was an important visible statement to make.

Additional Information/Comments: (please see additional pages)



HAPO Community Credit Union - Headquarters + Main Branch

Richland, Washington



BEFORE

57,000 SQ. FT.
STRATEGIC PLANNING
PROGRAMMING
SPACE PLANNING
ADDITION
ARCHITECTURE
INTERIOR DESIGN

Bigger, Better, Bolder

HAPO Community CU headquarters was originally built in 1978 for 18,000 members and 22 staff. Having grown to 89,000 members and a staff of 230, the credit union needed to improve the functionality of its operations center and main branch and simultaneously integrate the new brand standards.

EHS developed a strategic operations plan that defined near-term and long-term facility needs. After exploring many options, EHS recommended remodeling the existing structure rather than relocating to a new one. The remodel, however, would be extensive.

"The new building looks like it belongs to a billion-dollar company."

—Steve Anderson, EVP/COO

HAPO Community Credit Union - Headquarters + Main Branch

Richland, Washington



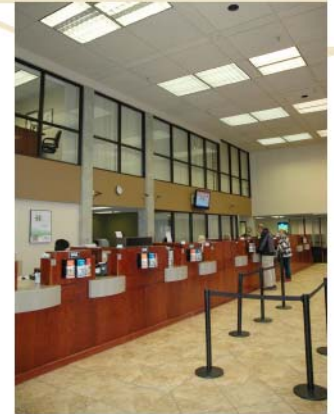
Although the building's footprint was only marginally increased, the design team managed to add 5,000 square feet to the 52,000 square foot facility by enclosing some rooftop space and in-filling what was an under-utilized two-story high interior volume.

Ultimately, nearly all interior spaces were reconfigured, including the ground-level branch which would remain operational throughout the remodel, despite being relocated from one side of the building to the other. The project was constructed by Momentum, Inc. and was carefully phased to minimize disruption to credit union members and the operations staff.



HAPO Community Credit Union - Headquarters + Main Branch

Richland, Washington



BEFORE

The 18-month remodel resulted in updated conferencing and private office spaces, energy-efficient lighting, enhanced security, and new finishes and furnishings throughout. Additional improvements included repositioning the remote teller room, eliminating one building entry and relocating another, a state-of-the-art training room, a staff lunch room with terrace dining, lobby waiting area with a coffee bar and fireplace, and updated executive offices and board room.

