



BENEFITS & INSURANCE SPECIALISTS FOR CREDIT UNIONS

Powered by Triscend<sup>NP</sup>

## Reseda Summit

September 2025

*Presented by:*  
Alexandria Staron



## **Alexandria J. Staron**

Chief Operating Officer, TRISCEND<sup>NP</sup>

Chief Executive Officer, BenefisCU

Ms. Staron serves as Chief Operating Officer of TriscendNP and oversees the integration of company strategies into daily business functions including Marketing, Business Development, Client Relations, IT, Finance and HR. She also serves as Chief Executive Officer of BenefisCU, a majority owned Credit Union Service Organization (CUSO) subsidiary of TriscendNP.

Ms. Staron joined the company in 2009 and brings 15 years of marketing and finance experience to her current role. Her educational experience includes a Bachelor of Science (with honors) in Business Administration from Northeastern University, a Master of Business Administration from Nova Southeastern University, and a certification in Management from Harvard Business School online. Ms. Staron also holds an active Life, Accident, Health and HMO license in the state of Texas.



# Our mission is to move credit unions from customers to partners in the advanced insurance market.

BenefisCU products and services are synergistic with a credit union's core business structure



## Generally furthering the Credit Union's stated purpose

This initiative has already directed millions of dollars back to the credit union industry through a member-owned collaborative



## Enhancing the member experience

More non-interest revenue helps supplement fee income and can be used to enhance the member experience, invest in technology, and more...



## Complimenting existing services and deepening member relationships

Complimentary to your existing insurance efforts, BenefisCU enhances product offerings for important business relationships and pools resources to develop competitive products that members need

# Products & Services



**Deferred Compensation  
Plans 457(f)**



**Executive Bonus  
Plans (162)**



**Split-Dollar  
Plans**



**Long-Term  
Care Plans**



**Supplemental  
Disability**



**Business  
Protection**



**Credit Union-Owned  
Life Insurance (CUOLI)**



**Alternative  
Investments**

## Channels



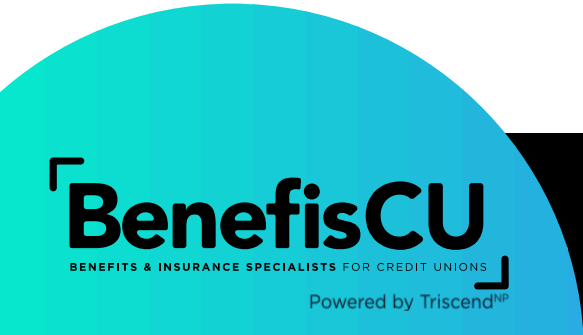
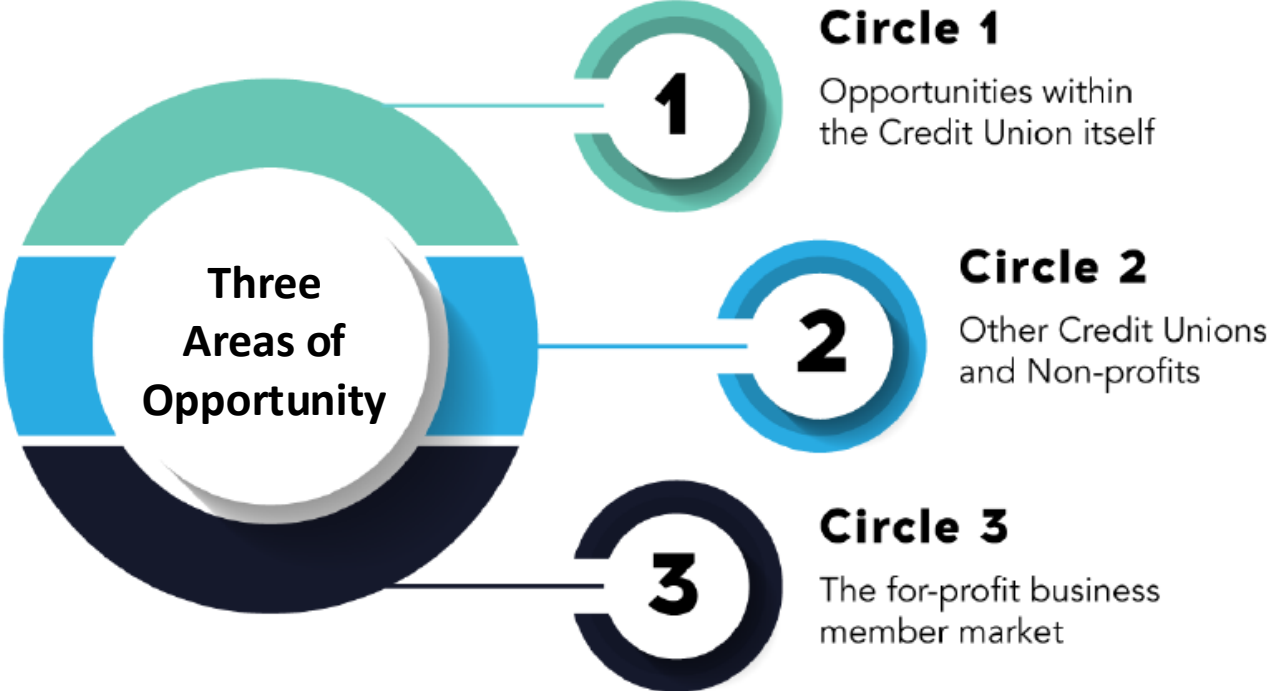
**BenefisCU**

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**BenefisCU.com**

# BenefisCU Strategy



# CUSO Membership

BenefisCU offers select credit union partners an opportunity to market advanced insurance solutions to their members and peers.

## Equity

Equity Members must demonstrate growth-oriented and motivated leadership, an existing business member portfolio, and an existing insurance operation. Membership offers some geographic exclusivity.

## Associate

Credit Unions interested in profit sharing in BenefisCU offerings but are either not eligible or not able to purchase Equity Member units are invited to participate as a non-voting Associate Member.

## Customers

Credit Unions who do not wish to participate in profit sharing but would like to enter into a vendor relationship with BenefisCU powered by TriscendNP are invited to become a customer of the CUSO.



## Credit Union Equity Members

American Heritage FCU

(Philadelphia, PA)

Desert Financial

(Phoenix, AZ)

First Service Credit Union

(Katy, TX)

Goldenwest CU

(Ogden, UT)

MAPS CU

(Salem, OR)

Michigan State University FCU

(E. Lansing, MI)

Oregon Community CU

(Eugene, OR)

Redstone FCU

(Huntsville, AL)

Sandia Laboratory FCU

(Albuquerque, NM)

University FCU

(Austin, TX)

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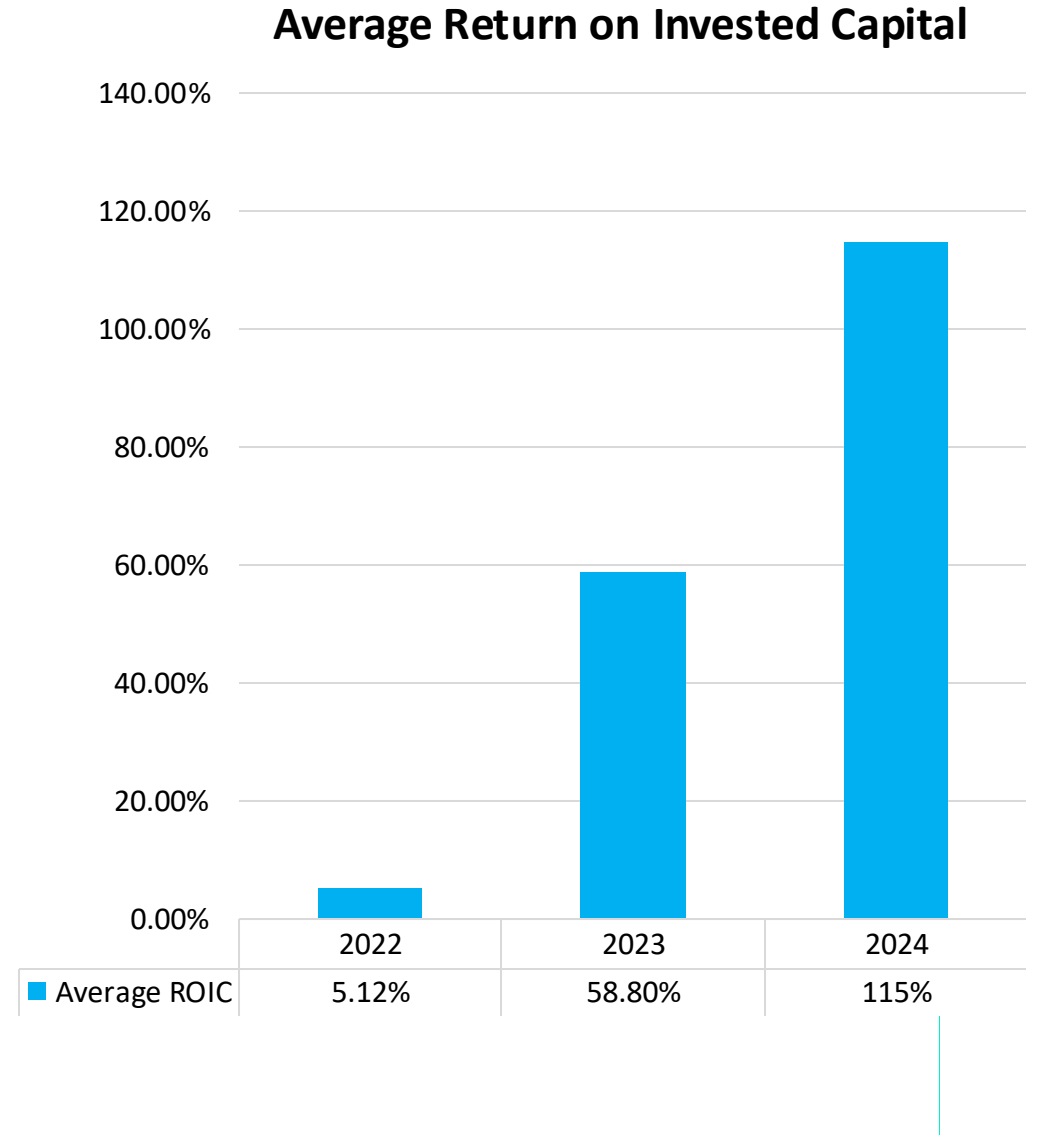
***“With BenefisCU,  
we’re already  
seeing returns, and  
they’ve delivered  
on every promise  
— a reflection of  
the shared vision  
driving our work  
together.”***

— April Clobes, President and CEO,  
Michigan State University Federal Credit Union

# BenefisCU Continues to Deliver on its Promises

- Profitability Every Year since 2022 Launch
- 115% Avg. ROIC
- Over \$45,000 in donations to industry advancement efforts in advocacy, education and research (Recipients: NACUSO, Filene Institute, CUES)

**2025 New CUSO of the YEAR Award Recipient**



「**And this is just the beginning.**」



## Contact Us to Learn More

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