

Anyone who knows Richard “Dick” Ensweiler, president of the Texas Credit Union League (TCUL), understands what a passion for credit unions really means. Dick exudes an unmistakable spirit that clearly communicates his belief that anything is possible.

Dick’s sheer determination helped drive TCUL as it engaged in global credit union development programs through World Council of Credit Unions (WOCCU). In fact, the league executive’s experience, coupled with a firm belief that all consumers should enjoy the benefits of credit union membership, resulted in the creation of *Juntos Avanzamos* (Together We Advance), an outreach program focused on serving Texas’ Hispanic population.

*Juntos Avanzamos* grew out of Ensweiler’s personal experiences in a WOCCU International Partnership program that paired TCUL and the California & Nevada Credit Union Leagues with Caja Popular Mexicana, Mexico’s largest financial cooperative. To financially support *Juntos Avanzamos*, Ensweiler created a fund enabling credit unions to earmark Community Investment Fund dollars to serve Hispanics. The Richard L. Ensweiler Fund, managed by the Texas Credit Union Foundation, was established to honor Dick’s commitment and vision.


Such a passion for service is something that would have surprised the league veteran when he began his credit union career in 1964.

After working in two Milwaukee credit unions, Ensweiler became a Michigan Credit Union League field representative. In May 1971, he filled the number-two management slot at the Minnesota Credit Union League. Two months later he was named interim CEO when league president Ron Madery left to join one of WOCCU’s Africa projects.

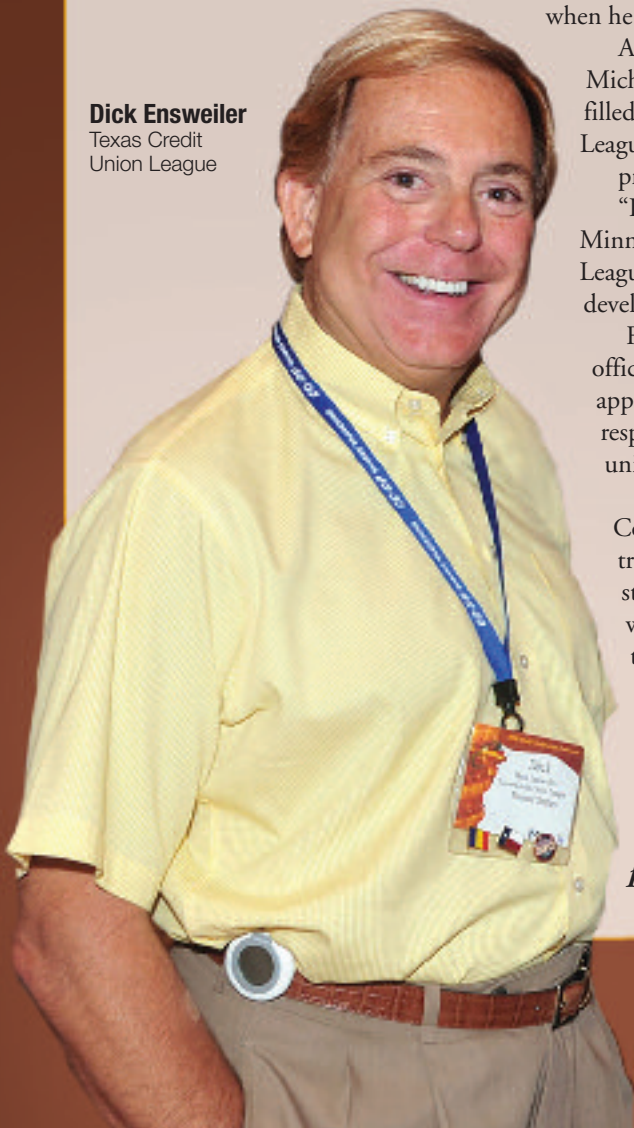
“I was surprised Ron would do that,” said Ensweiler, who became Minnesota League CEO, moving on to head the Illinois Credit Union League in 1974. “Such commitment to bring credit union service to developing countries made an impression on me.”

Further impressions followed as Dick became a CUNA Mutual senior officer and, in 1995, took TCUL’s top slot. In 2001, when WOCCU approached the league about partnering with CPM, Ensweiler responded enthusiastically, launching a new phase in his credit union career.

Today, TCUL enjoys an active partnership with the Jamaica Co-operative Credit Union League as well. Earlier this year, Dick traveled to Brazil with WOCCU to study membership growth strategies. In July, he received WOCCU’s Ambassador Award for his work on the “Keep China Mutual” campaign. For Dick Ensweiler, the international development momentum continues.

“There’s so much passion for service within the credit union movement that I believe we can do much more,” Dick says. “For me, this is only the beginning.” 

***Do you know an everyday hero? Let us know for a future profile. E-mail: [mmuckian@woccu.org](mailto:mmuckian@woccu.org)***



**Dick Ensweiler**  
Texas Credit Union League