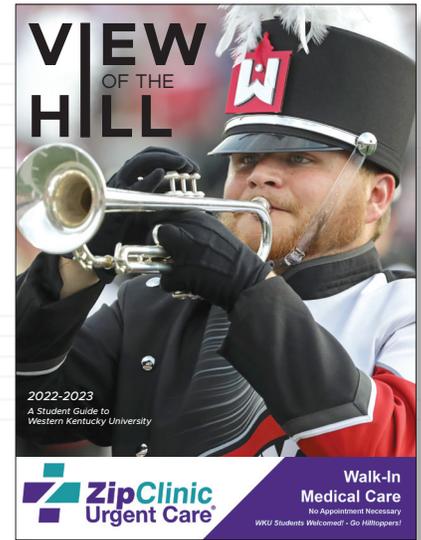


2023

View of the Hill

Distributed to all incoming WKU freshmen, View of the Hill highlights what new students can expect at WKU, including clubs and organizations, WKU traditions and the local businesses Bowling Green offers. The magazine is mailed to incoming students in mid July.

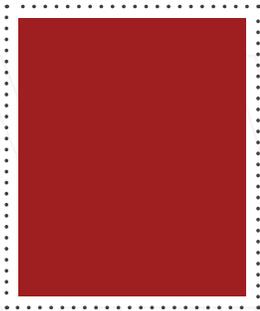


Display Ads

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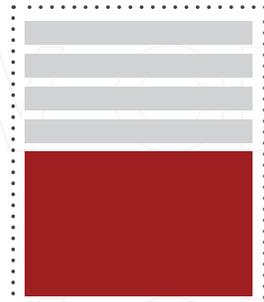
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.125" bleed



\$XX

Half

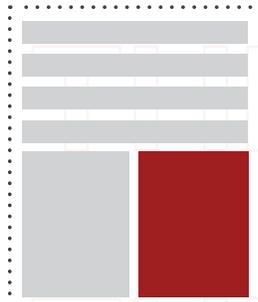
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\$XX

Quarter

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Deadlines

Ad Commitment
May 24

Artwork Deadline
June 8

All deadlines 4 p.m. Central Time on dates above

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Commitment
May 18

Service One Credit Union celebrates its WKU history

Sponsored by ServiceOne

Service One has been a staple in the Bowling Green and WKU communities for the last 70 years and is committed to helping members reach their financial goals. The credit union has deep roots in WKU dating back to their founding members in 1951. A group of WKU faculty and staff decided to help other people at WKU by loaning money at a lower rate than banks, and they came together to form the credit union. They made their philosophy "People Helping People" as a foundation for what they wanted to stand for as a credit union. As Service One has continued to grow and evolve, they have the Western Bank above the name. In 1982, they built a second branch on Campbell Lane, and in 2005 they opened their newest branch right here on WKU's campus, across the street from Cherry Hall on top of the Hill. "Service One Credit Union began on and continues to be a member of the Service One Credit Union," said Paul Butterman, branch manager at the WKU campus office. "As a student, this organization offered me a great location to handle my finances." As a credit union, Service One offers their financial and benefits to its members including certified financial counselors. They prefer to see the events we related to the members in a variety of ways — including better rates on loans, lower fees, discounts, and improved services. "It's exciting to help our WKU faculty and employees, students, alumni, and our member organizations," Butterman said. Carter Whitehouse, a WKU senior, has been a member of the credit union since his freshman year of high school. "Service One has a very non-pretentious attitude," Whitehouse says. "They're very good with working with students who are just starting to get into banking. It's very approachable for me." In his second year of college, Service One has offered technology in several WKU activities. They improved mobile deposit functionality, early automatic electronic endorsements and have enhanced security for credit and debit cards with real time alerts by email or text. "It has the convenience of being able to use the services on my phone. They have a user-friendly app that makes it easy to transfer money in different accounts," Whitehouse said. "My dad and I have linked accounts, so it is easy to check my spending or transfer money to and from his account for my expenses." Service One has a special program at WKU just as a graduation for students learning to manage money on their own. Alumni can visit Paul at the Service One Campus location at 422 College Heights Blvd., or they may reach out to Paul at pbutterman@serviceone.com or 270-745-6285.



Above left: Big Red drives a golf cart Service One Credit Union donated to the WKU Alumni Association in 2015. Above right: Paul Butterman is the branch manager for the Service One Credit Union next to WKU's campus.