

## Ser Tech Customer Advocate La Juana Sloan: At Your Service!

“I totally love working with credit unions. The vast majority are always the nicest people to get to know. It’s really awesome. It’s just a pleasure.” That is why Ser Tech Customer Advocate La Juana Sloan said she enjoys working at Ser Tech and for credit unions.

La Juana comes from a long credit union career, working at the old Texas Credit Union League’s credit union in 1985 – “back in the day when we used to balance people’s checkbooks for them,” she explained with her genuine Texas accent and a chuckle. She’s served credit unions at Ser Tech since 2002, and does a little bit of everything, from assisting credit unions with their Equifax onboarding to fixing any problems that might arise. If you’ve signed on with Ser Tech, you’ve likely walked through Ser Tech’s system with La Juana and how to access your accounts. Multiple moving parts are involved, but she loves ensuring credit unions’ paperwork is lined up with Equifax in time to run the campaigns and distributing reports afterward. “New clients are so excited to see the reports, walk through them and see what we can do for them,” she explained.



La Juana enjoys being clients’ go-to person. For her, the payoff is that “you’ve done something to help someone or when they come back and brag on us.” And they do frequently. [Click here](#) to see client testimonials for Ser Tech. In fact, La Juana cares so much for Ser Tech’s credit unions she doesn’t want to give them up once they’ve moved beyond her realm of responsibility!



***Please join us for Ser Tech’s June 14 webcast, Credit Cards & Personal Loans/LOCs Ready for the Holidays! [Click here to register.](#)***

Before 1985, like many people who end up making their career in the credit union community, La Juana didn’t know what a credit union was. Now she’s a full-blown advocate, preaching the word to friends and family at every opportunity.

La Juana does a lot of research as part of her role at Ser Tech, and the credit union data is troubling to her. “I’m concerned when doing research and find so many inactive credit unions. It’s hard for smaller credit unions to stay afloat,” she lamented.

La Juana was born and raised in Savoy, Texas, where she still lives today. They owned 60 acres backing to the Red River on the border between Texas and Oklahoma but parceled off about 28 acres to her daughter and son-in-law, who host river runs for air boat aficionados. When she's not working hard for credit unions, she's working around the land. She and her husband, whom she went to school with, enjoy watching the wildlife on their land and working a handful of acres around their



home. While her husband, "BB," has struggled with cancer and become disabled, they manage it in stride. They still have about five acres filled with trees they've planted over the years, flower beds and rock gardens well-manicured. But their two dogs are the real royalty of the Sloan homestead.

La Juana admits they "enjoy being homebodies" with all there is to do, but she also loves to watch her granddaughter, who's a senior in high school, catch for her state championship-winning softball team. She and her husband take some short trips, but they typically don't stray too far from home – or credit unions.