



Crane Credit Union

Winter 2024 Edition

Member CONNECT

Small Business Spotlight: Top Notch Boutique



In the ever-evolving landscape of small businesses, those who can anticipate trends and seize opportunities early often find themselves at the forefront of success. Today, we bring you the inspiring story of a small business that not only recognized an expanding trend but also harnessed it to achieve remarkable growth and results.

Top Notch Boutique, a family-owned clothing retailer located in Washington, Indiana, is a shining example of a small business that not only caught a trend early but cultivated it into a thriving enterprise. At a time when social media influencers and social media shopping were starting to gain momentum, Top Notch

Boutique owners Alyssa and Adam Wagler recognized the potential of these trends and positioned their business accordingly.

The journey began when the young couple became interested in pursuing their own interests and dreams—not those of a regular 9-5 job. "After studying Cosmetology at Vincennes University and only doing hair for roughly 3 months, I quickly realized it was not for me. That's what sparked my interest to start my own small business," says Alyssa. The Waglers decided to take the leap of faith into the world of small business, and they never looked back.

Top Notch Boutique started by specializing in boutique clothing, offering unique and hard-to-find apparel that appealed to a wide audience. They also committed to customer service, making sure orders were packed and shipped in a timely manner. As the 'influencer wave' continued to gain momentum, Top Notch Boutique expanded its product range. They introduced accessories and men's clothing, and they began marketing on TikTok. This move not only tapped into the demand for unique, fashionable apparel and accessories, but it also created an image for Top Notch Boutique as a trusted retailer, both online and in-store, for those seeking to embrace current trends.

To read the full story about Top Notch Boutique's success and how Crane CU has helped them along the way, visit <https://www.cranecu.org/small-business-spotlight-winter24/> or scan the QR code.



Statement of Financial Condition

as of 10/31/2023

Members.....	67,573
Total Loans.....	\$742,444,555
Total Shares.....	\$803,391,022
Total Assets.....	\$981,570,295

Federally Insured by NCUA.



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Meet Our Investment Services Team

Casey Madsen, ChFC®, ChFEBCSM:



Casey serves as our LPL Financial Planner—helping members better understand their financial objectives and the options they have to pursue those goals. He is an LPL Investment Advisor Representative, holding both the Chartered Financial Consultant® and Chartered Federal Employee Benefits ConsultantSM designations.

MaKayla Toth, Investment Services Coordinator:



MaKayla serves as our Investment Services Coordinator—facilitating member needs and helping clients with requests. She is the first point of contact for members and handles everything from processing account paperwork and distributions to scheduling appointments.

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HOLIDAY CLOSINGS

Martin Luther King, Jr. Day
Monday, January 15

Presidents' Day
Monday, February 19



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