

Building Trades Credit Union names new president & CEO, Rick Odenthal

By Steve Share, Labor Review editor

MAPLE GROVE — Building Trades Credit Union has named a new president and CEO, Rick Odenthal. He follows Bill Daehn, BTCU president and CEO since 2013, who retired.

Odenthal previously served as president of Central Minnesota Credit Union, where he worked for 18 years.

At BTCU, “I see a lot of potential to expand and provide services to union trades people,” Odenthal told the *Labor Review*. “I’m excited about the future and where things are going to go.”

BTCU has three branches, 17,000 members and assets of \$162 million.

Credit unions in Minnesota have been merging and consolidating in recent years. But Odenthal said BTCU is financially stable and “the ties that we have and the connections that we have with the trades make us stronger than a credit union of similar size.”

“We understand the trades better than any other bank or credit union,” Odenthal added. He said BTCU staff understand the ups and downs of the construction industry and, unlike a larger institution, “we... can customize things for our members and their situation.”

“I’m a people person,” Odenthal said. “A handshake means a lot. That

personal connection is what drives me.”

Odenthal grew up on a third-generation family farm in Le Sueur County. His father also owned his own drywall business and was a member of the Painters union. “I know my way around a jobsite,” he noted.

As a young Odenthal looked to the future, “it was either drywall, farming or off to college,” he recalled.

Odenthal earned a political science degree at St. John’s University in Collegeville, Minnesota and later completed an executive leadership

certificate at the Graduate School of Banking at the University of Wisconsin-Madison.

Odenthal’s first day on the job at BTCU was March 23, the day the state’s COVID-19 lockdown began.

BTCU closed the lobbies at its three branches for several weeks but, with COVID-19 restrictions relaxing, staged a “soft opening” of the Maple Grove and Shoreview lobbies June 29.

BTCU encourages members to continue to use online banking or the drive-ups at the Maple Grove and Shoreview branches. At the Bloomington branch, the lobby remains closed, but members can get curbside service or appointments with lenders by calling ahead at 763-315-3888.

For more information:
buildingtradescu.com



Rick Odenthal