



Gene Ardito  
cPort Credit Union President & CEO from 2004 -2025

## A Legacy of Growth: Gene Ardito Retires After 21 Years as cPort Credit Union's CEO

This year marks a momentous occasion for cPort Credit Union as we celebrate the incredible career of Gene Ardito, who has announced his retirement after 21 years of leadership as President and CEO. Gene's visionary leadership has not only shaped cPort's success but has also cultivated a culture of innovation, inclusivity, and unwavering dedication to our members. Under his leadership, cPort has grown stronger, more resilient, and more connected to the communities we serve.

Since Gene took the helm in 2004, cPort has undergone remarkable growth. The credit union expanded from 35 employees to a team of 115, each dedicated to providing the highest level of member service. Our branch network has flourished, growing from two locations to five, with a new Lewiston branch set to open this year. This expansion underscores our commitment to accessibility and community engagement.

Financially, cPort has seen unprecedented growth. When Gene arrived, total assets were under \$100 million. Today, we proudly manage over \$425 million

in assets—a testament to the trust our members place in us and our ongoing mission to deliver financial solutions that empower our communities.

Gene's leadership goes beyond financial growth. One of his most transformative initiatives is the Career Aspirations Program, an effort to inspire and support elementary school students in Portland, Scarborough, and Augusta. Since 2008, this program has provided over 1,300 scholarships, encouraging young minds to dream big about their futures.

Gene's influence has not gone unnoticed. His leadership has been instrumental in transforming cPort into one of Maine's most respected financial institutions. Team members who have worked alongside him recognize his determination, resilience, and passion for progress.

As we celebrate Gene's retirement, we honor not just his years of service, but the profound and lasting impact he has had on cPort, our members, and our community. His leadership has set the stage for continued growth, and we look forward to carrying on his legacy of excellence, innovation, and service.



## Message From The CEO

Dear Valued Members,

As I prepare to retire from my role as President & CEO of cPort Credit Union after 21 incredible years, I want to take a moment to reflect on our journey together and express my heartfelt gratitude for your unwavering support and trust.

When I joined cPort in 2004, I could never have imagined the remarkable growth and transformation we would achieve together. Over the past two decades, we have expanded from two to five branches, with a sixth opening in Lewiston this year. Our assets and memberships have grown significantly, and our team has flourished into a dynamic workforce of 115 employees. As a result of this growth, we have become a leader in Maine, offering our members a solid financial foundation and the best financial experience through exceptional service and products. I am incredibly proud of how far we've come and the dedication our team has shown throughout the years. It is inspiring to see the positive impact we've had on our community and members.

This journey has been guided by our continual commitment to cPort's core values: character, confidence, cooperative, current and community, along with a relentless drive to serve our members, especially those in underserved communities. Our philosophy of open-mindedness has empowered us to embrace innovative solutions and adapt to the ever-changing financial landscape. Together, we have built a culture of excellence that has not only driven remarkable growth but also garnered us recognition as a Best-In-State Credit Union by Forbes for two consecutive years and a spot among the Best Places to Work in Maine for the last eight years.

One of my proudest accomplishments is the introduction of cPort's Career Aspirations Program in 2008. This initiative, aimed at inspiring elementary school students to dream big about their future careers, has resulted in over 10,000 essays and more than 1,300 scholarships awarded. Today, the program continues to stand a testament to our dedication to fostering the hopes and ambitions of the next generation.

Our mission to provide the best financial experience for our members has remained at the heart of everything we do. We have continuously strived to ensure that all members, including those with limited access to banking services, receive the support and resources they need to thrive.

As I prepare to pass the torch, I am filled with confidence in Kelsey Marquis as the new CEO and President of cPort Credit Union. It has been a privilege to watch Kelsey's career progression, evolving from an entry-level teller to a highly respected and influential leader. Kelsey brings a wealth of experience, a visionary mindset, and an unwavering dedication to our core values. I have no doubt that under her leadership, cPort will continue to flourish and set new benchmarks in the industry.

As I reflect on my time at cPort Credit Union, I am filled with immense gratitude for having had the opportunity to lead such a remarkable organization.

Thank you for being a part of this incredible journey. I will cherish countless memories of working alongside the cPort Board of Directors and staff, my fond experiences with our community partners, and my gratitude for the members who make up cPort Credit Union. I look forward to the continued success and positive impact cPort will have in the future.

With deepest gratitude,



Gene Ardito  
Retiring President & CEO, cPort Credit Union



# A look at cPort Over The Years

During his time, Gene Ardito has been instrumental in expanding cPort to five, and soon to be six, locations throughout Maine.



2004

Riverside Industrial Parkway Branch, Portland Opens



2007

Scarborough Branch Opens



2010

New Augusta Branch Opens



2012

Forest Avenue, Portland Branch Opens



2018

Middle Street, Portland Branch Opens



2025

Lewiston Branch Opens Soon!



Photo: Keith S.



Photo: Vickie M.



In 2004, Gene led the effort to rename Government Employees Credit Union to cPort Credit Union, helping to expand its marketing reach across more Maine communities. Pictured here is the first iteration of the cPort logo.

In 2006, Member Appreciation Week was established to connect with members beyond the banking environment and express gratitude for the opportunity to serve them.

## OUR VISION

*To deliver the best financial experience to our members.*

## OUR CORE VALUES

*Character • Confidence  
Cooperative • Current  
Community*



cPort Forest Avenue Branch Ribbon Cutting.



cPort Scarborough Branch Ribbon Cutting.



Left: Earnie at Hadlock Field Stadium.

Below: Gene Ardito, Head BBQ Chef at a Member Appreciation Week event.





[cportcu.org](http://cportcu.org)

Toll free: 1-800-464-0253

CUPhone: 1-888-306-0033

Online Chat Support: [cportcu.org](http://cportcu.org)

### BRANCHES

#### Portland Riverside (Main Office)

50 Riverside Industrial Parkway  
Portland, Maine 04103

#### Portland Forest Avenue

285 Forest Avenue  
Portland, Maine 04101

#### Portland Middle Street

35 Middle Street  
Portland, Maine 04101

#### Augusta

399 Western Avenue  
Augusta, Maine 04330

#### Scarborough

313 US Route 1  
Scarborough, Maine 04074

#### Lewiston (Opening Fall 2025)

321 Main Street  
Lewiston, Maine 04240

### LOBBY & DRIVE-THRU HOURS

**Monday-Friday:** 8 am-5 pm

**Saturday:** Closed

### CALL CENTER & CHAT SUPPORT

**Monday-Friday:** 8 am-5 pm

**Saturday:** 8 am-12 pm

### HOLIDAY CLOSINGS

#### Memorial Day

Monday, May 26, 2025

#### Juneteenth National

#### Independence Day

Thursday, June 19, 2025

#### Independence Day

Friday, July 4, 2025

#### Labor Day

Monday, September 1, 2025

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# Score & Save Auto Loan

Lower your auto loan rate when your credit score improves with cPort.



For more information, scan the QR code using your camera phone or visit [cportcu.org/score-save](http://cportcu.org/score-save)

## Saturday Banking at cPort

Although our physical branch locations may be closed on Saturdays, there are several ways to still do your banking. You can deposit a check, transfer money to a friend, and much more. See our available Saturday services below:



#### Member Care Call Center

Answering calls Saturdays between 8 am-12 pm. Members can leave a message during after hours. **1-800-464-0253**



#### Online Chat Support

Available at [cportcu.org](http://cportcu.org) and on the cPort mobile app, Saturdays between 8 am-12 pm. [cportcu.org/chat](http://cportcu.org/chat)



#### Mobile and Online Banking

Using eBanking on your computer or mobile device, you can take care of nearly all your banking needs. [cportcu.org/ebanking](http://cportcu.org/ebanking)



#### Surcharge Free ATMs

Access over 70,000 fee-free ATMs nationwide. [cportcu.org/atm-locations](http://cportcu.org/atm-locations)



#### Debit Card Control App

Control when, where, and how your debit card is used. [cportcu.org/debit-card-control](http://cportcu.org/debit-card-control)



#### CUPhone

24-hour audio response teller using your phone's keypad. **1-888-306-0033**

# Annual Meeting

cPort Credit Union

At cPort's Riverside Branch  
50 Riverside Industrial Parkway  
**Wednesday, May 7 at 7:30AM**

**RSVP BY APRIL 30** • [info@cportcu.org](mailto:info@cportcu.org) • 1-800-464-0253