

President / CEO's Report Joy Traxler

It is a great privilege to address you today at our Annual Shareholders Meeting, where we reflect on our progress, our challenges, and our shared vision for the future. This year, I want to take a moment to focus on something fundamental to who we are as a company—the communities that support us and the responsibility we hold within them.

When we talk about growth, innovation, and success, it's easy to think of it in terms of financial figures or market share. But the true measure of our success, I believe, lies in the impact we have on the lives of the people around us. The communities we serve, whether local or global, are the foundation of our business. With our unique field of membership, we have an opportunity to serve our members around the world.

Over the past year, we have made strides in our commitment to community, not just through charitable donations or volunteering, but by embedding the value of community into the core of our operations. Our goal is to create shared value—where the success of our business is intertwined with the success of the people, organizations, and ecosystems we work with. When our communities thrive, so do we.

I am proud to highlight some key initiatives from the past year:

1. **Community Engagement:** We've launched programs that foster deeper connections with local communities. You may notice that the theme of our Annual Meeting this year is local businesses. This is the second year we have built into our activities and/or community outreach, promotion of local businesses.
2. **Employee Volunteerism:** Our employees have always been passionate about making a difference, and in 2023, we introduced a company-wide volunteer initiative. Employee involvement has deepened our connection with the communities in which we operate.
3. **Community Outreach:** Over the last couple of years, we have initiated monthly community outreach projects that give back to the community in small, personal ways. Besides offering some great loan specials periodically, we have had contests like our "Incredible Kid Award", focused on kids that go above and beyond; or "Light Up Someone's Life", where we took nominations for people who could use help with their electric bill for a month. We also held a "Sleep In Heavenly Peace" event in our CU parking lot, building beds for children who may not have one otherwise.

Looking ahead, we will continue to invest in programs that uplift and empower the communities we are a part of. We recognize that being a responsible corporate citizen is not just about financial contributions, but about being an active partner in the prosperity of those we serve.

As members, you are an essential part of this journey. Your belief in our vision and your ongoing support makes it possible for us to expand our reach, grow our impact, and build a future where our success and the wellbeing of our communities are one and the same.

Some initiatives we have taken over the last year to enhance our member experience and better serve our members include:

1. **Teller Cash Recycler:** For those of you who have visited our office over the last several months, you may have noticed the renovation and transition taking place in our lobby. We removed the old Teller line and replaced it with a smaller “pod” and TCR. This equipment increases efficiency, enhances security, reduces labor costs and enhances accuracy.
2. **ModernFI Partnership:** We have partnered with ModernFI, a Credit Union Service Organization that facilitates a network of credit union partners where our members’ uninsured shares can be swept for additional insurance above the \$250,000 limit. This service will especially be of value to our business members.
3. **CORE Processor:** We have started the journey to partner with a new CORE processor, the essential software system that supports the day-to-day operations of the credit union. This process will take a couple of years, but we are looking for a CORE that will better serve us so that we may better serve you. This will include the online banking platform as well as mobile banking.

We are excited for what lies ahead, knowing that our strength is directly linked to the strength of the communities we engage with. Together, we can continue to create a future that is not only profitable but also purposeful, where our work positively transforms lives and leaves a lasting legacy.

Thank you for your continued trust and commitment to our shared mission. Here's to another year of progress, partnership, and community-building.