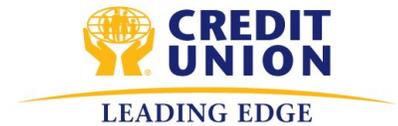


# Board Highlights



Since the March edition of *Board Highlights* became available to you, your Board and senior team have devoted considerable time and effort contemplating the way your credit union will move forward into the future. This was extraordinary, because most often such deliberations occur during the annual planning session. Circumstances in the financial services industry are evolving so significantly, however, that it seemed prudent to take a more comprehensive and longer-term view than usual prior to the formal planning session in 2017. No doubt, though, conclusions drawn from the work of the past six months will have a profound impact on the determinations established to guide our way forward in 2018 and beyond. So that you may understand more clearly the imperatives of your credit union, the following paragraphs will inform you of the current state of affairs and the principles that will guide its path through the foreseeable future.

While setting forth their current status, most companies, both private and public, present primarily financial data. Cooperatives take a broader view. As they must, to ensure stability and long-term viability, they certainly maintain close review of key business indicators – revenue and expenditure, efficiency, and growth. Credit unions, *while adhering to co-operative principles and values*, look beyond these to ensure *through knowledgeable and professional staff* that you and your community receive *quality financial products and exceptional member value*.

In these times of very tight margins – when there is a small difference between the interest rate depositors receive and the interest rate borrowers pay – cost control is of highest importance. Yet, your board is well aware of your desire to have available a full suite of quality products and your keen interest in promoting your community and its institutions. In order to meet all these imperatives, therefore, efficiency becomes critically important.

In preparation for future planning and for planning the future, your Board and senior staff analyzed operations in great detail. In summarizing the ‘state of LECU’ participants noted the following:

1. Members think very highly of their credit union and the staff/members who serve them;
2. Members greatly value the products and services their credit union provides to them;
3. While not reaping the same profit levels as the larger players in the marketplace, members truly appreciate the localized decision-making and community-mindedness of their credit union;
4. LECU has the capability to assume much more of its members’ business and is able to welcome many more prospective members;
5. LECU has the resources to provide the kinds of modern financial services members may desire in the future; and
6. LECU has a strong leadership and management team who can demonstrate the qualities of a cooperative enterprise and are eager to educate members about the cooperative advantage.

Resting on such a firm platform, you can expect your Directors during the forthcoming planning session to consider the most effective and efficient way forward. You may expect to learn more of and to witness demonstration of the cooperative way. Your credit union will encourage you to participate more fully both as a consumer of financial services and as an active participant in its initiatives emanating from the cooperative sense of social responsibility.