



International Credit Union Day – October 19, 2017
100 years of providing expert banking close to home. Investing in the things
that matter most to you.

A Message from the CEO – Alvina O’Brien

Dear Member:

On October 19th we join 68,000 credit unions in 109 countries and over 231 million members around the world to celebrate International Credit Union Day. International Credit Union (ICU) Day celebrates the spirit of the global credit union movement. Since 1948 the day has been recognized on the third Thursday of October, allowing us to reflect upon the credit union movement's history, promote its achievements, recognize the hard work and share member experiences.

As a movement that began in 1844 with a marketing cooperative organized by a group of workers in Rochdale, England, credit unions were established as not-for-profit financial cooperatives, owned and operated by their members. Since these humble beginnings, Credit Unions have focused on helping people -- individuals, families, small business owners, and communities - build financial strength, stability, and improve their financial lives.

Eagle River Credit Union like our peer Credit Unions across the world is amid a significant transformation to ensure relevance and sustainability long into the future. We continue to re-think and move to action in the ways that we attract new members, deepen relationships with existing ones, and attempt to provide the very best service possible.

Eagle River Credit Union has been and will always be a safe, secure place for your money. We have a stable membership base, and continue to achieve a high-quality loan portfolio, safe investment portfolio, and solid earnings. Our members enjoy the benefit of an organization that puts people's needs first. We believe in the credit union philosophy of "People Helping People" and we never forget that it's **your** money in all we do.

As in the past, Credit Unions continue to differentiate ourselves from other Financial Institutions in several key ways:

- Commitment to people before profits (co-operative model); profits are reinvested in the credit union to serve members better, plus some are shared directly with members and communities.
- A network of 4,000 ding free ATMs, which is larger than some of the big bank's ATM networks).
- A commitment to innovation and strong investment in technology that has us continuing to be "first" to launch industry innovations like remote deposit capture and most recently, LOCK'N'BLOCK™ – A mobile service that allows cardholders to "Lock" their interac debit card to "block" unauthorized use.
- For the 13th consecutive year, Canada's credit unions were awarded the Ipsos Best Banking Awards for Customer Service Excellence and Branch Service Excellence (2017).
- Owned by credit union members; run by a local board of directors elected by fellow credit union members.
- Deposit protection of \$250,000 on each of your credit union accounts – higher than the \$100,000 coverage at the chartered banks.

What truly drives this success is our people. We continue to invest in their development and position them to be prepared to serve your financial needs. Weekly dedicated training periods have afforded us a specific time window to educate and communicate important messages ensuring that you receive a consistently exceptional member service experience.

As we celebrate International Credit Union Day for 2017 I want to take this opportunity to thank our current volunteer Board of Directors for their guidance, commitment and support. To the Credit Union's employees - thank you for your dedication and daily efforts in serving our members. And to you, our members - I thank you for entrusting the Credit Union with your financial needs. We will remain steadfast in our mission to empower your success through financial education, technology and service excellence!

Kind Regards,



Alvina O'Brien
CEO



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