



Hoosier Hills

CREDIT UNION

CELEBRATING 50 YEARS

Future Site of...



BEDFORD
INDEPENDENT
FEDERAL
CREDIT
UNION



50



Hoosier Hills
CREDIT UNION

Built by Hoosier families. Grown for southern Indiana.

Hoosier Hills Credit Union Day

January 12, 2019

STATE OF INDIANA EXECUTIVE DEPARTMENT INDIANAPOLIS

Executive Order

PROCLAMATION

TO ALL TO WHOM THESE PRESENTS MAY COME, GREETINGS:

- WHEREAS,** Hoosier Hills Credit Union was established in Bedford, Indiana on January 12, 1969 and is celebrating its 50th year of service to the community; and
- WHEREAS,** the credit union was founded as a member-owned, not-for-profit financial cooperative to empower people to collaboratively work toward economic advancement, which is at the core of the credit union philosophy of "People Helping People"; and
- WHEREAS,** Hoosier Hills Credit Union enables more than 29,400 members throughout southern Indiana to improve their economic prospects; and
- WHEREAS,** Hoosier Hills Credit Union is continually at the forefront of responsible lending and provides communities with financial literacy education in order to help alleviate current economic challenges; and
- WHEREAS,** Hoosier Hills Credit Union has become an important part of the economy in its headquarters of Lawrence County, Indiana, as well as the other communities where it operates;

NOW, THEREFORE, I, Eric J. Holcomb, Governor of the State of Indiana, do hereby proclaim January 12, 2019 as

HOOSIER HILLS CREDIT UNION DAY

in the State of Indiana, and invite all citizens to duly note this occasion.

*In Testimony Whereof, I hereto
set my hand and cause to be affixed the
Great Seal of State. Done at the
City of Indianapolis, this 2nd
day of January the year of our
Lord 2019 and of the Independence
of the United States 242.*



BY THE GOVERNOR:

Eric J. Holcomb

In honor of the 50th anniversary of the Credit Union's first organizational meeting, "Hoosier Hills Credit Union Day" was declared in the City of Bedford, in Lawrence County and by the State of Indiana January 12, 2019. HHCU also received a Congressional Certificate and letter from U.S. Rep. Trey Hollingsworth.

We are grateful to each organization for recognizing HHCU's economic and community impact in southern Indiana.

To read more about HHCU's recognition by local and national lawmakers, as well as trade organizations, visit

<https://hoosierhills.com/about-hhcu/50-years/>



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A Note from George McNichols

This month marks the 50th anniversary of Hoosier Hills Credit Union, formerly known as Bedford Independent Federal Credit Union (BIFCU). What began as a handful of hourly GM employees pooling their money to get the Credit Union off the ground has grown into one of the largest credit unions in Indiana.

We believe in the credit union philosophy of people helping people. We understand that as a cooperative, our customers (members) are the owners. We make every effort to help all of our members no matter what their financial capabilities are. We strive to offer the most attractive products at the best possible pricing for the benefit of all of our members. And, we take a lot of pride in the significant community giveback initiatives (both time and money) that we are involved with every year in the markets where we operate.

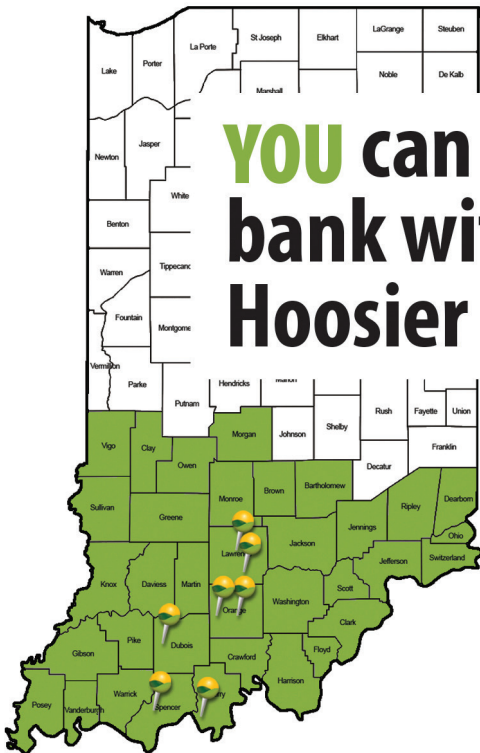
We have an excellent staff and management team, and the same should be said about our retired employees, all of whom contributed significantly to the Credit Union's success. Kudos to each of them for their good work.

Hoosier Hills Credit Union has thrived over the past 50 years. We salute our founders, our dedicated Board of Directors, and our Supervisory Committee. Finally, thanks to all of our members for choosing to do your business with Hoosier Hills Credit Union. We look forward to assisting you with your financial needs and working to help you improve your financial lives for many years to come.

What is a Credit Union?

A credit union is a not-for-profit financial cooperative built to improve the financial lives of the members it serves. Unlike banks, it has no outside stakeholders, so it operates solely for the benefit of its members. Because of this structure and focus, it typically charges fewer fees than banks, in addition to having competitive rates. A recent independent study revealed our Credit Union members saved an average of \$353 per year as compared to banks in our markets.

See page 14 for more information.



Our 50-Year Story

From hourly workers passing a cigar box in the breakroom of the GM Central Foundry in Bedford, Ind., to a membership of nearly 30,000 holding assets of more than \$550 million in southern Indiana, the story of Hoosier Hills Credit Union is as grassroots as you'll find.

Hoosier Hills Credit Union was founded as Bedford Independent Federal Credit Union (BIFCU) by GM Foundry workers who began pooling their money in pursuit of a better financial alternative for themselves and their families. Their GM clock numbers served as account numbers for these early members.

Every Member is an Owner

Richard "Dick" Hutton promoted the Credit Union in 1966, prior to it receiving its charter. As much as things have changed, one thing has not. "You just had to chip in \$5 to start," he recalled of the membership entry point for the early members, which is the same today. Each member then, as now, is an owner with their initial \$5 share deposit. Hutton went on to serve the Credit Union on both the Supervisory Committee and Board of Directors.

In the case of Joe Starr, a General Motors employee of more than 50 years, he was attracted to the idea of being involved in a venture

bigger than himself and helpful to others. He wasn't alone. After he was recruited, he aided the startup efforts. The remarkable origin of the Credit Union began remarkable stories in the early days.

"People would bring in as much as \$1,000 in cash in an envelope," recalled Starr, who remembered one instance of carrying a large sum of deposit money in his pocket all day because he didn't want to leave it in a locker. "And I was a furnace tender at the time!"

The Credit Union Finds a Home

The founders gained their federal charter in November of 1968 and held their first organizational meeting on January 12, 1969. Four months later, the Credit Union had outgrown its original space in the Foundry and temporary headquarters in the back room of the United Auto Workers Union Hall, so the Board approved the purchase of a small residential home on Third Street, just a stone's throw from where it all began.

"We got a lot of good people to help—people who were good with money and math," said Starr. "And then we had a lot of good volunteers and people to help make the little house into that first office." He went on to describe fellow workers from the Foundry

contributing carpentry skills to build the first teller counter.

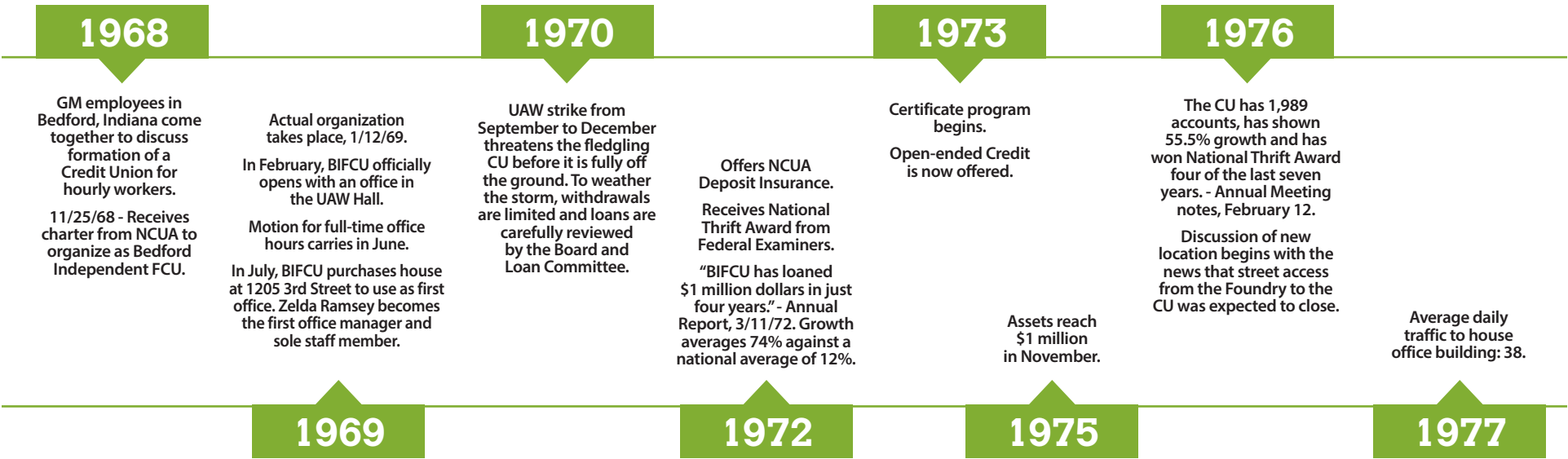
Zelda Ramsey served as Office Manager and was the first paid staff member of the new Credit Union location. She was joined by Mary Jo Williams in January of 1975. By the end of that year, the Credit Union celebrated reaching \$1 million in assets.

Loan processing in the 1970s was done by telephone. Office workers would phone the credit bureau with the member's information. The credit bureau would then contact each of the member's creditors, again by phone, before calling back with details later presented to the Credit Committee, who would approve applications on a weekly basis.

Evelyn Gratzner joined the Credit Union while operations were in the Third Street house. Gratzner's husband, Stanley, was a GM Foundry employee, and Evelyn recalled stopping by on Fridays to deposit his check. She also recalled the Credit Union offering automatic savings bond withdrawals, which the couple used for their children's college funds. "If you don't see it, you don't miss it," she said. Both of the Gratzner children graduated from college without incurring debt, thanks to the bonds savings program.



After obtaining its federal charter, Bedford Independent Federal Credit Union was consistently honored by the National Credit Union Association.



BIFCU was consistently honored by the National Credit Union Association during those early years with the "Thrift Honor Award," given to the top 10 to 14 percent of federally chartered credit unions that had shown the largest rate of increase in total savings. The award reflects "the conscious effort of credit union officials to encourage economy through active thrift educational and counseling programs."

The late '70s brought many changes to the financial industry overall, and the newly formed Credit Union kept watch and continued to learn. Budget plans from 1977 reflect discussions of converting hand-posted banking to a new computerized system, noting, "1978 will be a most exciting year."

BIFCU signed its first data processing contract, paving the way to take more than 10,000 hand-posted accounts online.

As the Credit Union approached the \$5 million assets mark in 1979, membership continued to increase—and so did the need for office space. Construction of the 630 Lincoln Avenue location in Bedford was completed in the summer of 1980.

Close-Knit and Cramped

"We were all tickled to death to have more space," recalled Williams. The early days in the first Service Center location in Bedford were

cramped, at times chaotic, but nearly always described by long-term employees as "fun."

Ruth Ann Elkins, now Vice President of Bedford Operations, started working at the Credit Union in 1984, when her "desk" was a card table in the lobby. Luanne Ravenna, currently a Credit Administration Systems Administrator, hired in the following year.

"The breakroom was very small. It held lockers, a table, and a stove/refrigerator/sink combo. It had essentially a one person capacity, but it would be nothing for four of us to be in there," said Ravenna. She recalled that if Joe Ward, now Chief Finance Officer, wanted to leave his office, co-worker Diane Douglas would have to get out of her chair to let him pass.

Perhaps because the Credit Union got its official start in a home, many long-term employees describe members and co-workers alike as "family." Diane Maddox, VP of Commercial Deposit Services, is known to say of her career at HHCU, "I grew up here!"

In fact, many of those early memories are peppered with stories that sound like sibling pranks. A couple of employees were known to fear mice. Coworkers made the most of these phobias with a rubber rat they would periodically plant in desk drawers and other unexpected locations.

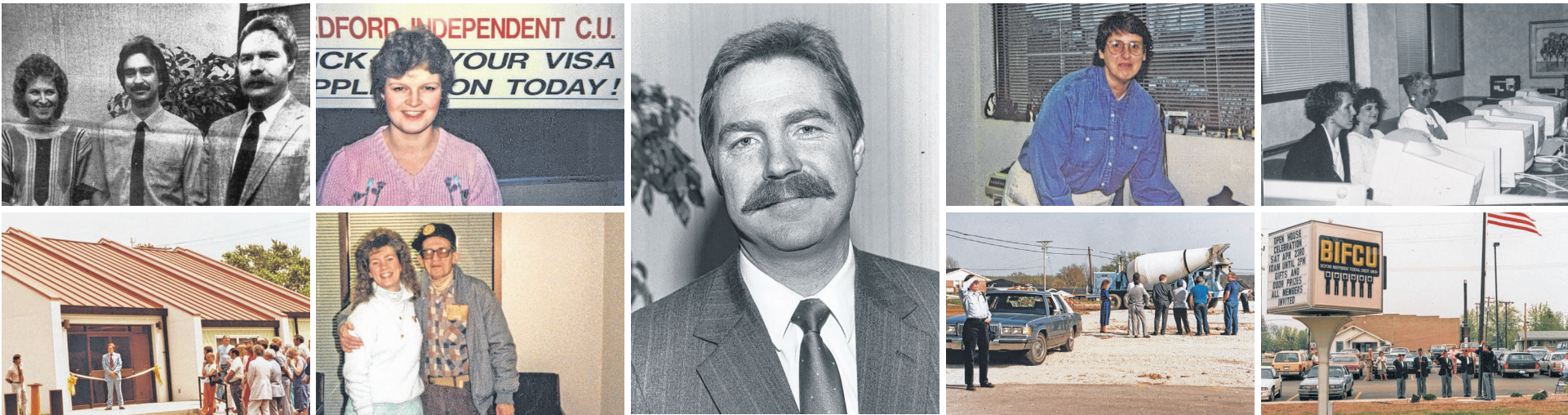
"If anyone knew your weakness, they would have fun with it," said Elkins. "I think it was because everybody was just so close."

The pace of work continued to rise as the organization grew. Fridays were particularly busy. "We all pitched in," said Melissa Day, currently Executive Administrative Assistant of Hoosier Hills Investments. "It was hard work, but it went fast."

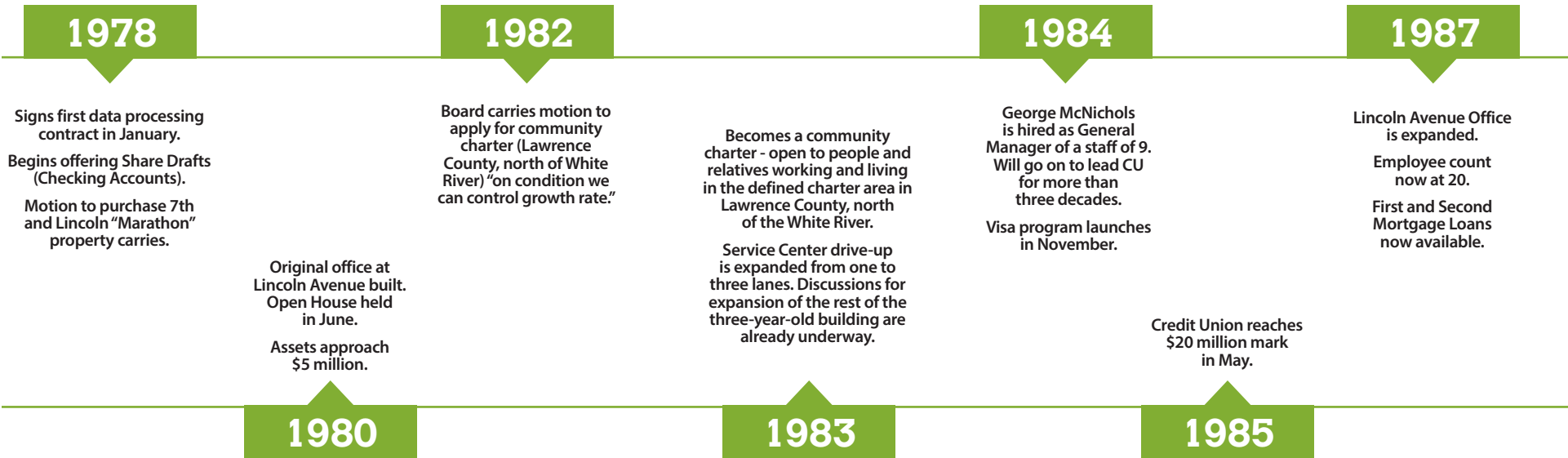
McNichols Arrives, Along with 'The Boom'

Shortly after George McNichols was hired as General Manager in 1984, the Credit Union entered a period independently described by many of its veterans as "The Boom."

Just a few years after opening the new Service Center, the Credit Union was again out of room. The growth spurt was hard to ignore, especially for Day, whose work on the teller line one day was momentarily interrupted when "a guy with a sledgehammer slammed through a wall" to pave the way for doubling the size of the Service Center.



Rapid growth made for busy times as the Credit Union built and expanded the Lincoln Avenue location within seven years.



The growth made for very busy times, particularly on paydays in an era before Direct Deposit. “We had all the teller lines open and the wait lines ran out the door after GM got off work,” recalled Debbie Norman, now a Mortgage Loan Officer at HHCU.

Growth continued and so did the traffic. Membership eligibility was expanded beyond GM employees to workers at other factories and eventually to the northern portion of Lawrence County.

“We were growing by leaps and bounds, particularly as word got out that others could join,” recalled Debbie Beaver, Vice President of Mitchell Operations. “We were competitive with low fees and, back then, nobody had Free Checking. It was crazy busy, but it was exciting.”

“It was fun,” agreed Ravenna. “We were all rowing the boat together.”

A Shared Vision

According to 40-year HHCU Volunteer and Board Member Alan Cummings, the intersection of McNichols' hiring and this growth was no accident.

“The Credit Union couldn't be what it is today without George McNichols. I think the Board has to take a little credit, too,” said Cummings. “We opened the door for George to let him go—and he went.”

McNichols, now President/CEO, attributes much of the organization's success to a vision shared by management and Board of Directors alike. “We have had the same philosophy, always,” he said. “It comes from understanding what we are and why we exist. We are big believers in what it means to be a financial cooperative, in what it means to be a credit union.”

Cummings agreed. “I don't know how many times I've sat on the Board discussing different issues and the question that always comes up is, ‘Is this the best we can do for members?’ That's always impressed me,” he said.

The Credit Union's volunteer Board of Directors and Supervisory Committee meet today, as they did then, monthly, at a minimum, to help set the organization's direction and oversee regulatory compliance.

Credit Union volunteers attend many training and educational sessions in order to ensure they are up to speed on regulations and best practices.

“Education was always viewed as an investment, not an expense,” recalls Janie Craig Chenault, Supervisory Committee member and longtime volunteer.

Branching Out

A year after McNichols' arrival, Credit Union assets reached \$20

million. Its charter was expanded to include the remainder of Lawrence County, as well as Orange County. The next milestone in “The Boom” was the opening of the Mitchell Service Center in 1989. The following year, HHCU entered a new decade with assets of \$50 million.

In June 1992, a mobile office opened in Paoli, and, in 1993, the Bedford Westside Service Center began operations.

Both the Administrative Annex and the permanent Paoli Service Center were added in 1994. BIFCU now stood at \$80 million in assets, 25 years after its inception in the GM breakroom.

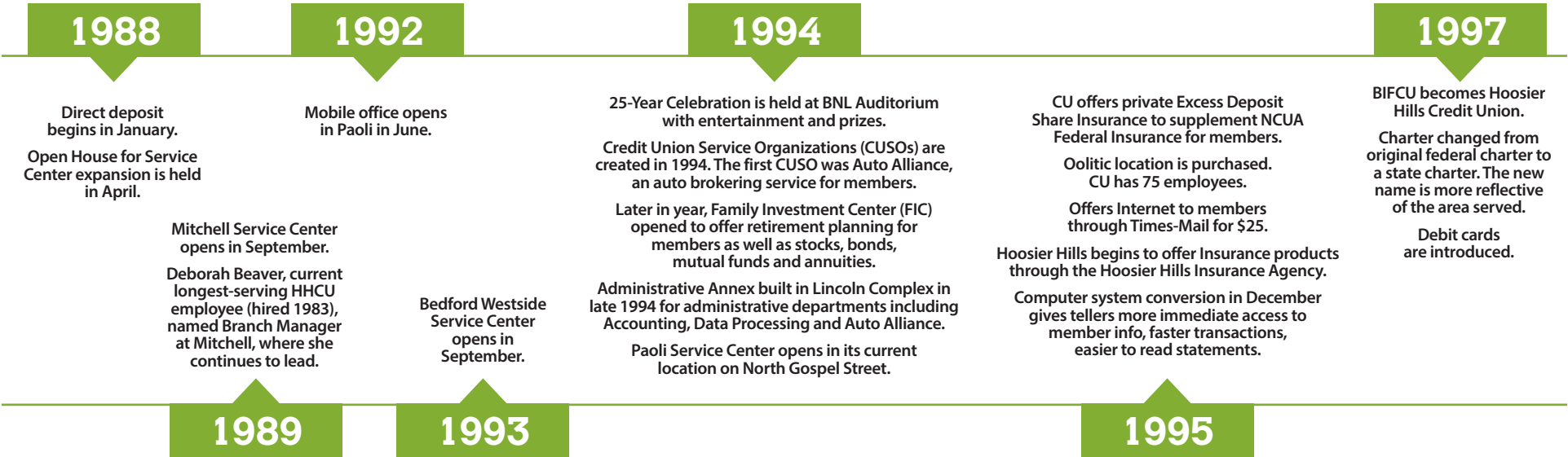
In 1997, the Credit Union was rebranded as Hoosier Hills Credit Union (HHCU) to better reflect the growing service area. The Credit Union's charter was also changed to a state charter.

The following year, the Jasper Service Center opened in its original location and membership counties were again expanded. In May of 2000, Link Federal Credit Union, located in Salem, IN, merged into HHCU, giving Link's members access to many more products and services. By July, those offerings included Commercial Services.

In 2003 the HHCU Mortgage Department earned a number-one nationwide ranking for loans originated in its peer group. By 2004, HHCU was the 16th-largest credit union in the state and was recognized as a top performer in Total Value Returned to Member for the sixth year, among credit unions of similar size.



The Credit Union entered the 1990s with assets of \$50 million. By 1994, that number stood at \$80 million and the Credit Union had expanded to include four Service Centers.



In January 2005, the new Jasper Service Center opened in its current location on Newton Street, followed by the grand opening of the Bedford Annex later that year.

The first week of 2007 brought another location opening with the addition of the French Lick Service Center. Growth continued in Paoli with the expansion of the Service Center parking lot and the addition of another drive-up lane.

Innovation in Trying Times

In 2008, in contradiction to news of faltering banks and federal bailouts during the recession, HHCU continued to expand with an important Spencer County Credit Union merger, the first of its kind in the United States. Through the merger, HHCU gained the Spencer County charter, which enhanced the Credit Union's ability to meet the loan needs of qualified farmers and small business owners.

Expansion continued with the addition of the Hoosier Hills Insurance building to the Bedford campus in 2010, the completion of the Paoli Annex in 2014 and the opening of the Tell City Service Center in 2015.

Expansion of member counties continued in 2017 and 2018, bringing the total of member-eligible counties to 35. These latest additions extended resident and employee membership eligibility through the

entire lower third of the state of Indiana.

Current Progress and Legacy

Today, HHCU has surpassed \$550 million in assets, is looking for the site of its next expansion and continues to be recognized with a quarterly Superior Five-Star rating by Bauer Financial, an independent rating organization for the financial industry. These rankings mark Hoosier Hills as one of the strongest credit unions in the country.

When asked what it is about Hoosier Hills Credit Union that allowed it to grow, long-term employees echo similar themes. Ruth Ann Elkins' memories are woven with the thread of service. "I've loved it from the day I started," she said. "I just like helping people."

"My goal is to help the members," agreed Kim Ray, Senior Loan Officer and Call Center Representative. "Our job is to look at the overall picture in order to best help them."

"I believe in the Credit Union and what we have to offer people," commented Debbie Beaver. "I've always liked the Credit Union mission of 'People Helping People' and I believe in that. Wholeheartedly."

Former GM employee and long-time member Linda Sims Watson is

the beginning of three generations who have banked with Hoosier Hills Credit Union. "I've always had really good experiences with the Credit Union," she recalls. "Anytime I've needed anything [financially] they've always come through."

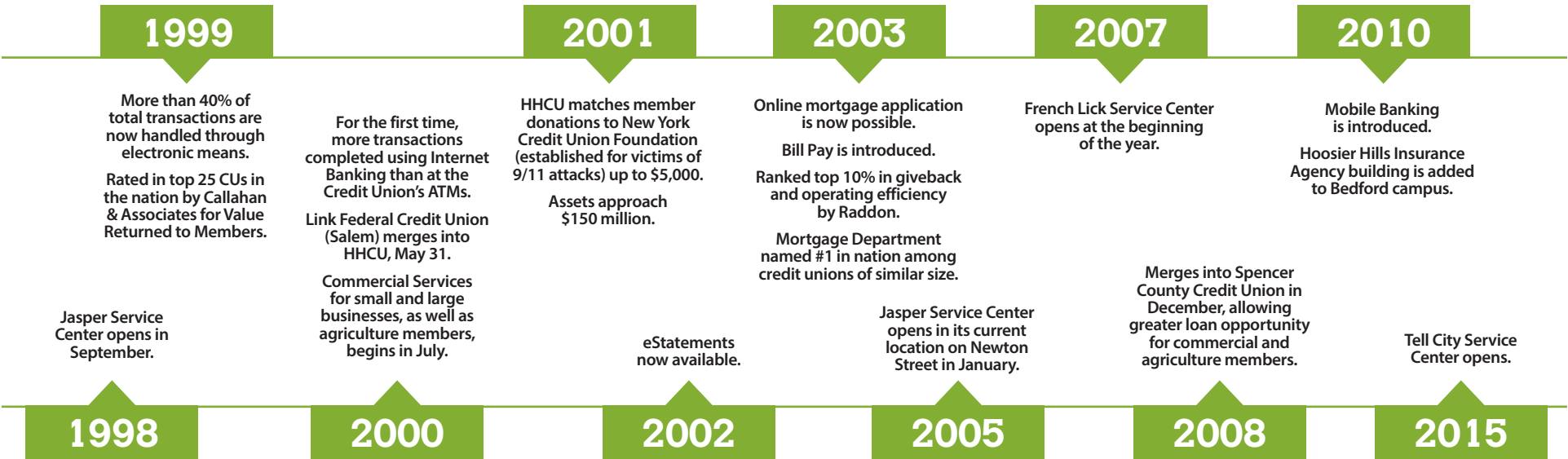
John W. Cooper, Sr. joined at the little house location years ago because of its proximity to his home. After travelling extensively, working in 15 countries and in 42 of the 50 states, he chooses to remain a member. "I'm well pleased with my experiences there," said Cooper. "The staff is very caring."

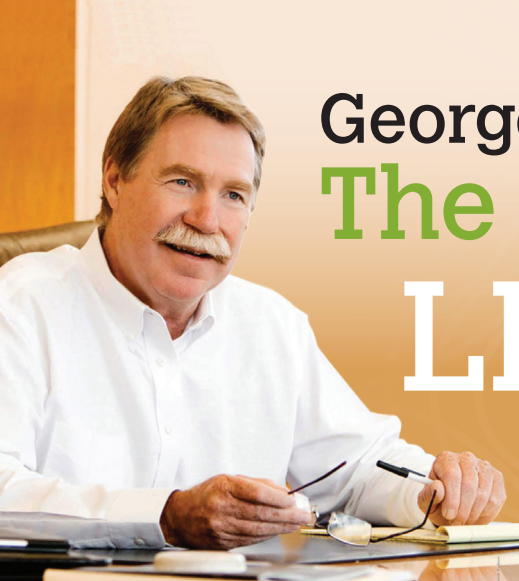
Hoosier Hills Credit Union and the state of banking itself have experienced tremendous evolution over the past half-century. Through economic peaks and valleys, transformative technology and the Credit Union's tremendous growth, HHCU was built by Hoosier families and grown for southern Indiana.

As one of the Credit Union's first employees, Mary Jo Williams still marvels at the story. "It's amazing that everyday, hourly employees had enough faith to pool their money together to form a credit union," she said. "I told [some of the founding members], 'You should be so proud of yourselves for having the courage to jump in. Look what it has become and how many people it has helped. You were able to help others, which is what it was all about.'"



Today, HHCU is consistently recognized by independent ratings organizations as one of the strongest credit unions in the country.





George McNichols: The story of a credit union LEADER

By **KRYSTAL SHETLER**
kshetler@tmnews.com

"As a credit union leader, George always looked at the credit union business as a people, and not necessarily a numbers, business. He differentiated his credit union by following the credo that banks use people to make money, and credit unions use money to serve people."

– Rick Rice, Chairman of the Indiana Department of Financial Institutions, retired after nearly 40 years with Teachers Credit Union.

If there's one thing George McNichols knows, it's credit unions.

He has spent his entire career advocating the credit union movement, which has seen significant growth over the past 50 years, but his name has become synonymous with one particular credit union – Hoosier Hills – which he began leading 35 years ago.

McNichols' story goes beyond the doors of the credit union. Following in the footsteps of both his father and grandfather, he knew early on he wanted to be in business. However, it was a part-time stint in undergraduate school at the Indiana University Credit Union that "indoctrinated" him to credit unions.

"George thinks through issues in our industry and is respected for his knowledge and direction."

– Kevin Ryan, President and CEO of Financial Center First Credit Union, Indianapolis

"The idea of being able to run and hopefully build a business, one that is owned by the customers, not controlled by a few wealthy shareholders was very enlightening to me," McNichols said.

McNichols graduated from the Indiana University School of Business. Almost immediately, he began working with credit unions because he felt like it was the perfect fit.

"It's a business run by its customers," McNichols explained. "It kind of fit my view of how can I really make a difference, and I think everybody wants to make a difference, have a positive impact. I think we all have that

drive." He began his storied credit union career as Vice President of Personnel and Training for Indiana University Credit Union. Soon, however, he would leave his southern Indiana roots for the great state of Texas, where his career in credit unions would solidify his calling over the next four years.

In 1984, he returned to the Hoosier state when he was hired to serve as President and CEO of what was then known as the Bedford Independent Federal Credit Union. At the time, the credit union only served General Motors employees and held about \$10 million in assets with only 10 employees.

Today, Hoosier Hills Credit Union now holds more than a half-billion dollars in assets and employs nearly 200 people at its eight branches serving members from Morgan County to the Ohio River.

"You take care of that individual member, and you do it one at a time," McNichols said. "That's really how we've grown the business."

But you don't go from \$10 million in assets to \$550 million without a plan.

"It's important for the organization to continue to grow, but you can't grow too much, too fast, so you have to manage the growth," he said. "Our goal has always been to give our members the best advice we possibly can and hopefully have the products and services to meet their needs. We will help people as we can, and so far, it has worked for us. It's incredible how much this place has grown."

That growth, McNichols concedes, has come from the ground up. Hoosier Hills hasn't relied on acquiring other credit unions, merging membership to create the numbers it holds today.

"When we've gone into new locations, ... it was always

go in, build the branch, hire the employees and have very little in the way of existing relationships, ... but we grew the business from there," he said. "If you look at all the communities that we're in, Jasper and Bedford being the exceptions, ... those counties and towns are not exploding with growth. Generally speaking, there are more people moving out than people moving in. "So, as we've built our business, it wasn't because there was a bunch of new people moving into town. I think it really was because we offered a good alternative to the financial services they currently had access to. We've had a positive impact on the people who live in those communities, even those who didn't end up coming to Hoosier Hills Credit Union for their financial needs and services because of the impact we had on pricing and fees of the other financial institutions."

"George has led the charge on national level issues, and has always been in the forefront of the credit union industry here in our home state."

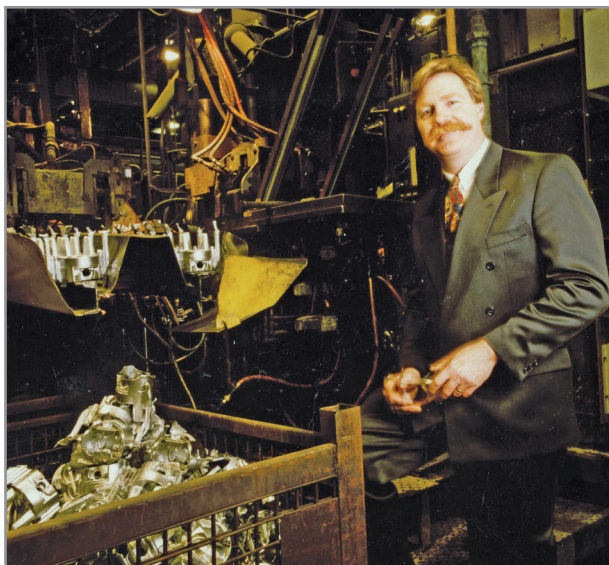
– Randy Glassburn, President and CEO of Ball State Federal Credit Union

Although the change in technology has been a constant throughout McNichols' 35-year career with Hoosier Hills Credit Union, he credits the expansion of the first branch in Mitchell in 1989 as the largest catalyst for change within the organization.

"I'm very proud of how the business has grown, but I'm not surprised because I believe in credit unions and what they can do for people," he said.

As beholden as McNichols is to Hoosier Hills Credit Union and its members, he also focuses on giving back to the community and the credit union industry.

"George McNichols is a longstanding community leader in Bedford and the region," said Bedford Mayor Shawna Girgis. "His work at Hoosier Hills speaks for itself as he has expanded to eight locations in south-central Indiana. George is also a tremendous advocate for our community as he and Hoosier Hills actively support many organizations and activities that serve our citizens."



"George was instrumental in helping the city of Bedford secure the financial match needed to be successful in obtaining the Stellar Community designation. He was one of the first individuals who committed to investing in Bedford's downtown through the Stellar Community initiative, which encouraged other leaders and organizations to do the same. I am truly grateful for his continued support and commitment to this and other community development efforts in the city of Bedford. He has always been a great help to me and a champion for continued community growth and development, and for that I am truly grateful."

"George is a tireless worker and innovator who has been a leader for the entire Indiana credit union system, as well as the national credit union system. His leadership extends to service innovations that benefit consumers and business owners served by credit unions."

– John McKenzie, President of the Indiana Credit Union League

In the credit union industry, McNichols has served in various leadership capacities including serving on the

board for the Indiana Credit Union League, chaired its Governmental Affairs Committee and was inducted into the Indiana Credit Union Hall of Fame in 2015. Nationally, he has served in various capacities for the Credit Union National Association as a member of its Governmental Affairs Committee and Kitchen Cabinet.

"I would say that George has led by example and has a knack for surrounding himself with quality people. Central to that is his vision for the business and where and what direction he wants that business to go."

– Trent Kerr, President and CEO of Indiana State University Federal Credit Union

In 2016, he was appointed by then-Gov. Mike Pence to the Indiana Board of Depositories as its first credit union representative. The board administers Indiana's Public Deposit Insurance Fund, approving financial institutions to be public fund depositories, collecting and monitoring information related to the level of public funds on deposit in the state and monitoring the financial strength of approved financial institutions.

"George has always been a very passionate guy, no matter the situation or circumstance," said Randy Glassburn, president and CEO of Ball State Federal Credit Union. "He is oftentimes outspoken and is always willing to step forward and give his all to initiatives that will further not only Hoosier Hills Credit Union, but the credit union industry as a whole. George has led the charge on national level issues and has always been in the forefront of the credit union industry here in our home state."

"You won't find a soul in the Indiana credit union industry who does not recognize the contributions of one George McNichols."

Locally, he has been appointed to serve on the Radius Indiana Board of Directors and has worked continuously with the Bedford Area Chamber of Commerce. He has been a member of the Bedford Recreation Foundation for the past 15 years and is a founding member of the Lawrence County Community Foundation.

"George has always been concerned about people, his employees, his members and his community," said Rick Rice, who served nearly 40 years with the Teachers

Credit Union and now chairs the Indiana Department of Financial Institutions. "As a credit union leader, George always looked at the credit union business as a people, and not necessarily a numbers, business. He differentiated his credit union by following the credo that banks use people to make money, and credit unions use money to serve people."

"George really left his mark on the credit union system with his development of a not-for-profit system that allows credit unions to pool their assets and ownership to benefit the organizations involved. For me, George is a friend who I always enjoy. He never needed the limelight or wanted the limelight. He just wanted the members to be served and the communities in which they were located to benefit."



After 35 years, McNichols remains committed to the membership of Hoosier Hills Credit Union and its role in the communities in which it serves.

"George McNichols is a longstanding community leader in Bedford and the region. I am truly grateful for his continued support and commitment to this and other community development efforts in the city of Bedford."

– Shawna Girgis, Mayor of Bedford

"Our plans for 2019 are as exciting as anything we've ever looked at previously," he said. "I don't believe you're ever really 'there,' so I truly believe 2019 is going to be a great year for our Credit Union membership."

"For us, it has always come down to people helping people. We don't stray from that mission, and we take it very seriously."

Meet Our Volunteers

BOARD OF DIRECTORS



Jennie Edwards, Chair

Jennie has served as a volunteer since 1986. She served in the North Lawrence Community School System for 38 years, retiring in 2010 as Director of Finance. Currently, she chairs the Shawswick Township Advisory Committee and is secretary to the North Lawrence Scholarship Foundation. She resides in Bedford and has two grown daughters, Beverly and Pamela.



Alan Cummings, Vice Chair

Alan has served as a volunteer since 1978. He retired from GM, where he worked as a machine repairman, in 2009. Alan resides in Bedford with his wife, Connie. They have one grown son, Rob.



Keith Wilkinson, Secretary

Keith has served as a volunteer since 2012. Prior to joining the Board at HHCUC, Keith served as Chairman of the Board for Spencer County Co-op Credit Union in Spencer County, Ind. He resides in Richland with his wife, Betsy.



Gary Faubion, Treasurer

Gary has served as a volunteer since 1972. He retired from GM, where he worked as a machine repairman, in 2000. Gary has served as a volunteer fireman for Pleasant Run Volunteer Fire Department since 1962 and is a 12-year member of the Lawrence County Cattleman's Board. He resides in Heltonville with his wife, Janet.



Bill Miller, Board Member

Bill has served as a volunteer since 1968. A millwright, he retired from GM in 1999 after 33 ½ years. He resides in Mitchell with his wife, Kennetha. They have three grown children, William, Petrina, and Jeffrey.



Leo Meadows, Board Member

Leo has served as a volunteer since 1971. He retired from GM, where he worked as a machine repairman, in 2006. He resides in Fayetteville with his wife, Carolyn. They have two grown children, Lea and Toby.



Jay Brown, Board Member

Jay has served as a volunteer since January 2018. A native of Bedford, Jay has been employed at NSWC Crane since 1980 and resides in Bedford with his wife, Lori. They have three grown children.

SUPERVISORY COMMITTEE



Don Brandt, Chair

Don has served as a volunteer since 1995. He retired from Visteon in 2007 and resides in Bedford with his wife, Carol. They have two grown children, Julie and Zachary.



April Glenn, Secretary

April has served as a volunteer since 1989. She resides in Bedford with her husband, Stan. They have two grown children, Tara and Todd.



Bryan Johnson, Committee Member

Bryan has served as a volunteer since January 2018. He is part-owner of River View Farms, where he currently holds the position of President for the operation. Bryan and his wife, Suzanne, reside in Orleans. They have two children.



Janie Craig Chenault, Committee Member

Janie resumed service as a volunteer in June 2018, having previously served from 1979-1994. She was recently elected a County Commissioner for Lawrence County. Janie resides in Bedford with her husband, Larry. They have a daughter, Heidi, and a son, Craig (deceased).



Tara Jenkins, Committee Member

Tara is the newest addition to the HHCUC Supervisory Committee, beginning her term in January 2019. A longtime resident of Orleans, Tara is the Director of Quality at Southern Indiana Rehab Hospital in New Albany.



50-year Board member **REMEMBERS** beginning of HHCU

By KRYSTAL SHETLER
Times-Mail

Bill Miller remembers how, 50 years ago, interest rates were prohibitive for consumers, especially for his colleagues at the GM Central Foundry who couldn't even finance the General Motors vehicles they were producing.

"Back in 1967 and 1968, the interest rates at banks were around 18 percent ... rates at finance companies could be as high as 36 to 48 percent," Miller recalled. "That's when everyone up at the plant said we ought to start our own credit union. ... Some people knew what a credit union was, some didn't, so there was a learning curve."

Miller and his fellow GM colleagues had to explain the goal was to pool their own money and loan it to one another so each of them would "own" the financial institution.

He was 25 years old at the time with a wife and two kids, but he was committed to seeing the birth of the Credit Union – an organization that quite literally got its start in the breakroom at GM's Central Foundry with each employee "buying into" the idea.

"No one had money," Miller said. "We were all just trying to raise our families."

What was born in that breakroom was then known as the Bedford Independent Federal Credit Union, now Hoosier Hills Credit Union, which is celebrating its 50th year in business, thanks to the foresight of those GM employees.

"We would loan out up \$100 at a time. That was the most you could get," Miller recalled. "We just rode around the plant and talked to people. It wasn't a hard sell, but people didn't know what it was. We had to explain they're the

owner of the business, and it helped they knew their money was insured."

The membership fee was a quarter. The Credit Union was open only to Central Foundry employees and their families. In the early days, Miller would take the deposits home with him in a cigar box.

"I did the books with an adding machine," he said.

The Credit Union would then expand into a room at the UAW Union Hall before it got big enough to occupy a house near the plant, 1205 Third St., which was converted to serve as a branch.

"It was right by the old GM gate, so it was convenient for the workers," he said.

Miller wasn't a charter member of the Credit Union, but was among the first 50 members. He has now logged 50 years of service to the Credit Union and currently serves as a volunteer Board member.

He also served on the Supervisory Committee and the Credit Committee, which was responsible for reviewing all credit applications. At first, the Credit Committee only met once a week. Soon, however, the committee would be forced to meet every day after work in order to meet demand.

"It's like a kid to me," Miller said. "You wanted to see it get started and see it prosper. I'm very proud that through this Credit Union we've been able to help out a lot of people through the years."

He remembers a time when the Credit Union didn't even

have the capital to cash payroll checks and when no one could write "checks," but instead they were called "share drafts." He recalls petitioning General Motors to get payroll deduction started for members.

"We're much bigger today, but at the root of it all we're still people helping people," Miller said. "It still belongs to the members. It's member-owned and member-ran."

One of the biggest changes for Miller was when the Credit Union opened up its membership to all of Lawrence County, which was important for him since he lives south of the White River. The community charter, he said, opened up the Credit Union to the growth it has seen today.

"In the mid-1980s, half the workforce was laid off at GM," he said. "When that happened, we had to reel it in as well. That's why it was so important to open it up to anyone who lived and worked in Lawrence County."

Today, Miller's children and grandchildren are all members of the Credit Union. In fact, he signed up each of his grandchildren as soon as they received their Social Security numbers.

"My family still benefits from it today," he said. "That means a lot to me."

"I'm all about helping these people out, and the Board shared that same sentiment. It was never just me, but it was the entire Board who always wanted to serve our members. For us, the credit union movement was something to believe in. I'm extremely proud that we're still going and still expanding after all of these years."

Products & Services

Mortgages

HHCU began offering First and Second Mortgages in 1987. One thing that has not changed in more than 30 years of progress is that all Mortgage Loans are still serviced locally. Not only can you get the competitive rates and lower fees that credit unions are known for, but you can be assured of the high level of service you've come to expect. You can also use the equity in your home to consolidate debts for a lower payment, make home improvements, or pay unexpected bills. Whether you're purchasing or refinancing a home, or putting the equity in your home to good use, count on our mortgage specialists to find the best product to fit your needs, walk you through the process and answer all your questions.

Vehicle Loans

When we commissioned a national independent research firm to compare our vehicle loans with those at leading banks in our market area, we found that our members save an average of \$173 per year! You can put those savings to work on virtually any type of vehicle for which you need a loan. Call us first to get your vehicle loan, get your loan with Hoosier Hills Credit Union direct from the dealer, or refinance your vehicle loan from

another financial institution to get a lower rate with HHCU. With any of those options, we'll help you put money back in your wallet!

Visa® Credit Cards

With interest rates that are less than half that of the national average*, a Visa credit card from Hoosier Hills Credit Union helps you keep more of your own money. Plus, we do it all without the fees you find with other cards. Come see if you can lower your payments with an HHCU Visa with rates as low as 7.9% APR.** With no balance transfer fees, there's nothing to lose and potential savings to gain!

*Source: creditcards.com weekly rate report as of 12/19/18

**7.9% APR is valid for new purchases, balance transfers and cash advances on personal HHCU Visa Platinum credit cards as of 12/20/18. All loans are subject to credit approval.

Lowest Payment Challenge

We were founded 50 years ago to help our members make the most of their financial opportunities, and that's still our mission today. We save our members thousands of dollars every month in better interest rates and lower fees, and we'd like to do the same for everyone else. Come take our Lowest Payment Challenge. We can give you a quick, easy and free review of your current payments. We'll compare to available rates and let you

know if we can find you some savings. And if we can't, we'll let you know that, too. We'll make sure you aren't overpaying for your credit cards, auto or home loans. It's easy and you don't need to bring a thing. Come see us or learn more at hoosierhills.com!

Commercial Services

Hoosier Hills Credit Union began offering Commercial Deposit and Loan services to local businesses and farmers in 2000. Our experienced Commercial professionals understand the needs of business and work to help local businesses succeed. We are proud to be able to provide services with fewer fees and the kind of rates that help our business members grow their companies and ag operations, as well as continue to strengthen our local communities.

Free Checking

Since 1978, Free Checking has been an option with HHCU, and it still is! There's no monthly service fee, plus you can earn rewards with every debit card purchase. You can even earn interest on balances of \$1,000 or more. And there's free Online and Mobile Banking, along with Mobile Deposit, electronic Bill Pay and more. One account with so many free benefits!

NCUA and Excess Share Insurance

Credit Union members can enjoy all of the benefits of being owners of a financial cooperative without sacrificing security of any kind! Not only are member accounts federally insured up to \$250,000 by the National Credit Union Association, Hoosier Hills Credit Union has also offered members up to \$250,000 in additional Excess Share Insurance, on top of their regular NCUA insurance, at no additional cost since 1995.

Insurance Services

Protect your assets and the ones you love! Hoosier Hills Insurance Agency helps members save money by choosing the best combination of services from nearly 20 top-rated companies for auto, life and home insurance. Plus, we continue to work hard for you after we have your policy with regular reviews of your services. If we find better services and lower premiums, we'll let you know! We'll be happy to provide you with a free quote to see if we can get you the protection you need while saving you money.

Hoosier Hills Investments*

There are opportunities in every moment of life, and we are here to help you make the most of them. When you're making important financial decisions that impact your future, you want solid, objective advice from someone who knows and understands your goals, timeline, and available resources. The Hoosier Hills Investments Team has the experience to help you succeed. We can help answer your questions and build a plan that's right for you and your family.

Convenience

No time to do your banking in person? No problem! With Hoosier Hills Credit Union, you have access to your money at your fingertips anytime, anywhere. Use your computer, tablet or phone to manage your finances, including the ability to set budgets; track and analyze your spending; pay your bills; deposit your pay; receive alerts about your account balances and transactions; receive your statement and more.

**Hoosier Hills Investments Advisors are registered representatives of CUNA Brokerage Services, Inc. Securities sold, advisory services offered through CUNA Brokerage Services, Inc. (CBSI), member FINRA/SIPC, a registered broker/dealer and investment advisor. CBSI is under contract with the financial institution to make securities available to members. Not NCUA/NCUSIF/FDIC insured, May Lose Value, No Financial Institution Guarantee. Not a deposit of any financial institution. CUNA Brokerage Services, Inc., is a registered broker/dealer in all fifty states of the United States of America. RP--2240029.1-0918-10200

Have Financial Questions?

Visit our online Financial Learning Center to explore many financial topics. Arm yourself with the critical knowledge and skills you need to make the financial decisions that are best for you. Our short interactive lessons are free, fun and can be accessed by anyone at hoosierhills.com. Other questions? We'll be happy to help! Just stop in, give us a call or email us at info@hoosierhills.com.



Your savings federally insured up to \$250,000 by NCUA. Equal Housing Lender.

Hoosier Hills by the Numbers

2018 Economic Impact

New Loans Originated	\$158,492,300
HHCU Salary & Benefits	\$11,137,100
Sales Tax Paid	\$66,400
Employer Payroll Taxes Paid	\$573,400
Real Estate Taxes Paid	\$288,900
Supplies/Operating Costs Spent Locally*	\$4,750,000
State Franchise Taxes	\$ 9,700

Total **\$175,317,800**

Savings to Members vs. Using Local Competitor Banks**	\$8,037,401
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Total **\$183,355,201**

* Estimated by HHCU

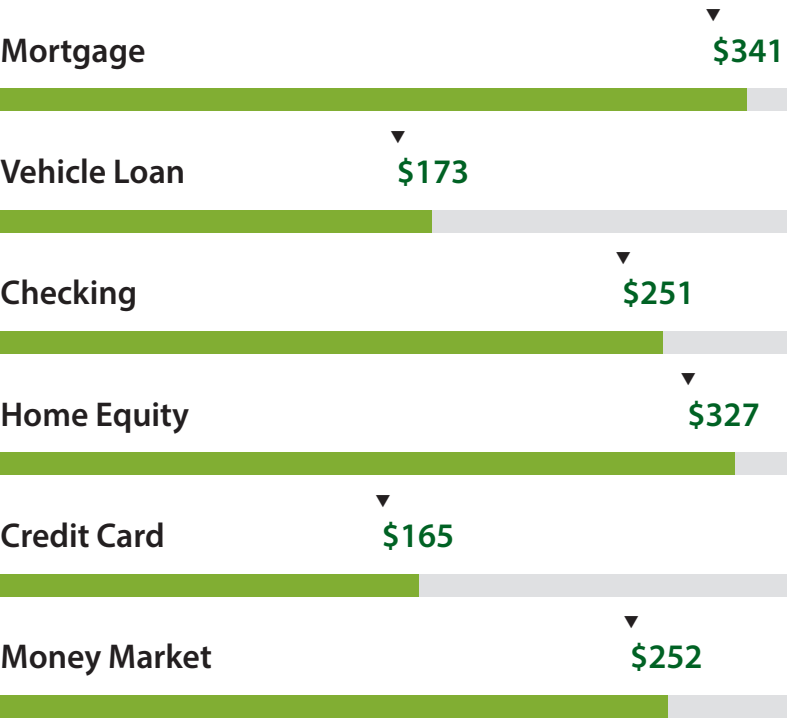
**Study conducted by Informa, an independent national research firm, comparing average rates and fees of leading area banks in HHCU's market area.

"As you can see, we make a substantial impact on the economy of southern Indiana. Not only is the total amount sizeable, but it is even more significant because the markets in which we operate are small. \$175 million added to these southern Indiana communities makes a big difference. Add to that the more than \$8 million we're saving our members each year versus what they would pay for the same types of financial services elsewhere, and you get an idea of how Hoosier Hills Credit Union improves our communities and the lives of the individuals and families we serve."

– George McNichols
HHCU President and CEO

Average Savings by Product

We asked a national independent research firm to compare account rates and fees of leading banks in HHCU's primary market areas. When the calculations were done, Hoosier Hills members collectively saved \$8,037,401 over one year simply by having their accounts with Hoosier Hills versus area banks. That's an average of \$353 in annual savings per member!**



Total Assets	\$560,111,962
Total Loans to Members	\$462,237,877
Total Member Deposits	\$409,545,913
Total Member Capital	\$53,922,848
Dividends Returned to Members	\$2,497,608
Net Income (after NCUA exp.)	\$3,944,267
Number of Members.....	29,430
Number of Employees	175
Number of Service Centers.....	8
Number of Free ATMs – Hoosier Hills owned	10
Number of Free ATMs – Alliance One Network.....	5,064
Number of Community Organizations Served Through Donations & Sponsorships.....	210

Data is YTD as of November 30, 2018

Corporate Contributions

One of the most tangible ways Hoosier Hills Credit Union makes positive differences in members' lives and communities is through a strong donations and sponsorships program.

The Credit Union regularly receives requests for amounts from a few dollars to several thousand. Each one is carefully considered and, just like all other HHCU services, decisions are made locally. Total annual contributions exceed \$100,000 and include projects that range from Little League teams and high school activities to 4-H fairs, community parades and even national-scale endeavors like helping to build homes for Habitat for Humanity.

In addition to corporate-level giving, employees across the Credit Union also take part each year in a series of community service projects. Each Service Center and every department works with at least one local charitable organization to assist in fulfilling the charity's annual needs. Teams of employees select their organization of choice and donate their own time and money to help out. In cases where specific items are requested, HHCU teams get together to purchase and then wrap the articles. Many times the teams also deliver the gifts, but sometimes they choose to remain anonymous.

In 2018, approximately 175 employees participated in 27 service projects that spanned every HHCU service area and helped make the holidays brighter for people and animals alike.

HHCU is proud to support nonprofit organizations that share its vision of improving lives throughout southern Indiana. From modest beginnings 50 years ago to a present membership of more than 29,000 and growing, Hoosier Hills Credit Union remains committed to helping improve people's lives.



Community support is a cornerstone of the HHCU mission. Here, Heather Reed, MSR/Loan Officer at the Mitchell Service Center, accepts a game ball from the 2018-19 Mitchell High School girls basketball team.



Employees from HHCU's Commercial Services Department joined colleagues from the French Lick and Paoli Service Centers to participate in the 2018 Apostles Build project for Orange County Habitat for Humanity.



HHCU Controller Cole Watson hugs a volunteer at Bertha's Mission. The HHCU Accounting Department helped prepare food for the Mission's 2018 Thanksgiving Dinner.



Thank you to the founders, volunteer Board of Directors and Supervisory Committee, dedicated employees and the members of Hoosier Hills Credit Union for the success of the past 50 years. We look forward to a future filled with continued growth and service to community.



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