



## BOARD OF DIRECTORS



**Steven D. Mogensen**  
Board Chair



**Lucia M. Anderson**  
Vice Chair



**Cristina D. Farmus**  
Treasurer



**Edgar J. Cyr**  
Secretary



**Rick Davis**  
Director



**Christiane E. Keck**  
Director



**David J. Kish**  
Director



**Sundeep S. Rao**  
Director



**John A. Schneider**  
Director



## EXECUTIVE LEADERSHIP



**Bob Falk**  
President & CEO



**Brian Musser**  
Senior Vice President  
Finance & CFO



**Sam Burns**  
Vice President  
Member Business  
Services



**Kristen Edmundson**  
Vice President  
Enterprise Risk  
Management  
General Counsel



**Laura Feeney**  
Vice President  
Retail Sales  
& Service



**Nikki Gaylord**  
Vice President  
Lending



**Jackie Hofman**  
Senior Vice President  
Human Resources &  
Marketing



**Matthew Lertzak**  
Vice President  
Information  
Technology



**Evelyn Royer**  
Vice President  
Operations



## VOLUNTEER COMMITTEES

### Asset & Liability

Cristina Farmus, Chair  
Laura Carson  
David Kish  
Rick Davis  
Lucia Anderson  
Charlene Sullivan

### Member Business Services

Christiane Keck, Chair  
Rick Davis  
Steven Mogensen

### Membership Services

David Kish, Chair  
John Schneider  
Sundeep Rao

### Supervisory

Sundeep Rao  
Bob Bain  
Dan Collins  
Brock Martin  
Jennifer Shirley

# 50 YEARS

of the CREDIT UNION DIFFERENCE

**The approach is different, but the need is the same.**

50 years ago a group of visionary leaders on the campus of Purdue University saw the need for a trusted financial partner for their staff members. At the time, local financial institutions were unable to fulfill this need which became even more apparent over time as Purdue Federal Credit Union grew from assets of \$30,000 in 1969 to \$1.2 billion today. In the first year, 437 members were served by one part-time employee and today Purdue Federal has more than 79,000 members worldwide served by over 250 dedicated employees. I doubt that you will find another local financial institution which has experienced this much organic growth in the past 50 years.

Today, your credit union is still focused on the needs of you—our member and on being your trusted financial partner. Trust means so much more today than it did in 1969. Data protection wasn't much of an issue in 1969 as account cards were stored in a simple cigar box, while today our members expect us to protect their personal financial information with the same focus that we protect their cash and valuables in our vaults.

Over the years, our members' needs have evolved and our product offerings and staff expertise have evolved to meet those needs. The original intent was to offer simple loan and deposit products but our members, who own Purdue Federal Credit Union, asked us for more. Today we have a full range of financial products, services and access points for retail members and small business members. We will continue to provide competitive pricing and strive to offer our members the most rewarding relationship as we continually listen to their needs.

A “trusted partner” was needed in 1969 and we believe that same “trusted partner” is even more important in 2019. Thank you to those visionaries who saw this need in 1969 and for all the members, staff and volunteers who have helped create one of the strongest credit unions in the country. We will continue to embrace this vision and look forward to growing and serving our membership for the next 50 years.



Sincerely,

Handwritten signature of Bob Falk in black ink.

Bob Falk  
President/CEO

Handwritten signature of Steven D. Mogensen in black ink.

Steven D. Mogensen  
Board Chair





# myMEMBER! PERKS!

# \$5,328,391

given back to members during 2018.



## MEMBERSHIP SUCCESS

Membership grew **5.4%** in 2018.

**79,022** members at the close of 2018.



## HONORS EARNED



**Journal & Courier** Readers' Choice Awards winner since 2009.

**Purdue Exponent** Readers' Choice Awards winner for Best Financial Institution on campus in 2018.



## COMMUNITY INVOLVEMENT



**710** hours volunteered by employees through our Volunteer Time Off benefit.



**\$50,000** donated by Purdue Federal and The Brees Dream Foundation to Purdue Athletes Life Success (PALS) program, in addition to money raised for many other local nonprofit organizations.



**408** vehicles served at our Lafayette-West Lafayette and LaPorte Community Shred Days.

**32,000** pounds of paper shredded - that's **16** tons.



**7,681** members attended our free financial literacy sessions;

**5,701** attended a session for the first time.



## LOAN GROWTH



Auto  
**+16.1%**



Student  
**+9.6%**



Business  
**+7.4%**



Home  
**+5.2%**



Visa  
**+4.2%**



## SHARE CERTIFICATE GROWTH

**+15.5%**

Your **Trusted** Financial Partner for Life