



# 2016 Annual Report

## DEMONSTRATING THE CREDIT UNION DIFFERENCE

From the outside, it is sometimes difficult to see the differences between a large credit union and a bank. Several years ago, your credit union set out on a path to distinguish Purdue Federal from other financial institutions in our market.

Our leadership team created a program exclusively for Purdue Federal, which continuously gives back to our members by financially rewarding them for their entire relationship with the credit union. The program is called My Member Perks and it is based on many factors including years of membership and usage of all products and services. My Member Perks launched in August 2013 and has delivered more than \$13 million back to members since inception.

2016 was the strongest year yet for the My Member Perks giveback program with \$6.7 million returned to our loyal members. Because we value all our members and we strive to be your trusted financial partner for life, we are thrilled to share a percentage of the credit union's annual profits with our member-owners.

We also believe the My Member Perks program has created substantial growth for Purdue Federal. In 2016, the credit union experienced excellent growth in membership, deposits and loans—likely the result of our members and the local market responding favorably to our member giveback program.

Through our unique My Member Perks program, excellent service, competitive rates and lower fees than many other local financial institutions, word has spread that Purdue Federal is the place to belong where you have worth. We hope that your credit union is meeting your financial needs, and that you have experienced the credit union difference through My Member Perks.

*Sincerely,*

  
**Bob Falk**  
President/CEO

  
**Christiane Keck**  
Board Chair



# myMEMBER! PERKS!



**\$6.7 MILLION**

given back to members during 2016.



## MEMBERSHIP SUCCESS

**71,713** members at the close of 2016.  
**5.1% MEMBERSHIP GROWTH!**



**97.8%** of membership satisfied or very satisfied.\*

\*2016 Annual Member Survey.



## HONORS EARNED



**Best Places to Work  
in Indiana 2016\***

\*For medium-sized companies. Award given by Indiana Chamber of Commerce.



**VOTED BEST**

by Lafayette Journal & Courier's Readers' Choice Awards

**BEST** credit union, checking account, customer service, mortgage lender, savings account, workplace (100-499) and financial planner.



## COMMUNITY INVOLVEMENT



**588** hours volunteered by employees through our Volunteer Time Off benefit, up from 580 in 2015.



**\$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.



**31,120** pounds of paper were unloaded from **595** vehicles at our Lafayette-West Lafayette and LaPorte Community Shred Days.



**8,774** members attended our free financial literacy sessions;

**6,382** attended a session for the first time.



## LOAN GROWTH



First Mortgage  
**+26.7%**



Student  
**+25.3%**



Business  
**+17.0%**



Visa  
**+2.0%**



## DEPOSIT GROWTH

**+10.7%**

**myworth**

**BELONG WHERE YOU HAVE WORTH.**





## BOARD OF DIRECTORS



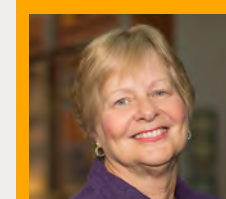
**Christiane E. Keck**  
Board Chairwoman



**Steven D. Mogensen**  
Vice Chair



**David J. Kish**  
Treasurer



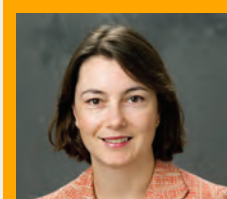
**Lucia M. Anderson**  
Secretary



**Robert W. Bain**  
Director



**Edgar J. Cyr**  
Director



**Cristina Farmus**  
Director



**Christopher J. Kowal**  
Director

(retired 12/31/16)



**Sundeeep Rao**  
Director

(appointed 1/17/17)



**John Schneider**  
Director



## EXECUTIVE LEADERSHIP



**Bob Falk**  
President/CEO



**Brian Musser**  
Vice President  
Finance/CFO



**Sam Burns**  
Vice President  
Member Business  
Services



**Kristen Edmundson**  
Vice President Audit  
& Compliance,  
General Counsel



**Nikki Gaylord**  
Vice President  
Lending



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



**Matthew Lertzak**  
Vice President  
Information  
Technology



**Heather Nally**  
Vice President  
Retail Sales  
& Service



**Evelyn Royer**  
Vice President  
Operations



## VOLUNTEER COMMITTEES

### Asset & Liability

David J. Kish, Chair  
Kirk Alter  
Robert W. Bain  
Laura Carson  
Cristina Farmus  
A. Charlene Sullivan

### Supervisory

Rick Davis, Chair  
Brock Martin, Secretary  
Lucia M. Anderson  
Dan Collins  
Jennifer Shirley

### Member Business Services

Edgar Cyr, Chair  
Christiane Keck  
Steven Mogensen  
John Schneider

### Membership Services

John Schneider, Chair  
Cristina Farmus  
Chris Kowal  
(retired 12/31/16)