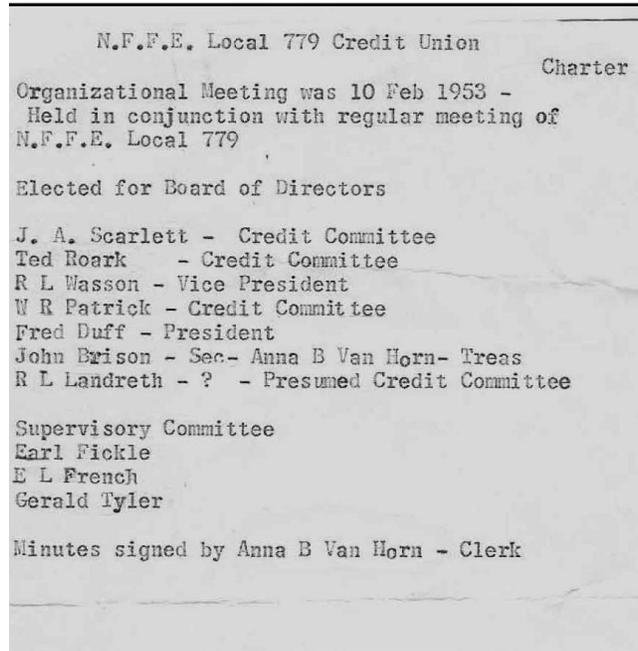


History of Texoma Community Credit Union

1950's-60's The Early Years

Texoma Community Credit Union began its organization process on December 31, 1952. Eleven federal civil service employees at Sheppard Air Force Base (SAFB) in Wichita Falls, Texas joined together and applied for a state credit union charter. The charter for what was then called the Local #779 National Federation of Federal Employees (N.F.F.E.) Credit Union was approved on January 28, 1953. The commissioner was Texas Banking commissioner Falkner. One of those original founders, Mrs. Anna B. VanHorn, was the first employee and part-time manager. She is still alive and well in Wichita Falls and recently made a visit to the credit union to talk about the old days. On February 26, 1963, the charter was expanded to include all civil service employees at SAFB. The name was changed to Sheppard Civilian Credit Union to reflect those who were now eligible to join.



Illustrating the cooperative spirit among credit unions and the forerunner to shared branching, Sheppard *Civilian* Credit Union and Sheppard *Federal* Credit Union (what is now known as Union Square Federal Credit Union in Wichita Falls, Texas which chartered in 1957) shared the same barracks for their offices. The Civilian Credit Union was on one side of the barracks and the Federal Credit Union was on the other side. It was not uncommon for one to be a member of both credit unions. The story is told that a member of both credit unions could make a deposit into a credit union on one side of the hall and then make a withdrawal or get a loan in the credit union on the other side of the hall.

In August of 1965 there was a failed attempt to merge the two CUs sharing building 194 at Sheppard AFB. Sheppard Civilian Credit Union (also referred to as Civilian CU) and Sheppard Federal CU (referred to as Military CU) wished to merge. However, the merger was declined by Major William R. Boone, JR., Management Analysis Division. The stated reason for denial was the differing rules between state and federal credit union charters.



Elsie Houston served as the first full-time manager of the Sheppard Civilian Credit Union. She was succeeded in 1969 by Mark Taylor (who became CEO at Red River Federal Credit Union in Altus, Oklahoma upon leaving Texoma in 1979 and is still there today). The credit union moved to an office just outside SAFB where it continues to operate today. Total assets from 1964 – 1973 were \$1.45 to \$8.14 million.

The 1970's-Growth, Expansion

The 1970's saw growth and expansion for the credit union. In 1974 the credit union accepted into merger the Carnation Company Employees Credit Union in Wichita Falls. This increased the credit union's field of membership beyond just the civil service employees.

In 1975, Don Kramer, then Chairman of the Board, Sheppard Civilian Credit Union merged with the Wichita Falls Foundry and Machines Co Credit Union thereby gaining approximately 100 new members and about \$29,000.00 in total assets. He also reported that the CU invested \$150,000 and joined 57 other Texas Credit Unions in the purchase of Town North National Bank.

In 1976, the Pittsburgh Paint Glass (PPG) plant employees petitioned the credit union to enjoy the benefits of credit union membership. The Texas Credit Union Commissioner approved the petition with the condition that the name of the credit union be changed. Sheppard Civilian Credit Union became known as the Texas Government and Industrial Employees Credit Union on May 20, 1976 to better reflect its membership.

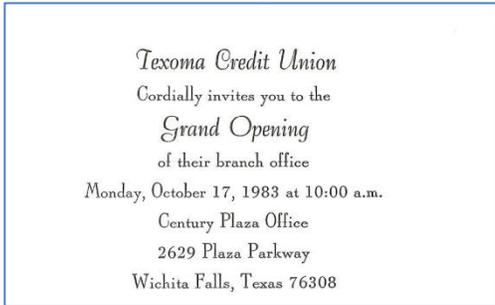
In October 1976, the Vernon Center Federal Credit Union, a small credit union in Vernon, Texas serving the mental health workers there, merged with the credit union. The credit union now had its first branch office outside of Wichita Falls. The field of membership further increased again to include all federal, state, county, and municipal employees employed or residing within a 50-mile radius of Wichita Falls.

In 1978 Texoma Government & Industrial Employees Credit Union introduced a share draft program to its membership. The CU offered a temporary disability insurance plan to provide loan protection for loans. Total reserves for 1976, 77 and 78 were reported as \$1.33 million, \$1.57 million and \$1.51 million respectively. Total assets in 1978 were \$13.9 million. In 1978, Mark Taylor – President reported that the CU was considering a new credit card for incidentals. He also reported that the CU was receiving direct deposits in a limited fashion from Social Security and the Civil Service for retirement. Charles Taylor, Director of the Credit Committee stated that the CU funded 4,952 loans for a total of \$11.493 million.

In August 1979, Henry Inabnett was hired as the credit union's manager. Mr. Inabnett had been a Texas Credit Union Department (the Department) examiner. He had also examined the credit union before submitting to the credit union's board his resume for the manager's job. During his almost ten years in office the credit union grew even more. There was another merger in 1979, this time with the Wilson Company Employees Credit Union of Wichita Falls. Wilson's was an oil field company that employed more than 100 employees.

The 1980's-More Expansion.

Lots of changes took place in the 1980's. In late 1981, the credit union presented an IRA program to its members. In August of 1983, the credit union opened a second Wichita Falls branch to better serve its members, and potential members, on the south side of the city. The office was located at Century Plaza across from Sikes Center Mall. The city was already experiencing rapid growth in the south side. Also in 1983, the Celanese Corporation Credit Union in Vernon, Texas merged into the credit union. The CU was \$17 million dollars in assets at that time.



Photograph of sign of Texoma Government & Industrial Employees in 1980s at 3800 Sheppard Access Road in Wichita Falls.

On November 15th of 1983, the Credit Union was given permission to include Wright Meat Packing into its field of membership.

In August 1984, the credit union requested and received permission to convert to a community charter. The name was changed to Texoma Community Credit Union (TCCU). Anyone working or residing in the 11 county area of North Texas known as Texoma (Wichita Falls is less than 15 miles from the Oklahoma border) was now eligible to belong to a credit union. This was the first community credit union in Wichita Falls.

In 1985, the Times Publishing Company Employees Credit Union (employees of the local newspaper) merged with TCCU. In October 1986 Ken Thomason was hired as Collection Officer. He would move up within the company to the Chief Lending Officer position. Ken would graduate from SW CUNA Management School in the summer of 2009.



In November 1987, with the downturn in the oil and agricultural economies, TCCU closed the doors of the Vernon branch after only 11 years of operation. This move was to cut expenses more than it was that the Vernon office was unproductive. This left TCCU with the two Wichita Falls offices. That same month, with blueprints already in place, the credit union began a \$1 million remodeling effort to the main office. The remodeling effort should have been delayed as fixed assets increased, earning assets were stagnant and net income was deteriorating monthly due to the ongoing loan losses because of the weak policies.

Later in March 1988, the credit union completed the remodeling of its main office. In May 1988, Mr. Al Key was named the credit union's President and CEO.

The 1990's-Prosperity

In February 1992, TCCU implemented an Indirect Lending program with the local Wichita Falls' new car dealers. This program provided an immediate boost to the credit union's net income by putting out several million dollars in loans with higher yields than what the TCCU was receiving in investment income. It quickly improved the credit union's loan-to-share ratio from the high 60% range to the 80% range and increased loans outstanding by \$8 million in less than one year by December 1992.

. In July 1994, Mr. Wayne Mansur was hired as President and CEO. Mr. Mansur came to the credit union from Mountain Star Federal Credit Union in El Paso, Texas, where he had served as its CEO. Previous to that he was with Government Employees Credit Union in El Paso where he held several positions.



As mentioned above, in 1996, the credit union changed computer systems. The credit union had been with EDS but this was costly to the tune of about \$30,000 a month.

Mr. Mansur was acquainted with CMC-Flex while in El Paso. This was a friendlier and less expensive system. He received direction from the board to form a committee to entertain bids from other computer companies and to be released from the EDS contract. Several companies were considered before deciding on CMC-Flex in Salt Lake City. This was a major shift in servicing as EDS had provided all the servicing prior to the switch to CMC-Flex. With CMC-Flex the credit union was able to do its own in-house reports, monitoring, etc. CMC would provide support and updates. This saved the credit union more than \$300,000 a year in servicing initially.



In 1997, the credit union built an office along a major thoroughfare in the southwest part of the city. The credit



union also sold its existing branch office (and made the loan on that sale). This took the fixed assets ratio to over 7%. Also, the loan policies that were in place had unintentionally attracted a large number of borrowers with poor credit. A report from Experian Credit Bureau showed two-thirds of TCCU's loans were made to borrowers with less than a 660 FICO score.

In April 1998, Doug Bayless was hired as the credit union's Chief Financial Officer (CFO). He had been an auditor with the Oklahoma Credit Union League and was instrumental in rebuilding Federal Employees Credit Union after the Oklahoma City bombing of the federal building there. Mr. Bayless' financial expertise would prove to be vital in the credit union's rebuilding process.



But with Mr. Mansur (CEO in 1994), Mr. Thomason (CLO in 1995) and Mr. Bayless (CFO in 1998) all in place, the three-member management team helped the credit union shape the success that it would achieve in the next decade.

In 1999 the credit union returned \$388,000 to net income resulting in 114bp net return on assets (NROA). This turnaround occurred primarily as a result of the changes in lending policies which resulted in reduced loan volume but better quality loans and better performing loans. The credit union changed from one rate pricing to credit based pricing. 1999 marked a turning towards profitability for TCCU.



The Board of Directors began to strengthen the quality of the board and diversified its demographics. It had been difficult not only to get quality volunteers willing to serve on the board but also to get quality volunteers willing to serve on committees and in advisory positions. The board was reduced from nine directors to seven and they reached out into the community to individuals who were not present members of the credit union. These men and women brought expertise with them from civil service, legal, medical, pharmaceuticals, human resources, information technology, accounting and sales.

As confidence in the credit union rose and as the reputation of the credit union increased in the community, so too did the quality and quantity of volunteers willing to serve. Not only was the CU able to fill the seven board positions but others were still willing to serve. Three positions of Advisory Directors were created and these positions were immediately filled. All of these have since been nominated to the seven member board. Their collective wisdom proved beneficial, especially in the next decade, as it took time to build cohesiveness and confidence as a team and to truly direct management into the future.

2000's-The New Millennium and New Peace

The credit union's growth in the 90's was realized mainly through indirect lending. Its losses were mainly through Indirect lending also. Indirect lending became almost non-existent in 1999 as only 220 loans for \$2,177,248 were funded. Management made a final effort to revitalize indirect lending and Jerry Brady was hired in December 1999 to run the department. He had previously been a finance director at one of the local indirect dealerships and was given six months to turn the program around.



With Brady's knowledge of the dealership world and with the implementation of Texoma's Automatic Approval Program (TAAP), the credit union again saw immediate results. (TAAP is an automatic approval program for the dealers. They can contract customers with better than 670 FICO scores without first having submitted the application for approval.) This was a big tool for the dealerships. From 220 contracts funded in 1999 the credit union funded 323 contracts in 2000, 560 in 2001 to a high of 873 in 2004. The average is about 700 per year.

In 2003, the credit union was approached by the Texas Credit Union League (TCUL) to look at a subprime lending company out of Colorado, Centrix Financial Services. The credit union looked at this program as a supplement to the existing indirect program. The CU gave the active dealers an avenue to send subprime deals to the credit union and be funded with 'A' paper losses. This was possible by their re-insurance program, essentially giving two insurance policies in the event of repossessions and impending charge-offs. Credit unions were then able to fund 'D' and 'E' paper loans and get 'A' paper results. The credit union performed its due diligence and decided to launch into the program and funded the first deal in July 2003.

The credit union expected to fund contracts for the present indirect dealers. However, half of all Centrix contracts were from dealers outside of the local indirect dealers. These loans were made to members and those eligible for membership within the field of membership. The credit union averaged about \$250,000 a month in contracts funded and maxed out with almost \$2.8 million in total dollars funded.

In March of 2003, the CU enhanced its core banking system's security while also making the transactional process more convenient for its members. The CU implemented an imaging system that allowed an employee to scan in a member's driver's license or ID. This allowed the staff to have confidence that the person on the other side of the counter was positively identified.

In 2003, the credit union hired a full-time marketing professional. Through his cutting edge designs, Mike Segaloff won numerous marketing awards at TCUL's Lone Star Conference each

year. Many of the awards Segaloff won have been for marketing efforts on such things as the Free 'n' EZ checking account, online bill pay, internet services, e-statements and home banking. Some of these activities did not win awards but have been productive in getting the products and services out to our membership.

In the spring of 2004, Texoma CU implemented two new forms of technological solutions. First it allowed members to view a copy of their share drafts (checks) online. No longer would the members have to wait for copies of their cancelled checks to be delivered by costly mail. Secondly, the CU launched University at TCCU. This was an educational initiative located on the CU's website. It was a learning resource that allowed members to research all things financial. Members had access to financial calculators and powerful insights to financial matters. The University at TCCU remains one of the most visited sections of the website to this day.

Later in the summer of 2004, TCCU started an overdraft privilege service for its members. The CU would cover insufficient checks for a fee of \$20.00. The program was widely popular by the membership and extremely profitable to the CU.

In 2004, with the visionary leadership of Doug Bayless, the CU implemented SouthWest Corporate's Check 21 share draft processing system. Up until this point, share drafts were processed and mailed to SouthWest Corporate for manual processing. Share drafts could float before clearing up to 10 days after presentment to the CU. The potential of fraud and loss of dividends from the lengthened float time made the Check 21 initiative attractive to the CU. With Check 21, the float time for share drafts reduced to 24 hours after presentment to the CU. Texoma CU was one of the first financial institutions within the Texoma region to embrace Check 21.

In the spring of 2005, TCCU launched its electronic bill payment system to members. The system was called EZ Pay. The service provider was Metavante Corporation. Members could use the bill payment system for a small fee. Later, the service was offered as a free part of checking packages.



Each year of the new millennium the credit union had returned around 70bp to the bottom line. Net worth grew fast but not fast enough. Loan-to-share ratios were consistently between 89%-95% and the credit union was always chasing deposits to fund loan growth. With house bill HR 1151 and the need for better safety and soundness, the credit union had to comply with Prompt Corrective Action (PCA) until the net worth ratio reached 7.00%. It would stay under PCA until 2004. The credit union came out from under PCA as it reached a 7.13% net worth position.

The board took the counsel of the Department examiners and slowed growth for 2005 and 2006. This was done to get the net worth ratio to a better position to potentially avoid facing PCA

again. Management and staff worked closely together and in 2005 produced a net worth position of 7.44%. In 2006 net worth climbed to 8.53%. Part of this non-growth position was to continue the excellent lending practices and to sell participation loans to interested credit union(s). Another position taken was to not attract deposits. As growth in assets slowed, the net worth ratio grew. With the net worth ratio at a healthy level, the board gave the direction to resume growth in 2007.

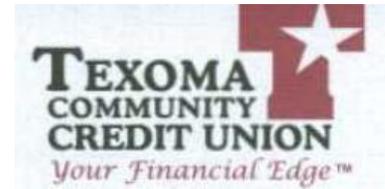
Also in August 2004, the credit union teamed with its insurance provider, CUNA Mutual Insurance Company, to provide a new lending program called the Lender Development Program (LDP). This program was only offered to a select few credit unions around the nation with strong senior management, a solid department of loan officers and direction from senior management to coach and incentivize the loan officers. This also included a bonus plan.

CUNA Mutual's TIPS system was implemented. It called for the loan officers to solicit the desired payment amount from the member up first. Then it allowed the loan officer to wrap credit life and credit disability into that payment amount. The credit union also placed GAP into that solution on non-Real Estate secured loans. This gave members peace of mind, protection of their assets, put extra money into the loan officers' paychecks and helped the credit union protect their assets. The bonus program was tweaked several times over the first two years before achieving the desired results for the credit union. This program FAR exceeded management's expectations as the credit union would rise to national champions by the end of 2006. This was measured by the percentage of eligible loans protected with credit insurance.

The loan officers had been producing 16% credit disability protection and 39% credit life protection in August 2004. By year-end 2005, the credit union was in the top 5 in the nation with 53% of eligible loans written with credit disability and 78% of eligible loans written with credit life. By year-end 2006, the loan officers had protected 75% of eligible loans with credit disability and 83% with credit life. This produced a \$64,000 earned reimbursement check from CUNA Mutual. That was equivalent to two months of net income! The 2007 numbers were much the same as 2006's with 84% of eligible loans written with credit disability and 89% of loans written with credit life. In November 2007, Ken Thomason, was asked by the CUNA Mutual representative to speak to a conference of the top 25 credit unions in the state of Mississippi about the program.

The bonus program is paid out in cash each month at the Loan Department meeting to the loan officers. This cash is paid for selling credit union repossessions, selling GAP, selling warranty service contracts and any team bonuses that may apply. This has proven to be a huge motivator. There were months when loan officers left money on the table at the meeting because they did not reach their goals. That was unspoken motivation.

The motto, and trademark, of 'Your Financial Edge,' was marketed to the community after the 2006 Strategic Planning session in October 2005. The motto sought to communicate to the membership that Texoma CU was a source of financial help.



Part of the growth in the credit union's net worth position occurred as it sold off its \$2 million credit card program in late 2005. The switch was finalized in 2006. The program had not been growing but the losses had been. The credit union only offered a 9.9% card for better creditworthy members and a 13.9% card for less creditworthy members. Other card companies had blitzed the market with much lower rate cards. The credit union's members with better credit were paying off balances monthly while the less creditworthy members became delinquent and were charged off. The charge off ratio on the credit card portfolio increased to over 5%. The board and management decided to sell the program to Elan Card Services in order to eliminate these losses as well as to offer TCCU members a better card program with rewards. The losses stopped and the number of cardholders has increased.



Also in 2005, the credit union hired Kevin Scott, a professional Information Technology (IT) manager. He obtained a bachelor's degree in Management Information Systems. In 2009 Scott also completed his M.B.A. in Business Administration with a concentration in Management Information Systems. Scott redesigned the architecture of the credit union's mainframe and peripheral devices, expanded automated services to members including Internet banking and e-statements, and beefed up the security of all automated systems. This increase efficiency in daily member service routines and reduced exposure to external losses. This position will prove to be just as vital to the credit union, and any credit union, as the CLO and the CFO due to identity theft, fraud, Pharming, Phishing and network intrusion prevention. His main objective is to marry the business needs of the credit union to the capabilities of technology.



An important employee training program in 2006 produced the area's first Certified IRA Specialist designation by CUNA Mutual. This was achieved by Cindy Foster, our Special Services Administrator. With her leading, the credit union increased IRA deposits in 2008-09 by more than \$1,000,000. It was by far the biggest one time IRA event in our history.



As the credit union continued to grow, so did the management needs of the organization. Kevin Scott had a desire to further himself at the credit union. In 2008, Scott was promoted to Operations Manager in charge of Member Services, Reception, Marketing, the newly created Special Services position, Information Technology and Electronic Payment Processing. He would supervise a total of 10 employees.

In 2006, the credit union marketed a Free 'n 'EZ checking account to the membership. This program was a huge success increasing checking account deposits by more than \$800,000 from \$7,729,454 to \$8,597,988, an 11% increase. A recent Raddon Financial Group survey shows this was the most successful checking account program in the nation of the 530 financial institutions studied in terms of increased percentage.

In April 2006, TCCU unveiled a new member rewards program called "President's Club Rewards," a rewards system inspired by airline miles programs. TCCU's program rewarded members by awarding points for using certain services, special promotions, paying or receiving interest, and even for the longevity. Members could redeem points online for gifts, fee waivers or charitable contributions. This program was popular to the membership. Mike Segaloff was responsible for creating the program.



Additionally, the credit union purchased the adjacent property to the credit union's headquarters where a fast food restaurant had been for years. The credit union's directors decided to purchase the property for future expansion. This would enable the CU to control who its neighbors were. The building was remodeled in 2007 and the property was leased to a member for a barbeque restaurant. The rent would pay for the purchase price of the property after five years when the lease expired. The CU will be ready to occupy it when the lease is up-if not before then as the CU has no remaining offices available for personnel in the main building. Texoma CU will be able to use it as a phone bank, lending center, Indirect department, Real Estate department, etc. It was a wise decision and will accommodate the CU's growing needs.



In March of 2007 the Texas Credit Union League selected Jerry Brady to represent all Texas Chapters at Children's Miracle Network's national celebration at Walt Disney World in Orlando, Florida. The Wichita Falls Chapter of CUs raised a large dollar amount per member. Wayne Mansur, CEO of Texoma CU, was quoted as stating, "Brady is a deserving person for this honor. He has been one of our behind the scenes organizer of our CMN program since he began with the credit union seven years ago." The award demonstrated the charitable nature of Texoma CU.



One of Texoma CU's proud benchmarks is that the CU has been able to maintain relatively the same number of employees through 2008 as it had in 1994 when Mr. Mansur arrived on staff. Yet the CU had more than doubled assets and more than tripled loans outstanding in the same

time period. This helped to control expenses that lowered loan rates and allowed higher deposits in the community.

Equally important is the morale at the credit union. Low turnover and as the tenure of employees had increased, the numbers of mistakes had declined and the quality of service to members had increased. The resignation of staff became so low that, except for employees who resigned to move out of town, only three employees left the TCCU family of employment in 2005. Another three employees left the credit union in 2006. Being a military town, a good handful of the CU's employees are military dependents.

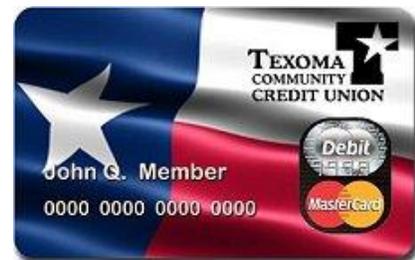
Many former employees ask to return to the credit union. One such employee asked for her job back after being gone only 9 days. For the first time in the CU's history, the CU had two employees with more than 20 years of service, two more with 15 years of service and several approaching 15 years service. This represented almost 20% of staff.

Another major accomplishment that increased the credit union's bottom line was low and controlled delinquency. Delinquency was maintained at a healthy rate until mid-2008 when the economy began to decline. Increased charge off recoveries through Blalack & Williams, a good law firm in Dallas, Texas, helped to lower the CU's net charge off average to a respectable 50bp. The credit union did all this while maintaining loan-to-share ratios between 85%-90%.

Regrettably, on November 15, 2007 TCCU was robbed. A lone perpetrator entered the Sheppard Access branch and presented a note to the teller demanding money. The robber got away from the building with a small amount of cash. The teller, Anna Montgomery, handled the situation with the steel of a warrior. Montgomery did everything by policy which eventually led to the apprehension and successful conviction of the robber. No employees or members were harmed in the event. The staff was trained well enough to follow the CU's robbery policy. Excellent video footage gave the FBI a detailed description of the perpetrator.



Texoma CU's new debit MasterCard card has been successful and popular with members. Many members no longer carry ATM cards since they had the capability to make those cash withdrawals at the many points-of-sale devices where ATM cards could also be used. Most of the consumer transactions posted in real time. And the debit card system became fully integrated with the CU's core processing system. This helped increase members usage and saved them money in fees.



Something Mr. Mansur, the CEO, has worked hard at is to implement using a single source for debit services (Fifth Third Bank) instead of two separate vendors to service different aspects of the program. This conversion occurred in August of 2008. The consolidation of services and new contract provided the CU with a higher profit stream.

In 2008, the CU implemented a customer relationship management system (CRM) offered by a third party solutions provider Marquix. The CRM solution gave the CU a unique perspective into core household level relationships. The software system showed clearly which households were profitable and which cost the organization money. The CRM system identified likely relationship building opportunities from data mining of the database. The system set up a referral process that allowed inter-departmental follow up on sales leads. Almost all activities were shifted to an incentive based soft sales culture. The CRM system was rich with laser guided sales marketing, logical next product suggesting and a customer knowledge repository.

In May of 2008, President Wayne Mansur was recognized at Partners in Education's (PIE) Partner of the year award. Mansur received the award at PIE's 20th annual celebration. The prestigious award was given to Mansur due to his extensive work with Zundy Junior High School in Wichita Falls.



The CU finished 2008 with a net worth ratio over 9.69% before Corporate Restabilization. Corporate Restabilization became an issue in December 2008 and January 2009. NCUA took over both U.S. Central Corporate Credit Union and WestCorp Credit Union due to financial concerns created from the mark-to-market issues with mortgage backed securities. This caused the credit union to write down more than \$500,000 in capital to fund NCUSIF limits. The credit union took this adjustment as a 2008 event and caused the CU's net income to be negative \$9,750 and net worth to dip to 8.28%. Still, Texoma Community Credit Union looks to continue its excellent ways and will not be deterred by the corporate restabilization.

Texoma CU launched into Member Business lending, and looked to further increase its net worth position to improve services and products to our ever increasing membership base. Texoma Community Credit Union continues to be active in community volunteerism in such efforts as Christian Woman's Job Core, Partners in Education, Habitat for Humanity and holds exemplary positions with its political efforts both locally and statewide.



In 2009, with inspiration from CUNA Management School, Ken Thomason implemented a trend setting positing within TCCU. The new role was titled 'On-Boarding Specialist' (OBS). The concept of the position was simple and brilliant. The OBS would call new members, both direct and indirect relationships, with the purpose of solidifying as many

relationship channels as possible. The OBS also called existing members that were stagnant in their relationship with the CU. There was a quantifiable return shown from the activity of the OBS to easily justify the new position. The new innovative position proved to be profitable for the CU. The new position demonstrated an emerging fundamental thinking with TCCU's management in that the CU had to go seek business rather than waiting for it to walk in the door.

In January of 2009 the CU implemented a streaming, real time, video marketing system. Large color television would stream video content with advertising, news feeds, stock market tracking and trivia. The key element that made this type of marketing successful was that video content could be changed on the fly.

In the first quarter of 2009, Ken Thomason hired the CU's first mortgage lending specialist. Texoma CU did not focus on mortgage lending prior to this time. The move to mortgage lending was unique for that time period. Larger banks and CUs suffered from toxic mortgage loans as a result of bad lending practices. Financial institutions were hampered by severe liquidity issues which caused them to tighten lending standards. Texoma saw a business opportunity to get in while rates were low and many traditional lenders were turning away business. The move to mortgage lending would help diversify Texoma CU's lending mix.



Led by Angie Ohmstede - Human Resources Director in 2009, I-Performeas was put in place. I-Performeas is an employee performance and goal setting system. Supervisors could set and weight individual goals for staff. The staff was able to see the goals and report their progress on a daily basis. Supervisors and staff alike could input data into the performance report. This system made the process of reviewing an employee one time a year obsolete.

In June of 2009 the CU implemented an E-Notice program. This system automatically generated paper notices in email format. Notices such as delinquent notices, change of address, NSF notices and certificate renewals could be emailed rather than mailed. The savings potential to the CU was tremendous. No longer would staff have to print, stuff and postage traditional paper notices. This new program also brought E-Statements in house. Previously the service was managed by a third party.

In August of 2009, Texoma CU established its first remote office. Deanna Rogers held the position of Electronics Payment Processor for several years. She was the wife of a military man in the United States Air Force. The Air Force decided to relocate the family to Malmstrom Air Force Base in Great Falls, Montana. Mrs. Rogers handled all ACH and share drafts processing, reclamations and IRS leans. The position requires a high degree of specialty knowledge. The CU wished to retain Mrs. Rogers' abilities and investment in her training. After consideration of many possibilities, Texoma CU's



management team along with consent from the Board of Directors decided to create a remote office. The office was first tested while Mrs. Rogers was still in Wichita Falls. This allowed the CU time to work out the logistics of the office while Mrs. Rogers was still in the Wichita Falls area. After one month of testing, the office moved to Montana. The move represented another step in the CU's philosophy of utilizing technology as a competitive advantage.

In 2009 Kevin Scott was promoted to Operations Manager. He would supervise Technology, Member Services, Reception, IRAs, Marketing and Electronic Payments Processing and join the management team.

In July of 2009 Ken Thomason successfully graduated from SouthWest CUNA Management School. Ken was the first employee from Texoma Community Credit Union to complete the three year program at Texas Christian University.

In 2009 Texoma CU launched a Facebook page specifically to attract a younger demographic. The effort would focus on the community and employee aspect of the CU. There was a strong intention to not talk about products and services on the page. Rather there would be social conversations about employee accomplishments, community events, financial training and charitable donations.

In 2010 the CU hired Kate Kyle as the first Compliance / Internal Auditor. This position was unique in that it would report directly to the Chairman of the Audit Committee. The position was created directly in response to the mounting regulatory requirements imposed by Washington DC. In the same year, the CU hired a person directly responsible to handle all fraud claims and Overdraft Protection. This took the staff level to a total of 43.

In 2010, Kevin Scott was promoted to Chief Operations Officer. This increased the number of officers from three to four. Kevin Scott would also join the CMC National Advisory Council later in that year.

Our history is rich. Our future is bright. The sky is the limit for Texoma Community Credit Union. Texoma will become the preferred financial institution within the Texoma region and a model CU for its peers to follow.