

The Robert H. Mackay Leadership Award



Walking the talk and proving owners lead the way

THE MACKAY AWARD

What could be more disruptive than proving that owners lead in building cooperatives?

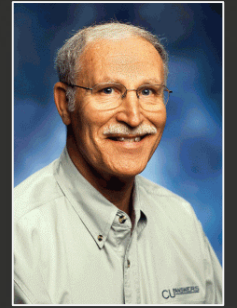
Why capitulating to consumerism might be having exactly the opposite effect

The Robert H. Mackay Leadership Award

SINCE 2005



- Bob Mackay served as a member of the CU*Answers Board of Directors from 1985 to 2007 (as Chairman for 19 of those years)
- Bob Mackay's leadership and inspiration served not only as a guide but as the compass for CU*Answers to grow and prosper into a CUSO that is now known in the industry for its core values of cooperation, collaboration and innovation.
- CU*Answers and the members it serves are forever indebted to Bob for his dedication, his wisdom, his gentleness, and his strength.



"The challenge of leadership is to be strong, but not rude; be kind, but not weak; be bold, but not bully; be thoughtful, but not lazy; be humble, but not timid; be proud, but not arrogant; have humor, but without folly."

Words to live by, shared by Bob Mackay
Taken from a quote by Jim Rohn

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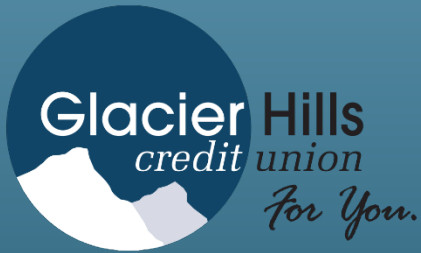


Our 2017 honoree:



**Dennis D.
Degenhardt,
CEO**

Dennis D. Degenhardt, CEO



39 YEARS IN THE CU INDUSTRY

14 YEARS AS CEO

60 YEARS AS A MEMBER OF A
CREDIT UNION

FUN FACT:

Dennis became the teller of his local parish CU in 1961 (while he was still in 6th grade!)

- Converted to CU*BASE in 2008

	# Members	Assets
2008	12,372	\$68M
2017	14,573	\$117M

- Became an owner in 2015

"We had been concerned about CUSO ownership because of a bad experience in the past, and didn't become an owner until fairly recently. The dividends were more than we were expecting."