

# THE SPIRIT OF CU\*ANSWERS AWARD

EST. 2011

Since 2011 this award has recognized the CU that:

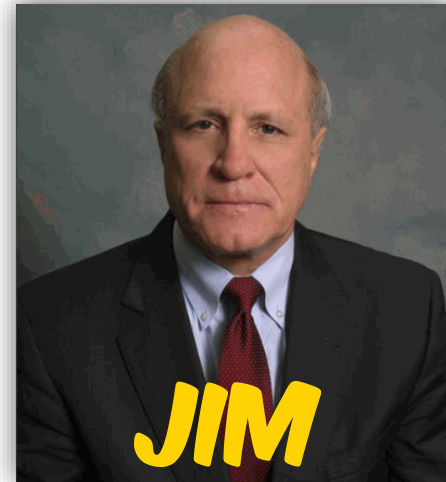
- Best exemplifies our Leadership Conference **theme**
- Maintains a strong and vital **volunteer program**
- Demonstrates the principle of being **all about the member**
- Shows an innovative example of **collaboration and cooperation** (the highest Collaborative Score)
- Has **started a business** in the network
- Exhibits strong **execution and performance**, especially in the face of adversity
- Has hit the ground running with **adoption of CU\*BASE tools** or plunged into tools in a new way
- Has started a new initiative that really demonstrates the **credit union spirit**, that moves the industry in a positive direction, that is **inspirational** to other CUs

**And the winner is...**

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CU\*ANSWERS  
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Our 2018  
honoree:



**JIM  
BLAINE**

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“I got converted along the way,” he said in an interview Monday. “We’re a nonprofit, we’re a co-op. It’s a principles-driven organization, and that’s very in keeping with my personality.”

## State Employees’ Credit Union®



According to SECU, since Blaine took the helm in 1979, the credit union grew from \$300 million in assets to \$33 billion. That also meant a huge growth in the number of branches: from eight to 256, with at least one in each of North Carolina’s 100 counties. SECU employs 5,800 and has more than two million members.

