

The “Spirit of CU*Answers” Award

Introduced in 2011, this award lets us recognize a client for excellence:

- ★ The CU that best exemplifies our Leadership Conference **theme** for the year, or
- ★ A CU with an especially strong and vital **volunteer program**, or
- ★ A CU that demonstrates the principle of being “**all about the member**,” or
- ★ A CU with an innovative example of **collaboration and cooperation** (the highest Collaborative Score), or
- ★ A CU that has **started a business** in the network, or
- ★ A CU that shows strong **execution and performance**, especially in the face of adversity or despite overcoming a significant challenge, or
- ★ A newly-converted CU that really hit the ground running with **adoption of CU*BASE tools** (or an existing CU that has really plunged into the tools in a new way), or
- ★ A CU that started a new initiative that really demonstrates the **credit union spirit**, or that moves the industry in a positive direction, or that is **inspirational** to other CUs in some way



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- ★ A CU that has **started a business** in the network, or
- ★ A CU that shows strength in **collaboration and cooperation** despite overcoming a significant challenge ... an innovative example of **collaboration and cooperation** ...
- ★ A newly-converted CU that really hit the ground running with **adoption of CU-BASE tools** (or an existing CU that has really plunged into the tools in a new way), or
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The “Spirit of CU*Answers” Award

Our 2016
winner...



Rekindle_{Go Big}

Peter Barnard, Facilitator



- Eastern U.S. CUSO, founded by 6 CU partners:
 - **Century Heritage FCU**, Pittsburgh, PA
(\$130M assets) (13,500 mbrs)
 - **Dept of Labor FCU**, Washington, DC
(\$75M assets) (7,000 mbrs)
 - **Destinations CU**, Baltimore, MD
(\$60M assets) (8,700 mbrs)
 - **Everence FCU**, Lancaster, PA
(\$151M assets) (12,000 mbrs)
 - **SPE FCU**, State College, PA
(\$80M assets) (11,000 mbrs)
 - **Viriva Community CU**, Warminster, PA
(\$70M assets) (10,000 mbrs)

rkGoBig Quick Facts

Assets: **\$566 million**

Members: **62,000**

Founded: **2014**

HQ: **Harrisburg, PA**

rkGoBig Purpose

It's broke. We'll fix it.

We do not merely ponder cooperation. **We act it.** We create unheard of value for our members in dogged pursuit of a sustainable, thriving credit union system.

Smarts, courage, hope and cooperation drive our work. **We are fearless.** We know we have to be.

This We Believe

- **We believe** that credit unions provide a unique and important service to Americans.
- **We believe** that it is possible for credit unions to achieve 10% market share.
- **We believe** that small-to-midsized credit unions are at risk of extinction.
- **We believe** that providing Americans with an option for local, intimate, and personalized service is exactly the purpose of the credit unions – the loss of which is unacceptable.
- **We believe** that CUs devote too much resource to the operation of non-differentiating back office operations, thereby reducing their ability to focus resources on member development and CU growth.
- **We believe** that only through collaboration can we achieve the scale efficiency and reduced costs critical to survival.
- **We favor** “learning forward” through action – balancing analysis with tangible action and calculated risk.
- **We believe** that we must re-create trust among credit unions through collaboration – the only sustainable and unique competitive advantage enjoyed by all credit unions.



Rekindle_{Go Big}

The logo features the word "Rekindle" in a dark blue, sans-serif font. Above the letter "i" is a stylized orange flame icon. To the right of "Rekindle" is the phrase "Go Big" in a smaller, lighter blue font.