



2008

NYIB Annual Report



Chairman's Report

John Faries, CUDE
Space Age FCU, CO

The past year has been an exciting one for the National Youth Involvement Board. Enthusiasm and focus on youth-based initiatives and financial education efforts continue to move to the forefront of strategic plans across the country as credit unions realize the importance of both to the sustainability of their organizations. As such, the NYIB Executive Committee has worked hard to ensure that the organization continues to provide the resources needed by credit unions to be successful in the areas of financial literacy and youth marketing.

Upon entering my final year as NYIB Chairman, my goal was to continue the strategic direction of the organization set forth at the beginning of my tenure, in order to ensure the continued growth and sustainability of the National Youth Involvement Board. As a result of the Executive Committee's dedication to this direction, we were successful in further advancing the organization. Some highlights from the past year are included below.

- *We enhanced the NYIB web site (www.nyib.org) by changing the layout of the homepage and adding the Marketing Resource Center and the Financial Literacy Resource Center. Both will allow members of the NYIB Network easier access to the necessary tools to advance their internal programs. Additionally, these new web tools provide the opportunity to showcase NYIB partner organizations. The enhanced site should be rolled out by the 2008 Annual Conference, or shortly thereafter.*
- *The NYIB was a featured exhibitor at the March 2008 CUNA Governmental Affairs Conference in Washington, DC. As part of this dynamic conference, we spoke with hundreds – if not thousands – of credit union professionals and volunteers about the National Youth Involvement Board. More importantly, we were able to share stories about your impressive accomplishments in the areas of financial literacy and youth marketing. As I've said in the past, the work that each of you do is so important. My goal is to ensure that your hard work does not go unnoticed. Our presence at the GAC helped accomplish this important goal.*
- *We have worked extremely hard this year to grow NYIB's relationships with partner organizations. These associations help to ensure the sustainability of NYIB and further lift the organization's presence at the national level, allowing us to offer more resources to you, the Network. I would like to sincerely thank the partner organizations that have supported us this year, including our Champion Sponsors – California & Nevada Credit Union Leagues, Credit Union National Association, CU Succeed & Kirby Kangaroo, Texas Credit Union Foundation, TDECU – Your Credit Union, and The Money Mammals (from Snigglezoo Entertainment), as well as the many other trade associations, foundations, credit unions, and organizations that help make our Annual Conference a huge success.*

The NYIB continues to be looked upon as a valuable resource to those outside the Network, including state trade associations and CUNA. They look to us for presentation reporting data that they can use for financial literacy lobbying efforts that take place at the state and national levels. I would like to thank each of you for taking the time to report your presentations to NYIB. Without you, we wouldn't have the necessary data to advance these important efforts. I am so excited to announce that, for the first time ever, we not only hit the 300,000 mark for students reached during a single reporting year, we flew right past it! I am proud of each of you for this amazing accomplishment.

Finally, I would like to sincerely thank the members of the NYIB Executive Committee for their dedication and inspiration. It's been an honor to work with each of you the past two years as your chairman. Your commitment to the organization and to youth financial literacy is amazing.

I have been extremely proud to serve as chairman of the National Youth Involvement Board and will miss it greatly. Thank you for the opportunity. I look forward to watching the organization continue to grow and evolve for years to come.

NYIB Advocate Award



LeAnn Achtenberg Anoka Hennepin CU, MN

LeAnn carries eleven years of credit union and marketing experience stemming from local, state, and national levels in both professional and volunteer capacities. She is currently the vice president of marketing at Anoka Hennepin Credit Union, a \$160 million financial cooperative in Coon Rapids, Minnesota. LeAnn volunteered with the National Youth Involvement Board from 1997 to 2004 in the capacities of regional coordinator, secretary, media manager, and finally as chair from 2002 to 2004. During her time as chair, LeAnn spearheaded the creation of Googolplex@School program, a unique financial literacy program for middle schools. Her passion in promoting the NYIB and financial education continues today. LeAnn currently serves as chair of the Minnesota Credit Union Foundation's Family Involvement Council, as well as assisting the Minnesota Credit Union Network as a planning committee member for MYCUP (Minnesota Young Credit Union Professionals). LeAnn is truly an advocate for the NYIB.

Outstanding Delegate of the Year

Juli Lewis Suncoast Schools, FL

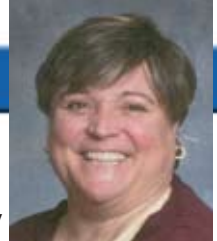
Juli Lewis is youth marketing manager for Suncoast Schools Federal Credit Union based in Tampa, Florida. During her fifteen years at Suncoast, she has made her way from teller to supervisor and then to marketing, where she has been a vital component to the development and growth of youth marketing. Lewis graduated from the University of South Florida in 1998, and has since earned CCUE designation and Marketing certification. In the last year alone, she has made 125 presentations reaching a total of 4,538 students. She also is very involved with many youth organizations and school committees, participating on several advisory boards and facilitating financial education programs across fifteen counties.



Outstanding Volunteer of the Year

Dawn Lindley Virginia Credit Union League, VA

Dawn Lindley is director of marketing and financial literacy for the Virginia Credit Union League, a 2007 national Desjardins winner. Under her leadership, Virginia credit unions have moved into the top five nationally in presentations made and students reached. She serves on the board of the Virginia Jump\$tart Coalition, the advisory board for the Center for Economic Education at Lynchburg College, and the Leadership Council for the Virginia Cooperative Extension. She has also been recipient of the NYIB's Robert L. Curry and Credit Union Development Education (CUDE) scholarships.



Robert L. Curry Award

Danielle Scott LA DOTD FCU, LA

As the financial education leader at LA DOTD Federal Credit Union, Danielle is a two-year veteran of credit unions but has eight years in youth programs. Her multiple student programs have encouraged more than 370 youth, parents, and teachers to deposit over \$26,923. She also has developed programs for Louisiana Home and Foreign Mission Churches, teaches financial education in Baton Rouge area schools, and developed the credit union's own "Captain Coin" and "Pirate Penny" characters for school visits. Danielle—who is a member of Louisiana Jump\$tart Coalition and a Junior Achievement volunteer—has partnered with a variety of organizations to deliver financial education including Career Builders, Alpha Kappa Alpha Sorority, Inc., Greater Mount Olive Church, and East Baton Rouge Education for Homeless Children and Youth Summer Camp.



Credit Union Development Educator

Serving the Underserved



Rebecca Isaacs
CU Association of New Mexico, NM



Lauren Mayhew
Daviess County Teachers FCU, KY



Elizabeth Janowski
STAR CU, WI

Regional Scholarships

Western Region:



Tana Jensen
Dakota Plains CU, ND

Central Region:



Greg Moeller
Teachers CU, IN

Eastern Region:



Toni Montgomery
AmeriChoice FCU, PA



2007 - 2008 Executive Committee

Chairman

John Faries, CUDE
Space Age FCU
Aurora, CO

Vice Chairman, South East RC

Brandon Pugh
South Carolina Credit Union League
Columbia, SC

Treasurer, North East RC

Mary Ann Demczak, CUDE
Clearview FCU
Moon Township, PA

Secretary, North West RC

Karen Smith, CUDE
MT Credit Unions for
Community Development
Helena, MT

Media Manager, South West RC

Rebecca Isaacs
Credit Union Association of New Mexico
Albuquerque, NM

South Central RC

Kathy Crim, CUDE
TDECU - Your Credit Union
Victoria, TX

North Central RC

Pam Swope, CUDE
FinancialEdge CCU
Bay City, MI

NYIB Classroom Presentation Results

7-1-2007 to 6-30-2008

(reported as of 7-11-08)

NYIB Statistics	2007/08	2006/07	2005/06
Students Reached	374,099	289,072	285,730
Presentations Conducted	11,245	9,812	9,351
Credit Union Presenters	529	526	690

Top Ten States

Based on Number of Students Reached

1. Michigan	49,432	6. Arizona	22,148
2. California	47,478	7. South Carolina	20,832
3. Virginia	39,736	8. Florida	18,371
4. North Carolina	33,965	9. Pennsylvania	14,836
5. Texas	22,663	10. Utah	13,715

Top Ten States

Based on Number of Presentations Reported

1. Michigan	2,119	6. Pennsylvania	517
2. Texas	1,161	7. Colorado	498
3. Virginia	982	8. North Carolina	427
4. California	698	9. Maryland	418
5. Arizona	673	10. Massachusetts	411

Highest Number of Students Reached

by an Individual

1. SECU - NC Team, NC	33,858	6. Michelle Skrobak, PA	6,659
2. Erin Hodson, CA	22,619	7. Soley Gonzalez, FL	6,358
3. Marsha Lunden, AZ	14,225	8. Jacquelyn Valdez, AZ	5,869
4. Jeff Williams, CA	7,689	9. APG FCU - Ed. Team, MD	5,751
5. Rachel Parrent, MO	6,792	10. Kristyn Denison, MI	5,727

Highest Number of Presentations Conducted

by an Individual

1. SECU - NC Team, NC	423	6. APG FCU - Ed. Team, MD	258
2. Marsha Lunden, AZ	416	7. Michelle Skrobak, PA	252
3. Rachel Parrent, MO	361	8. Julie McLean, CO	241
4. Diana Wheeler, MA	326	9. Kerrie Davis, OR	239
5. Elda Ostrowski, TX	293	10. Susan Young, MI	230

Printing of this NYIB Annual Report was made possible in part by CUAdvantage Marketing Solutions.



www.nyib.org