

# Financially Sound



*Irene Oberbauer*

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President & CEO

San Diego County Credit Union stands apart from other credit unions with the products and services we offer – this has not gone unnoticed by Southern Californians as we surpassed 200,000 members in 2008. Thank you to our loyal members for referring your family members and friends to us, so that they too can enjoy the difference that we strive to make in the financial lives of all of our members.

The credit union industry is constantly evolving. 2008 was particularly challenging in the financial sector, but credit unions like ours were able to stay on top due to more conservative lending practices and sound financial policies. San Diego County Credit Union is able to declare that 2008 was another profitable year. With more Southern Californians than ever realizing the stability and strength that credit unions, SDCCU in particular, offer, we maintained steady membership growth throughout the year as a trusted local financial partner. SDCCU is the largest locally based financial institution with \$4.5 billion in assets.

I am enormously proud of all the accomplishments SDCCU has achieved this year. Our employees have gone above and beyond expectations to provide exceptional service, which has been evidenced by glowing third party customer service reports and recognized by our members. We were on cloud nine when we

heard the news that we were voted BEST Credit Union for the ninth year straight in the *San Diego Union-Tribune Readers Poll!*

Our community involvement remains a main focus for our entire organization – from our group of staff volunteers, to our sponsorships of many events and causes during the year. We again partnered with Broadway/San Diego to support many local charities including Big Brothers Big Sisters of San Diego County, Juvenile Diabetes, The Make-A-Wish Foundation® of San Diego and San Diego Hospice. Our traditional annual title sponsorships of the San Diego County Credit Union Multiple Sclerosis Walk, Poinsettia Bowl and the San Diego Big Bay Balloon Parade were all continued this year. All of the philanthropic work we do allows us the honor and opportunity to give back to the communities that we serve.

I am confident that in the year ahead we will rise above and beyond expectations with the clear vision and strategy that we employ. As we advance together into the future, we shall be ever vigilant to find new ways to serve you, our members. We always strive to stay ahead of the curve and offer our members the latest in technology, products and services. I look forward to continuing to serve Southern Californians' financial needs in the future.