

San Diego County Credit Union is committed to taking the banking needs of our members into consideration when building plans for our future products, services and growth in the communities we serve. The fact that we ended the year on a strong note with over 212,000 members and approximately \$5 billion in assets, shows that we remain a well-respected financial institution that Southern Californians continue to trust as their financial partner.

In August of this year, we were pleased to welcome our new President & CEO, Teresa Halleck. With more than 20 years in the financial industry, Teresa brings with her a wealth of experience to SDCCU which will be very advantageous as we continue to grow. She has already introduced new and innovative ways to advance our mission of providing sound financial services to our members any where, any way, any time.

Additionally, we were all overwhelmed with pride when we learned that the community at large voted SDCCU BEST Credit Union for the 11<sup>th</sup> year in a row in the *San Diego Union-Tribune Readers Poll*. This year, we were also honored with the top slots as BEST in the Financial Planning, Home Loan Provider and Place To Work categories. We would like to thank all of our members for continuing to vote for us. We also know that SDCCU wouldn't be the BEST without the superior member service provided by our solid team of employees.

Looking ahead to 2011, we envision another year of new opportunities with additional products and services that increase the convenience being offered to our ever-growing membership in San Diego, Riverside and Orange Counties. We anticipate many more years of continued success and growth.



*Allan P. Shaw*

Chair



## Chair's Report

Allan Shaw

