



**Where Members
Matter Most**



Mission Statement

Vision Credit Union improves the lives of the people we serve and the well-being of our communities.

Mission and Vision

Vision Statement
Vision Credit Union will be the financial service provider of choice in rural and entrepreneurial Alberta.



Alan D. Fielding, Q.C.
President

Message from our President

Once again I am pleased to report to you on another successful year for Vision Credit Union. In the context of a very difficult economic climate in Alberta over the past several years, our credit union has stayed the course and has succeeded by putting the financial needs of our members first.

Our income before ProfitShare allocation and income taxes was \$13,579,000, the highest in our history. We allocated \$9,320,000 (69% of earnings) to our members' common share accounts, while transferring \$3,097,000 to reserves and paying \$1,162,000 in income taxes. We have always believed in developing strong reserves to provide for unexpected events and allow us to take advantage of business opportunities. Our reserves amount to 12.2% of our assets, which is comfortably in excess of what is mandated by our regulators. 100% of all deposits with Vision Credit Union are guaranteed by the Credit Union Deposit Guarantee Corporation (CUDGC), and in turn the Province of Alberta stands behind CUDGC's guarantee.

This year Vision Credit Union built and opened a brand new branch in La Crete. I was pleased to be able to attend the official opening and was greatly impressed by this dynamic community in Northern Alberta. We think there is great potential for growth, and believe we have the skills and the expertise to serve all our members in rural Alberta.

As we approach \$1 billion in assets, we have not forgotten our roots. We are firmly planted in rural Alberta, and our success is based on the success of our members.

On behalf of the Board of Directors I would like to thank our management and staff for a job well done. Working together I'm convinced we can continue to grow and prosper for the benefit of our members.

Respectfully submitted,

Alan D. Fielding, Q.C.
President

Message from our CEO

2016 was another year in Vision Credit Union's journey of outstanding success. Not only did we return the largest patronage allocation so far to our members - we were also named Credit Union of the Year.

We are especially proud that these milestones were achieved only 2-1/2 years after the merger of Battle River Credit Union and Caisse Horizon Credit Union was completed.

I am very proud of our staff - without their dedication and hard work, we would not be able to produce the incredible results we have in past years. Our members are well served by knowledgeable and friendly staff - and we in turn are rewarded by the loyalty of our members.

I want to thank our membership, Board and staff - you are all the reason for our continued success. We have every reason to believe that success will continue!




Steve Friend
Chief Executive Officer

Executive & Management Team

Steve Friend, Chief Executive Officer
Mickey Mohan, Vice President Operations
Joe Mohan, Vice President Operations
Bruce Weinkauf, Vice President Operations
Pauline Marcinkowski, Vice President Banking Operations
Dan Hautzinger, Vice President Finance & Strategy
Darin Winder, Vice President Information Systems
Maureen Grove, Manager of Corporate Services
Paulette Robinson, Manager Marketing & Communication
Jennifer Hormann, Manager Human Resources & Administration
Debbie McMann, Manager of Central Documentation Administration
Carolin Robinson, Manager of Risk
Sandi Nordstrom, Manager of Member Services
Ashley Szott, Executive Assistant/Property Management
David Sheets, City Centre Branch Manager
Wendy Kossowan, Stettler Branch Manager
Catherine Jones, West End Branch Manager
Brett Freadrich, Sedgewick Branch Manager
Bradley Williams, Two Hills Branch Manager
Helene Chalifoux, Falher Branch Manager
Ellen Robertson, La Glace Branch Manager
Mitchel Bachelet, Vegreville Branch Manager
Chelsea Bromley, Viking Branch Manager
Sharon Nelson, Daysland Branch Manager
Rick Tullikopf, Killam Branch Manager
Kevin Johnson, Castor Branch Manager
Vicki Parks, Alliance Branch Office Supervisor
Sandy Peters, Peace River Branch Manager
Andrew Schmidt, La Crete Branch Manager
Vicky Smith, Manning Branch Manager - North Regional Manager
Glen Bulger, Credential Financial Advisor
Daniel Szott, Ag/Commercial Specialist
Steve Davies, Ag/Commercial Specialist

Our Board

Alan Fielding, President (Camrose/Daysland)
Dean Huolt, Vice President (Camrose/Daysland)
Ron Pilger, Audit & Finance Chair (Camrose/Daysland)
Glenn Friesen (Camrose/Daysland)
Ernest Duchscherer (Camrose/Daysland)
Allen Rostad (Camrose/Daysland)
Garry Schielke (Camrose/Daysland)
Dennis Baird (Stettler/Castor/Alliance)
Joe Cameron (Sedgewick/Killam)
Lane Carrington (Viking/Vegreville)
Leslie Trach (Two Hills)
Reg Bouchard (North)



For Vision Credit Union, personal service means your call will always be answered by a person - no automated phone reception! It means offering our members a full range of quality products and services, from loans and mortgages to chequing accounts or long-term savings plans.

Our goal is to help you achieve your financial goals. We work hard every day to bring you quality products and services, innovative technology, commitment to community, and service with a smile!

**We're here
to help!**



**We make
it easy!**

At Vision Credit Union we care about people and strive to improve the quality of their lives. We work hard at utilizing leading-edge technology so that our members can do their banking with ease.

Members can access their accounts 24 hours a day, seven days a week through a variety of unique and innovative products and services, including:

- Online banking through our MemberDirect Integrated website
- e-Transfers (e-mail money transfer)
- ePost
- Mobile Banking app (available on both Apple and Android devices)
- Deposit Anywhere (remote deposit capture)
- clickSwitch

In March 2016, we launched a redesign of our website, with bolder colors, easier to read fonts, and an overall visual presentation which better reinforced our brand. It is quicker to navigate, and provides options at-a-glance.

And in October 2016, we introduced ClickSwitch, an online portal that assists in efficiently switching recurring payments from old accounts to a new one. ClickSwitch is an automated, online process which makes it easier for members and potential members who feel overwhelmed by switching to a new financial institution, especially when they have automatic payments that are debited from their account.

We are currently working on e-Transfers for MemberDirect Small Business accounts.



We believe
in making a
difference

In 2016, we donated \$100,000 to the Stollery Children's Hospital

Vision Credit Union committed to a \$100,000 donation to the Stollery Children's Hospital, as part of the Battle River Community Initiative.

The Battle River Community Initiative goal was to raise \$500,000 to fund a new pediatric operating room at the Stollery Children's Hospital.

New operating rooms, expanded hours and state-of-the-art equipment mean more surgeries can be performed with better outcomes for children and families at the Stollery Children's Hospital. The redeveloped space has five operating rooms and two procedure rooms with modern infrastructure and equipment.

The Stollery Children's Hospital is recognized nationally and internationally for specialized surgical services, including expertise as a major pediatric trauma centre, and is the second-largest pediatric hospital in Canada.

More than 9,500 surgeries were performed at the Stollery Children's Hospital operating suite between April 1, 2015 and March 31, 2016.

The pediatric surgical case load has grown by an average of 3.6 per cent annually and is expected to continue at that rate.

"We're incredibly thankful to Vision Credit Union for their thoughtful donation toward the Stollery Children's Hospital pediatric operating room expansion and redevelopment. The generosity of the Battle River Community as a whole has been overwhelming and greatly appreciated," said foundation development officer Cyndi Matthews.

In recognition of the tremendous support from this community, one of the new operating rooms will be named after the Battle River Community.

"The committee set a goal to raise \$500,000 and with the Vision Credit Union donation, we are very close to reaching our goal. The funds raised will help redevelop operative spaces at the Stollery Children's Hospital, providing excellence in equipment and facilities, training, programs and research that benefits the sickest kids in our community," explained Matthews.



Vision Credit Union CEO Steve Friend presented the donation to Stollery Children's Hospital Foundation development officer Cyndi Matthews, left, and vice-president of finance Anita Klassen who accepted the donation, along with BRCI board members Brian Austrom, Rod Ross and Cliff Denham, and Nicole, Macy, Reese, and Willa Denham.

Terry Kelly Memorial Scholarship Winner

Terry Kelly served as the General Manager of Battle River Credit Union for 30 years - his career with the Credit Union was his life. He lived and breathed the Credit Union, and his second family were his faithful employees.

Terry passed away suddenly in May 2009. To honor Terry's memory, the Board of Directors established the Terry Kelly Memorial Scholarship program, where a scholarship in the amount of \$2,500 is available to children of staff and directors who will be attending a post-secondary institute for the year. The scholarship is based on academic achievement and community involvement.



Vice President of Operations Bruce Weinkauf congratulates Owen Moir, this year's recipient of the Terry Kelly Memorial Scholarship Award. Owen is the son of Holly and Charles Moir, and is currently studying Power Engineering at NAIT.



We gave over \$185,000 back to our communities

At Vision Credit Union, we are actively engaged in helping to build and strengthen the communities in which we work and live.

Donations and sponsorships are continually invested for youth, recreation and community facilities. We will continue to contribute to the economic growth and development of the communities and members we serve.

We are committed to making a difference. Listed below are just some of the organizations we were proud to assist in 2016.

- Stollery Children's Hospital
- Battle River Minor Hockey
- Camrose Neighbor Aid
- Camrose Minor Sports Association
- Smoky River Minor Hockey
- Camrose Friends of STARS
- Vision Credit Union Christmas Sharing Program
- Viking Food Bank
- Hair Massacure
- University of Alberta Scholarships
- U of A Adopt-A-Viking Program
- D.A.R.E. Program
- Camrose Kodiaks
- Ducks Unlimited
- Kinsmen Club of Camrose
- Camrose Family Literacy
- Rotary Club of Camrose
- Castor Fire Department
- Battle River Community Foundation
- Alberta Women's Institute
- Elk Island Catholic Schools
- Canadian Red Cross
- Doug Galenza Classic
- Camrose Boys & Girls Club
- Camrose Family Resource Centre
- Camrose Minor Ball Association
- Schizophrenia Society of Alberta
- Viking in the Streets
- Daysland Farmers' Bonspiel
- Camrose Colts
- Manning Jail & Bail
- Camrose Jail & Bail
- Camrose Women's Shelter
- Camrose Street Hockey Tournament
- Cops & Robbers
- Rose City Roots Society
- Parkinson's Association
- Camrose Police Association
- Viking Gas Kings
- Bawlf Educational Support Team
- Camrose Association for Community Living
- Camrose & District Athletic Club
- Battle River Watershed Alliance
- Camrose Royal Canadian Legion Branch No. 57

Christmas Sharing Program

For the third year in a row Vision Credit Union Head Office staff and their families volunteered their time to deliver 250 Christmas Cheer hampers for families in need in Camrose and surrounding area.



Head Office departments also sponsored 14 families, using their own money (which was matched by Vision) to purchase gifts and personally deliver the gifts to the sponsored families.



Significant Achievements

Credit Union of the Year

Vision Credit Union was named Credit Union of the Year at the Alberta Central annual meeting in Edmonton in April, 2016. The Credit Union of the Year award is presented to a credit union in Alberta for outstanding performance, community support, and system leadership and collaboration, all traits that Vision Credit Union showed in abundance in 2015.



In addition to winning Credit Union of the Year, Vision Credit Union was also awarded for the best loan and deposit growth of all 27 credit unions in Alberta, as well as the best ROA growth and best long term performance.



Alberta's Top 70 Employers



Alberta's

Vision Credit Union has been named one of Alberta's Top 70 Employers again for 2017.

We were named one of Alberta's Top 70 Employers for the first time in 2016.

We take great pride in this award, and we will continue to strive towards making our organization an even greater place to work!

We broke ground to begin construction of our new branch in La Crete in fall of 2015.

The branch opened in October 2016.

Our La Crete branch was awarded 2016 Business of the Year by the La Crete Chamber of Commerce.

La Crete Branch





16 branches to serve you
in central and northern Alberta

www.visioncu.ca