



## 2010 CANDIDATES' INFORMATION SHEET Veridian Credit Union

Thank you for your interest in your credit union and considering the opportunity to run for the Veridian Board of Directors. To inform you of our election procedures, eligibility requirements, and time commitment, we have prepared the following information.

**NOMINATION PROCEDURE.** In order for your name to appear on the ballot, the 'Board of Directors Candidate Form' included in this packet must be completed, signed and returned to one of the following people by 5:00 p.m. on Friday, February 12, 2010.

- Kim at (319) 236-5604  
Return nomination forms to: Veridian Credit Union, Attn.: Kim Fettkether, 1827 Ansborough Avenue, Waterloo, IA 50701
- Tina at (319) 743-6470  
Return nomination forms to: Veridian Credit Union, Attn.: Tina Hogan, 5805 Blairs Ferry Drive NE, Cedar Rapids, IA 52402
- Shelly at (515) 289-5584  
Return nomination forms to: Veridian Credit Union, Attn.: Shelly McGill, 1201 South Ankeny Boulevard, Ankeny, IA 50023

We do not accept nominations from the floor. The meeting will be held Saturday, April 24, 2010 at 1:30 p.m.

**CANDIDATES' MEETING.** A meeting of all candidates will be held on Wednesday, March 3, 2010, beginning at 5:00 p.m. at the Waterloo office of Veridian Credit Union, located at 1827 Ansborough Avenue. Each candidate is expected to attend. At this meeting we will discuss board member responsibilities, Election Day procedures and draw for ballot position.

**ELIGIBILITY.** You must be at least 18 years of age to serve as a Veridian director. There are three credit union policies which may restrict you from serving as a director. They are:

- Board/Employee Relationships.** No director may serve if there is a member of his/her immediate family employed by the credit union. This includes the following relationships: spouse, parent, brother, sister, child, grandparent and grandchild. The term "family" includes in-law relationships. The purpose of this policy is to eliminate any conflict of interest.
- Member in Good Standing.** A member in good standing is defined as a member who is bondable, has not caused the credit union a loss, and has not abused share draft or ATM privileges. Staff will research candidate's records to determine if a member is in good standing. If not in good standing, the candidate will be notified prior to the Candidates' Meeting.
- Conflict of Interest.** When matters pertaining to the specific personal interest of a Board member are discussed the affected Board member will not engage in the discussion or participate in a vote. Also, any director who is associated with or holds a material ownership interest in another financial institution, trade or related business, shall file an annual disclosure statement.

BOARD MEETINGS. Your credit union is one of the largest and most active in the United States. This requires you to attend many meetings during the year. For your information, the following is representative of your potential time requirements.

Regular Board Meetings. The regular meetings of your Board of Directors are normally held on the fourth Wednesday night of each month beginning at 4:30 p.m.

Special Board Meetings. If required, special board meetings are held during the year. You can expect to attend at least two special board meetings each year.

Special Board Workshops. We will schedule at least two special workshops during the year to receive information on a variety of topics.

Planning Sessions. At least once a year, the board and management staff holds a planning session to chart our future progress. It is usually held on a Tuesday, Wednesday, Thursday and Friday during September.

Educational Conferences. Each director is encouraged to attend special conferences and seminars to develop their skills and further their credit union knowledge. Your involvement in these conferences depends on your available time.

Committee Meetings. Each director is elected or appointed to at least one committee. Each committee meets 8-12 times per year. A listing of each committee and their primary responsibilities is attached.

Veridian's Director Attendance Policy requires a director to attend a minimum of 75% of regular monthly board meetings, special board meetings, and committee meetings. Board meeting and each committee are calculated separately. Additionally, directors are expected to attend board workshops and the annual board planning session.

EDUCATIONAL REQUIREMENTS OF DIRECTORS. Your credit union has adopted the following policy concerning educational requirements of directors:

Directors of Veridian Credit Union are committed to continuing education. The intended results of the educational experiences are to provide knowledge for directors to lead the future of Veridian Credit Union to achieve its Mission and Vision. Veridian Credit Union supports Iowa Law that requires credit union boards to establish education and training programs to ensure that the directors possess adequate knowledge to manage the affairs of the state credit union. (Code of Iowa, Section 533.9, Directors and Officers, Item 5.f.)

Veridian Credit Union recognizes both past experiences and continued education enhance a director's ability to continue to grow and learn in service to the membership.

Educational Requirements for Newly Elected Directors:

Complete the first six (6) modules of the Volunteer Achievement Program within one year of election to the board of directors. Each subsequent year, six (6) additional modules shall be completed until the director successfully completes the program.

NOTE: The Volunteer Achievement Program is a correspondence course developed by the Credit Union National Association Inc. It covers basic credit union information and tests are given on an "open-book" basis. The educational requirements following completion of the Volunteer Achievement Program will be covered at the candidates' meeting.

SALARIES AND EXPENSES. No salary, wage or compensation of any kind is paid to any board member. The credit union does pay actual expenses of the director for travel, lost time and other reimbursable expenses according to board policy.

TIME AWAY FROM YOUR JOB. Some committee and board duties might call for you to spend time at the credit union office that takes you away from your job. We urge you to talk to your employer

prior to submitting your application.

CAMPAIGNING.

- A. Credit Union Property. Candidates are restricted from campaigning on credit union property. This includes personal contact and handouts.
- B. Rules for campaigning on Election Day will be covered at the Candidates' Meeting.

WITHDRAWAL PROCEDURE. In the event you wish to withdraw as a candidate, please contact Kim Fettkether at (319) 236-5604 by March 9, 2010, or your name will appear on the ballot.

CALL ON US. If you have any questions feel free to call:

Vicki Atkins	Co-Chair	Phone: (319) 236-5604
Roland 'Frenchy' Cayouette	Co-Chair	Phone: (319) 236-5604
Renee Christoffer	Staff Liaison	Phone: (319) 236-5607
Shawna Matz	Staff	Phone: (319) 287-8201
Kim Fettkether	Assistant to the President	Phone: (319) 236-5604



**BOARD OF DIRECTORS  
CANDIDATE FORM**

Please complete the following information and please type a short biography (100 words maximum). Veridian Credit Union reserves the right to edit the résumé content due to length, appropriateness, etc.

NAME: \_\_\_\_\_

CREDIT UNION ACCOUNT (Member) NUMBER: \_\_\_\_\_

EMPLOYER: \_\_\_\_\_

OCCUPATION: \_\_\_\_\_

HOME STREET ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

TELEPHONE NUMBER: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

**I. Director Requirements.** A copy of the director’s job description, which describes the duties, responsibilities and qualifications, is attached. **PLEASE REVIEW AND RETAIN THIS JOB DESCRIPTION FOR YOUR RECORDS.**

**II. Biographical Information.** Listed below are questions that may assist you in creating your bio. Please be clear and concise with your responses. The word limit is 100.

1. Explain why you are seeking a seat on the Veridian Credit Union Board of Directors.
2. Work history. Please include all experience related to the financial industry.
3. Current and past service on any volunteer boards or organizations, including the name of the board/organization, positions you held, and dates of service.
4. Industry, military, civic, or volunteer awards or recognitions you’ve received, educational background, and/or any volunteer activities.
5. Accomplishments or activities you feel contribute to your qualifications for seeking a position on the Veridian Credit Union Board of Directors.

**Biography:**

**SIGNATURE:** \_\_\_\_\_ **Date:** \_\_\_\_\_

*In signing your name, you are certifying your intention to be a candidate for the Board of Directors of the Veridian Credit Union, that all information is true and correct, that you meet all the 'Eligibility Requirements' (listed on page 1) and that the Veridian Credit Union staff may verify any information you have provided.*

**In order for your name to appear on the ballot, this signed résumé must be returned to one of the following people by 5:00 p.m. on February 12, 2010.**

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Ankeny Boulevard, Ankeny, IA 50023

## **COMMITTEES**

### **Veridian Credit Union**

**ANNUAL MEETING COMMITTEE** (appointed.) The Annual Meeting Committee oversees the annual meeting and the annual board election process, excluding the counting of ballots.

**AUDIT COMMITTEE** (elected). The Audit Committee causes to be made an examination of the affairs of the credit union at least semi-annually, including an audit of books and an inspection of cash, securities, notes and accounts, and makes a report to the Board of Directors. This examination is completed at the direction of the Audit Committee by the credit union's CPA firm.

**CREDIT COMMITTEE** (elected). The Credit Committee is responsible for ensuring the Veridian Credit Union's sound credit policies are maintained, that loans are approved and disbursed in an efficient manner.

**EXECUTIVE COMMITTEE** (elected). The Executive Committee consists of the elected officers of the Board. The primary areas of responsibility are strategic planning, personnel, and physical facilities.

**COMMUNICATIONS COMMITTEE** (appointed). The Communications Committee reviews and approves the overall marketing/communications program, member products, services and technology advancements and the marketing direction of the credit union.

**STRATEGIC PLANNING COMMITTEE** (appointed). This committee is responsible for planning the annual Strategic Planning Session, monitoring the Long Range Plan and the Strategic Plan.

**BOARD GOVERNANCE COMMITTEE** (appointed). The Board Governance Committee recommends board education options including workshops, conferences, and new director orientation. They oversee the Potential Director's Program, Board Ambassador Program, Mentoring Program, board assessment and leadership development programs. They also oversee board technology enhancements, usage and training.

**VISION COMMITTEE** (appointed). One director is appointed to serve as a board representative to the Staff Vision Committee, which reviews the Vision of the credit union.

**POLITICAL INVOLVEMENT COMMITTEE** (appointed). One director is appointed to serve as a board representative to the Staff Political Involvement Committee, which educates the board and staff on political issues and to plan fundraising events for CUPAC (Credit Union Political Action Committee).

**NOTE:** Each committee's decisions are subject to approval by the Board of Directors.

**BOARD OF DIRECTORS  
Veridian Credit Union**

**POSITION DESCRIPTION**

**POSITION TITLE:** Director

**REPORTS TO:** Membership

**SUPERVISES:** President/Chief Executive Officer

**PURPOSE:** To lead the Veridian Credit Union in realizing its mission:

"To partner with members to create successful financial futures."

To demonstrate a positive focus at all times by striving to achieve the Credit Union's Vision for the future in the performance of job responsibilities listed below:

- I. Strategic Planning
  - A. To plan the credit union's direction and insure its sound financial condition according to all relevant laws and regulations.
- II. Policy Determination
  - A. To set policies.
- III. Meetings
  - A. To actively participate in making informed decisions at all Board, Committee, Special and Annual Meetings.
- IV. Management
  - A. To hire, support and review the President/CEO.
- V. Credit Union Ambassador
  - A. To reinforce the membership's knowledge of the credit union's strength and safety by providing accurate information, reliable referrals and a genuine sense of professional concern.
- VI. Professional Development
  - A. To continually study and keep oneself educated on local, state and national credit union matters, and seek educational and training opportunities that contribute to the effectiveness of the position of Director.
- VII. Strategic Planning
  - A. Actively participate in the development of the yearly goals and the long-range plan.

- B. Understand and commit to credit union philosophy and organization.
- C. Learn about all laws and regulations that affect the credit union and the impact they have on board decisions in the short and long run.

VIII. Policy Determination

- A. Assist in setting policies that shape the character of the credit union by defining the extent and limitation of products and services.
- B. Insure that all policies comply with pertinent laws and regulations.
- C. Set policies that guide staff in the operation of the credit union and delegate implementation to the management staff. Help maintain the separation between these important functions.
- D. Continually review policies, remaining alert to changing conditions.

IX. Meetings

- A. Be pro-active, open-minded and thoroughly informed while attending all Board, Committee, Special and Annual Meetings.
- B. Be willing to devote the time necessary to studying reports, financial information, issues to be discussed and all other material provided for board consideration.
- C. Encourage healthy discussion of all matters before the board and support the final decision.
- D. Maintain confidentiality of information discussed at meetings and support one another in keeping confidentiality a vital board value.
- E. Actively encourage a true sense of teamwork between staff and board, inside and outside of meetings.

X. Management

- A. Perform all duties associated with filling the position of President/CEO: Define scope of job, approve recruitment method(s), interviewing process, final selection and salary/contract provisions.
- B. Conduct a semi-annual review of the overall performance and progress of the President/CEO in attaining goals and objectives.
- C. Foster a team environment between the directors and members of the management staff through open communication of questions and requests for information and through respect for the policy-making authority of the board versus the operational responsibility of staff.
- D. Empower the President/CEO to implement the policies of the Board and all other responsibilities associated with the position of President/CEO.

XI. Credit Union Ambassador

- A. Be knowledgeable of the products and services offered by the credit union in order to inform the membership and make referrals to appropriate credit union departments.
- B. Communicate with members of the credit union to become familiar with their financial needs and concerns.
- C. Serve as a trustee in the protection of members' investments in the credit union by carefully studying the financial condition of the credit union and relaying that information to the membership in laymen's terms.
- D. Maintain a positive image in the community by representing the credit union through volunteer participation in community organizations, activities and events.

XII. Professional Development

- A. Attend educational conferences and seminars and seek information from a wide variety of sources to update skills and provide for continuous self-improvement.
- B. Complete the Credit Union National Association's Volunteer Achievement Program and Volunteer Leadership Program.
- C. Understand financial trends, reports, terms, charts, ratios, and operational objectives.
- D. Conduct a yearly personal self-assessment to identify strengths on which to build and to identify areas for improvement in skills or knowledge and adopt a plan of action for personal improvement.

## **QUALITIES OF A DIRECTOR**

### **Veridian Credit Union**

In the spring of 1991, the Board of Directors pooled their best thinking to verbalize their role as a volunteer director. One of several results from that combined effort is the excellent overview that follows of skills and abilities, qualities and characteristics needed in individuals willing to make the sizable time commitment required to serve on the board. Many of these characteristics were repeated over and over again by the majority of board members.

- For those contemplating running for the board, we offer this profile as a self-evaluation to help you assess if you possess these needed traits.
- For those actively seeking prospective board members to encourage, we present this as a guideline for characteristics to look for as you consider potential candidates.
- For those currently on the board, we offer this as a personal reminder of the qualities valued by you and your fellow colleagues, as together you work to accomplish the credit union mission.

#### **AN INDIVIDUAL WHO CAN:**

- |  |  |
|--|--|
| - maintain confidentiality               | - make good decisions                  |
| - remain loyal to the group              | - be a team player                     |
| - change and be flexible                 | - be open minded                       |
| - listen to other viewpoints             | - be cooperative                       |
| - keep a sense of humor                  | - be tolerant                          |
| - disagree and maintain respect          | - compromise                           |
| - keep the big picture in mind           | - contribute to vigorous debate        |
| - set aside personal issues              | - omit hidden agendas                  |
| - take constructive feedback             | - forgive and forget                   |
| - give constructive feedback             | - commit to credit union values        |
| - control stress & emotion               | - meet high standards expected         |
| - let the staff do their job             | - remain focused                       |
| - act and lead as a professional         | - base decisions on facts & experience |
| - share decision-making responsibilities |  |

#### **AN INDIVIDUAL WHO IS:**

- |                             |                         |
|-----------------------------|-------------------------|
| - unquestionably honest     | - imaginative, creative |
| - well mannered & adaptable | - truthful              |
| - sincere                   | - respectful of others  |

#### **AN INDIVIDUAL WHO HAS:**

- |                             |                      |
|-----------------------------|----------------------|
| - a grasp of financial data | - negotiating skills |
| - problem solving skills    |                      |



## **VISION FOR THE FUTURE**

**The Vision of the Veridian Credit Union is to:**

- **Make members feel important and respond to their changing needs**
- **Insure an environment of:**
  - **Trust**
  - **Cooperation**
  - **Open communication**
  - **Teamwork**
  - **Mutual respect**
- **Deliver a broad range of innovative, high-quality products and services**
- **Attract and retain high-quality employees through:**
  - **Best salary and benefits**
  - **High-quality training**
  - **Supportive environment where diversity is valued**
- **Play a vital role in enriching the community**
- **Maintain unquestionable financial security**

*In our never-ending search for improvement and a quest for excellence, we strive in every interaction with our members to . . . .*

**"EXCEED EXPECTATIONS"**