

University of Nebraska Federal Credit Union

Board Election Information

77Th ANNUAL MEETING

The University of Nebraska Federal Credit Union cordially invites you to attend our 77th Annual Meeting. The Annual Meeting is set for Thursday, April 23, 2015 at 6:00 p.m. at the UNL East Campus Union. The evening includes a fiesta buffet followed by a business meeting and chances to win. There is no cost to attend the Annual Meeting. The elected members to the Board of Directors will be introduced after the meeting. Reservations are appreciated and can be made by calling 402.472.2087 or by going online at nufcu.org. Reservation deadline is Friday, April 17, 2015.

Members can become involved in their credit union through a variety of roles. In addition to the elected Board of Directors, the credit union has many volunteers who provide vital support services. Your credit union has 19 members serving on its standing committees: Supervisory Committee, Asset and Liability Committee and the Educational Services Committee. If you are interested in serving on a committee for the credit union, let us know at 402.472.8782.

Election procedures are as follows

The nominations committee has submitted a list of three candidates. We have three positions open on the Board and three candidates, therefore, the credit union will not be holding an election by ballot this year. Additionally, the credit union will not accept nominations from the floor at the Annual Meeting.

Additional nominations for vacancies on the Board of Directors may be made by petition signed by one percent of the credit union members. Nominees by petition must submit a statement of qualifications and biographical data with their petition, as well as a signed certificate stating they are agreeable to the nomination and will serve if elected to the office. The closing date for receiving nominations by petition is February 2, 2015.

Nominating Committee submits list of three candidates

Rita Kean, Ron Burke, and Jan Wassenberg were appointed to serve on the nominating committee for the credit union. Together, they have submitted for consideration the names of three candidates for the three open positions on the Board of Directors.

These candidates have provided their qualifications and reasons they desire to serve on the Board of Directors for the credit union. Biographical information about this year's candidates are included in this section of the newsletter.

Candidate bio information



Elly Hardekopf, PHR

Sr. Human Resources Generalist
Molex, Inc.

B.A. in Human Resources – Concordia University
NUFCU Educational Service Committee, Chair

Born in Lincoln, Neb. my family moved to Denison, IA when I was young making it more of my home town. I attended and graduated from Concordia College, now Concordia University in 1985. I became a member of the University of Nebraska Federal Credit Union in 1986 when I briefly worked as an intern at UNL over the summer after graduation.

I've been an employee of Molex for 20 years in Human Resources. At Molex we are very big on creating a team centered working environment. Along with my team building skills I will be task driven, focused and bring good meeting skills to the board. With my organizational skills, attention to detail and ability to always look for continuous improvement I believe I can make a difference as a board member.

The experience I gained while on the boards for WorkWell, Inc, Trinity Lutheran School, LHRMA (Lincoln Human Resources Management Association), St. Marketer's Investment CLUB, and 2010 USA National Games Special Olympics will lend well to the work on the credit union Board.

I appreciate what the credit union stands for and how important the member is to them. It makes the credit union a friendly, educational and trusted part of a member's life. It would be an honor to serve on the Board and provide some leadership and direction to continually provide the best possible experience for the members.



Todd Jensen

Learning Spaces Team Leader
UNL Information Services

B.S. in Natural Resources – UNL
NUFCU Board of Directors

I have been a member of the University of Nebraska Federal Credit Union for more than 14 years and had the opportunity to serve as Secretary of the Board as well as committee representation as needed. I've provided leadership to the Board specifically through my knowledge of technology and my experience in the industry. The technology industry is fast paced and rapidly changing making it important to have a member of the Board that can focus on emerging technologies in financial services.

I had the opportunity to participate in a Big 10 CIC collaborative leadership engagement. This engagement involved a partnership and collaboration with four other Big 10 institutions. These interactions improved my understanding of the challenges and

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potential opportunities of higher education now and in the future. I gained a valuable toolset to provide strategic leadership that have impacted the direction of NUFCU over the past several years and hope to apply further strategic direction in the coming years.

I am married to my wonderful wife Amy, and we have four children. I enjoy spending time with my family and friends, traveling, and gardening. When I'm not out enjoying the outdoors I'm emerged in technology research and how new trends may apply to education in the future. I consider it to be a privilege to serve on the Board and hope to continue my service through your support.



Collette McCurdy

Director of Student Accounts - UNL
B.A. General Studies & B.A. Sociology - UM
Minors: Business, Management & Communications
NUFCU Supervisory Committee Member

I grew up in the small town of Culbertson, Nebraska. After graduating high school I spent six years in Virginia and 18 in Missouri. I have experienced working with people from all walks of life, but have most enjoyed working in higher education, helping students manage their finances. I spent 16 years at the University of Missouri, and the past two years at University of Nebraska-Lincoln. I would bring a unique perspective to NUFCU since I have been involved in higher education as a student, a parent, and a staff member in student finance at two large universities. This experience has given me a rare understanding of the financial needs of students and their families, with insight on how the higher education student finance system works. I have the ability to collaborate with people in similar positions in over 20 major universities to help identify trends and solve common issues of our students today.

I have been a member of NUFCU since moving to Lincoln in early 2013. I have enjoyed getting to know the business philosophy and staff at NUFCU having served as a Supervisory Committee Member. I would be honored to serve as a Board Member in an institution that cares about the customers they serve.

Scholarship Contest

Lincoln area credit unions are sponsoring a scholarship contest. Applicants have an opportunity to earn scholarships of \$1,500, \$1,000, or \$500. For complete rules, call 402.472.2087 or visit our website at www.nufcu.org.

New Emphasis on Facebook and Twitter

One of the core values for the credit union is to provide financial education to our members and the university community. With so many ways to communicate and distribute information today it is important that we use all the resources at our disposal to educate.

Our day-to-day lives now revolve around the Internet, and to a large degree, social media. As testament to this change, here are some statistics compiled by Social Media Specialist, Expert, and Strategist Cara Pring, author of the Social Media Skinny blog. There are more than 2.27 billion people online. There are more devices connected to the Internet than there are people on Earth and an estimated 91% of online adults use social media regularly.

To help us expand our presence on social media, we have teamed up with the Jacht Ad Lab, a student led advertising agency. According to the Jacht Ad Club Facebook page, Jacht Ad Club allows students to learn in an experimental environment where there is opportunity to explore, analyze, and test fresh ideas within the constantly evolving advertising industry. The club's passion is experimentation with social media, digital production, mobile media and other emerging technologies. Their passion is a perfect fit for what we need to accomplish here at the credit union.

The Jacht Ad Club will help us to develop a social media strategy that will raise awareness among students (18-24) on all campuses in the university system. The club will use a four-phase process for planning that serves as a guideline for creating and addressing our needs. In the process the club will explore, refine, create and communicate to ensure the credit union achieves its business objectives.

Along with our new partnership with the Jacht Ad Club we are also developing a calendar to post financial education pieces each week to our Facebook account. Our hope is that these articles will bring our followers more insight to their financial goals and objectives. Some of the subjects we plan to cover include paying off debt, how to save for college, identity theft and what to watch out for on social media, and how to start and keep on a budget. Many more subjects will be covered and are worth checking out.

If you are not already following us on Facebook or Twitter, please join us today. To find us, either click the link to our Facebook or Twitter accounts from our website at www.nufcu.org or search for us on both sites at NUFCU. We look forward to providing more financial education and resources to our membership through our social media sites in 2015.

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