

2025

CEO YEARBOOK

Filene 

Pamela Agnone

President + CEO
pagnone@unfcu.com

POSITION START DATE
June 23, 2025



John Barron

President + CEO
jbarron@lbcu.org

POSITION START DATE
February 10, 2025



United Nations Federal Credit Union

Long Island City, NY | unfcu.com



3

BRANCHES



260,307

MEMBERS



803

EMPLOYEES



\$10,138,522,954

TOTAL ASSETS



1.04%

CUNA ROA



6.91%

YOY LOAN GROWTH



4.86%

YOY SHARE GROWTH

Filene Membership Status

DIVERSITY, EQUITY & INCLUSION; MEMBER WELL-BEING; HERMONEY



INNER CIRCLE

VISIONARY

LEADER

INNOVATOR

THINKER

NON-MEMBER



4

BRANCHES



22,082

MEMBERS



69

EMPLOYEES



\$815,731,308

TOTAL ASSETS



0.52%

CUNA ROA



0.72%

YOY LOAN GROWTH



2.24%

YOY SHARE GROWTH

Filene Membership Status

INNER CIRCLE

VISIONARY

LEADER

INNOVATOR



THINKER

NON-MEMBER

Jerilee Beaudoin

President + CEO
jerilee.beaudoin@sunmark.org

POSITION START DATE
January 1, 2025



Mike Boden

President + CEO
mboden@oneazcu.com

POSITION START DATE
June 24, 2025



Sunmark Federal Credit Union


Latham, NY | sunmark.org



16
BRANCHES



89,943
MEMBERS


265
EMPLOYEES


\$1,208,918,975
TOTAL ASSETS


0.63%
CUNA ROA


-3.45%
YOY LOAN GROWTH


2.62%
YOY SHARE GROWTH

Filene Membership Status

INNER CIRCLE	VISIONARY	LEADER
INNOVATOR	THINKER	NON-MEMBER


OneAZ Credit Union

Phoenix, AZ | oneazcu.com


21
BRANCHES


215,912
MEMBERS


496
EMPLOYEES


\$3,652,441,455
TOTAL ASSETS



0.88%
CUNA ROA


16.67%
YOY LOAN GROWTH


8.15%
YOY SHARE GROWTH

Filene Membership Status

LEADERSHIP, STRATEGY & GOVERNANCE; THE CREDIT UNION OF THE FUTURE

 INNER CIRCLE	VISIONARY	LEADER
INNOVATOR	THINKER	NON-MEMBER

Jessica Buss

CEO
jbuss@openlending.com

POSITION START DATE
March 31, 2025



Rusty Cannon

CEO
rc@utahscreditunions.org

POSITION START DATE
October 23, 2025



Open Lending

Strategic Partners | Austin, TX | openlending.com

Open Lending provides automated lending services to financial institutions. The company specializes in loan analytics, risk-based pricing, risk modeling and automated decision technology for automotive lenders throughout the United States. Founded in Austin, TX in 2000, Open Lending's mission is to change lives by making transportation affordable through data analytics and cutting-edge technology.

Utah Credit Union Association

Leagues & Associations | Salt Lake City, UT | utahscreditunions.org

1,926,710
MEMBERS

\$18,207,246,668
TOTAL ASSETS

Filene Membership Status

FILAB

INNER CIRCLE	VISIONARY	LEADER
INNOVATOR	THINKER	NON-MEMBER

The Utah Credit Union Association is the state-based trade association for credit unions with physical locations in Utah. As a membership-based organization, the Association creates a point of unity for the industry in Utah and provides advocacy and support services to its members, including legislative and regulatory advocacy at both state and national levels, compliance assistance, education and training, and consulting services.

Filene Membership Status

INNER CIRCLE	VISIONARY	LEADER
INNOVATOR	THINKER	NON-MEMBER

Mike Chapman

President + CEO
mchapman@ssfcu.org

POSITION START DATE
June 30, 2025



Wendy Cleveland

President + CEO
wendy.cleveland@firstmarkcu.org

POSITION START DATE
March 10, 2025




Security Service Federal Credit Union


San Antonio, TX | ssfcu.org


70
BRANCHES



750,086
MEMBERS


2,027
EMPLOYEES


\$14,143,875,130
TOTAL ASSETS


0.51%
CUNA ROA


5.14%
YOY LOAN GROWTH


6.01%
YOY SHARE GROWTH

Filene Membership Status

INNER CIRCLE	VISIONARY	LEADER
INNOVATOR	THINKER	NON-MEMBER


Firstmark Credit Union


San Antonio, TX | firstmarkcu.org


12
BRANCHES


89,026
MEMBERS


233
EMPLOYEES



\$1,220,850,029
TOTAL ASSETS


0.06%
CUNA ROA


10.86%
YOY LOAN GROWTH


4.95%
YOY SHARE GROWTH

Filene Membership Status

INNER CIRCLE	VISIONARY	 LEADER
INNOVATOR	THINKER	NON-MEMBER

Debbie Cook

President + CEO
dcook@suneast.org

POSITION START DATE
March 7, 2025



Anthony Cuevas

President + CEO
acuevas@lafcu.org

POSITION START DATE
April 1, 2025



Sun East Federal Credit Union

Aston, PA | suneast.org



7

BRANCHES



49,610

MEMBERS



141

EMPLOYEES



\$861,419,479

TOTAL ASSETS



0.49%

CUNA ROA



1.71%

YOY LOAN GROWTH



5.45%

YOY SHARE GROWTH

Filene Membership Status

INNER CIRCLE	VISIONARY	LEADER
INNOVATOR	THINKER	NON-MEMBER

Los Angeles Federal Credit Union

Los Angeles, CA | lafcu.org



8

BRANCHES



75,746

MEMBERS



177

EMPLOYEES



\$1,273,612,138

TOTAL ASSETS



0.45%

CUNA ROA



-0.35%

YOY LOAN GROWTH



5.16%

YOY SHARE GROWTH

Filene Membership Status

INNER CIRCLE	VISIONARY	LEADER
INNOVATOR	THINKER	NON-MEMBER

Michelle Dearholt

President + CEO
mdearholt@nusenda.org

POSITION START DATE
March 1, 2025



Mike Dobbins

CEO
mdobbins@alliantcreditunion.com

POSITION START DATE
June 26, 2025




Nusenda Credit Union


Albuquerque, NM | nusenda.org



30
BRANCHES



288,896
MEMBERS


939
EMPLOYEES


\$4,826,234,595
TOTAL ASSETS


0.56%
CUNA ROA


3.52%
YOY LOAN GROWTH


6.38%
YOY SHARE GROWTH

Filene Membership Status

INNER CIRCLE	VISIONARY	LEADER
INNOVATOR	THINKER	NON-MEMBER

Alliant Credit Union


Chicago, IL | alliantcreditunion.com


1
BRANCH


941,349
MEMBERS


908
EMPLOYEES


\$20,317,844,436
TOTAL ASSETS


0.61%
CUNA ROA


11.21%
YOY LOAN GROWTH


-0.45%
YOY SHARE GROWTH

Filene Membership Status

INNER CIRCLE	VISIONARY	LEADER
INNOVATOR	THINKER	NON-MEMBER

Mike Hayes

President + CEO
mhayes@enrichmentfcu.org

POSITION START DATE
August 4, 2025



Chad Heese

President + CEO
chadh@crcu.org

POSITION START DATE
July 8, 2025



Enrichment Federal Credit Union

Oak Ridge, TN | enrichmentfcu.org



9

BRANCHES



48,224

MEMBERS



139

EMPLOYEES



\$945,447,055

TOTAL ASSETS



1.43%

CUNA ROA



6.45%

YOY LOAN GROWTH



1.55%

YOY SHARE GROWTH

Filene Membership Status

INNER CIRCLE	VISIONARY	LEADER
INNOVATOR	THINKER	NON-MEMBER

Community Resource Credit Union

Baytown, TX | crcu.org



8

BRANCHES



57,680

MEMBERS



203

EMPLOYEES



\$906,250,405

TOTAL ASSETS



1.16%

CUNA ROA



7.88%

YOY LOAN GROWTH



5.5%

YOY SHARE GROWTH

Filene Membership Status

INNER CIRCLE	VISIONARY	LEADER
INNOVATOR	THINKER	NON-MEMBER

Shane Hoyle

President + CEO
shoyle@sccu.com

POSITION START DATE
September 1, 2025



Lucy Ito

Interim CEO
lucyi@ccul.org

POSITION START DATE
October 20, 2025




Space Coast Credit Union


Melbourne, FL | sccu.com



68
BRANCHES


692,562
MEMBERS


1,240
EMPLOYEES


\$8,908,419,963
TOTAL ASSETS


0.94%
CUNA ROA


2.27%
YOY LOAN GROWTH


0.78%
YOY SHARE GROWTH


Filene Membership Status

INNER CIRCLE	VISIONARY	LEADER
INNOVATOR	THINKER	NON-MEMBER


California's Credit Unions

Leagues & Associations | Ontario, CA | ccul.org


86,725
MEMBERS


\$1,377,835,914
TOTAL ASSETS

Filene Membership Status

INNER CIRCLE	VISIONARY	LEADER
 INNOVATOR	THINKER	NON-MEMBER

Eric Jenkins

President + CEO
ejenkins@achievacu.com

POSITION START DATE
May 1, 2025



Dan Kelley

President + CEO
kelleyd@ccuflorida.org

POSITION START DATE
August 1, 2025




Achieva Credit Union

Dunedin, FL | achievacu.com



28
BRANCHES



211,662
MEMBERS


548
EMPLOYEES



\$3,012,814,054
TOTAL ASSETS


0.91%
CUNA ROA


10.42%
YOY LOAN GROWTH


4.08%
YOY SHARE GROWTH

Filene Membership Status

INNER CIRCLE	VISIONARY	LEADER
 INNOVATOR	THINKER	NON-MEMBER


Community Credit Union of Florida


Rockledge, FL | ccuflorida.org



8
BRANCHES


55,626
MEMBERS


187
EMPLOYEES



\$1,444,981,016
TOTAL ASSETS


0.55%
CUNA ROA


6.76%
YOY LOAN GROWTH


6.69%
YOY SHARE GROWTH

Filene Membership Status

INNER CIRCLE	VISIONARY	LEADER
 INNOVATOR	THINKER	NON-MEMBER

Craig Knell

President + CEO
cknell@cofcu.com

POSITION START DATE
November 17, 2025



Tom Knothe

President + CEO
tom.knothe@marinecu.com

POSITION START DATE
January 1, 2025




Charter Oak Federal Credit Union


Waterford, CT | charteroak.org



13
BRANCHES



88,364
MEMBERS


198
EMPLOYEES


\$1,638,907,920
TOTAL ASSETS


1.32%
CUNA ROA


-3.72%
YOY LOAN GROWTH


3.26%
YOY SHARE GROWTH

Filene Membership Status

INNER CIRCLE	VISIONARY	LEADER
INNOVATOR	THINKER	NON-MEMBER


Marine Credit Union

Onalaska, WI | marinecu.com



17
BRANCHES


75,462
MEMBERS


408
EMPLOYEES



\$1,068,456,993
TOTAL ASSETS


0.95%
CUNA ROA


3.63%
YOY LOAN GROWTH


0.81%
YOY SHARE GROWTH

Filene Membership Status

INNER CIRCLE	VISIONARY	LEADER
INNOVATOR	 THINKER	NON-MEMBER

James Ledford

President + CEO
jamesl@coasthills.coop

POSITION START DATE
August 1, 2025



Grace Lee

President + CEO
glee@stmaryscu.org

POSITION START DATE
August 18, 2025



CoastHills Credit Union

Lompoc, CA | coasthills.coop



11

BRANCHES



82,257

MEMBERS



281

EMPLOYEES



\$1,769,887,118

TOTAL ASSETS



0.25%

CUNA ROA



1.32%

YOY LOAN GROWTH



1.79%

YOY SHARE GROWTH

Filene Membership Status

INNER CIRCLE	VISIONARY	LEADER
INNOVATOR	THINKER	NON-MEMBER

St. Mary's Credit Union

Marlborough, MA | stmaryscu.org



7

BRANCHES



57,536

MEMBERS



220

EMPLOYEES



\$1,004,346,776

TOTAL ASSETS



0.33%

CUNA ROA



1%

YOY LOAN GROWTH



3.89%

YOY SHARE GROWTH

Filene Membership Status

INNER CIRCLE	VISIONARY	LEADER
INNOVATOR	THINKER	NON-MEMBER

Ray Lindley

President + CEO
 ray.lindley@capedcu.com

POSITION START DATE
 June 2, 2025



Brandon Luetkenhaus

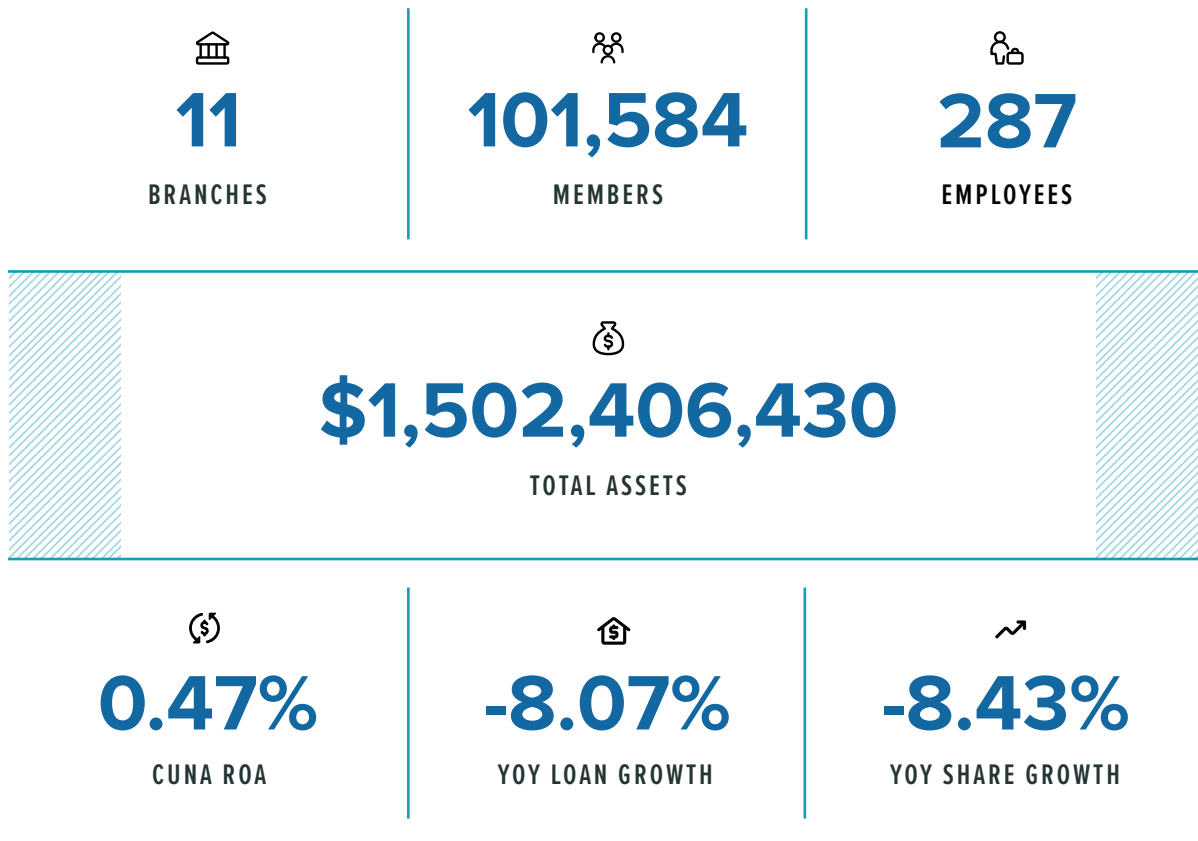
President + CEO
 bluetkenhaus@nebrcul.org

POSITION START DATE
 July 1, 2025

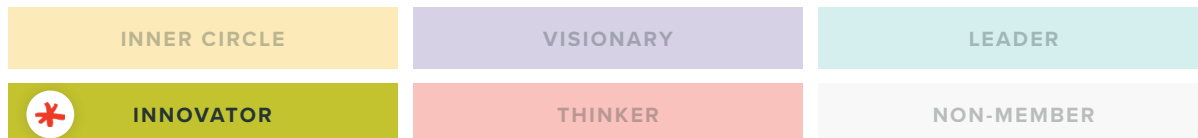


CapEd Federal Credit Union

Meridian, ID | capedcu.com



Filene Membership Status



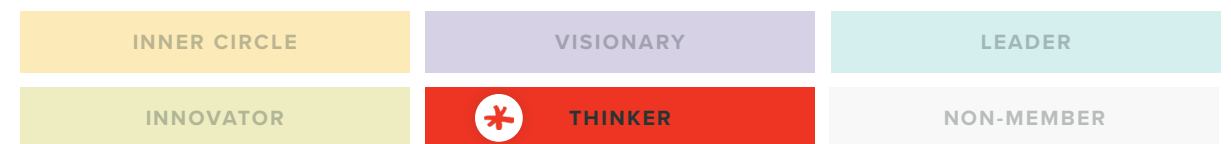
Nebraska Credit Union League

Leagues & Associations | Omaha, NE | nebrcul.org



The Nebraska Credit Union League is a dynamic not-for-profit trade association that represents the interests of Nebraska's state and federally chartered credit unions and their nearly 520,000 members. Organized in 1934 and based in Omaha, the League continues to focus on helping member credit unions succeed by providing an array of services to Nebraska's credit union industry. Their mission is to protect, promote and perpetuate the credit union movement through education and training, regulatory and compliance assistance, advocacy, and operational guidance.

Filene Membership Status



ADVOCACY 

- | | |
|--|----------|
| AACUC | DCUC |
| AACUL — 33 State and Regional CU Leagues | Inclusiv |
| America's Credit Unions | NASCUS |
| Coopera | TruStage |
| CUPride | WOCCU |
| Credit Union House | |

REGULATORY 

- CFPB
- NCUA
- 50 State DFIs

GIVING & MORE 

- | | |
|-------------------------------|--|
| America's Credit Union Museum | National Credit Union Foundation |
| CU4Kids | Worldwide Foundation for Credit Unions |
| CU DEI Collective | |

DATA + OPERATIONS 

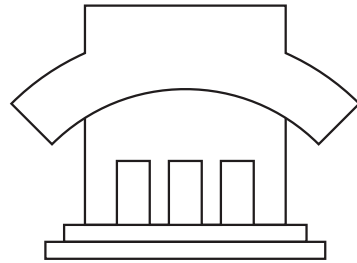
- | | |
|---|------------------------|
| ALM First | CSSI |
| Callahan & Associates | Jack Henry™ – Symitar® |
| Corelation | Origence |
| Cornerstone Advisors | Plexity |
| 11 Corporate CUs, including Alloya, Catalyst, Corporate Central, and Vizo Financial | SRM |
| CUProdigy | Trellance (CUDX) |
| CU Student Choice | TruStage |
| | Velera |

RESEARCH 

- | | |
|---------------------------|----------|
| America's Credit Unions | Raddon |
| Filene Research Institute | TruStage |
| Circuit (MDC) | |

CREDIT UNION SYSTEM CANVAS

A BRIEF OUTLINE OF THE RESOURCES & SUPPORT THAT BIND OUR INDUSTRY TOGETHER



WHAT IS A CREDIT UNION?


- Member-owned
- Not-for-profit
- Cooperative
- Community-focused
- Member-elected boards
- Fewer and lower fees
- Lower interest rates on loans & credit cards
- Higher interest rates on deposits
- Mission-oriented to enable economic inclusivity, mobility, and financial well-being

 **ADVOCACY**

Advocacy groups influence opinion, policy, and legislation for credit unions, strengthening their mission of providing financial well-being for all.

 **REGULATORY**

Regulatory agencies establish and enforce laws for credit unions.

 **GIVING & MORE** Enhances credit unions' ability to thrive and provide needed services to members.

 **DATA + OPERATIONS**

Data + Operations support day-to-day credit union activities—marketing, payment processing, insurance, data security, analytics, etc.

 **FINTECH**

FinTech organizations provide technological solutions for credit union efficiency and consumer desirability.


 **TALENT DEVELOPMENT** Talent Development helps to grow and evolve emerging leaders within credit unions.

 **RESEARCH**

Research explores issues vital to the future of credit unions and is crucial to maintaining relevance and supporting members as the financial landscape evolves.

 **INNOVATION**

Innovation promotes ideas, methods and cultures that enable CU growth aligned with emerging consumer trends and preferences.

 **MEDIA** Media outlets educate, inform, and shape opinions about the credit union industry.

 **TALENT DEVELOPMENT**

- | | |
|-----------------------------------|---|
| AACUC | i3 (Filene) |
| America's Credit Unions' Councils | NASCUS |
| Credit Union Management School | National Credit Union Foundation |
| CUES | NLCUP |
| CUWLA | The Cooperative Trust® /Crashers (Filene) |
| Humanidei | WCMS |

 **INNOVATION**

- | | |
|---------------|---------------------|
| Circuit (MDC) | NACUSO |
| FiLab | TruStage Technology |

 **FINTECH**

- | | | | |
|--------------------|------------|-------------------|-----------------|
| SOFTWARE | Casap | APPS | Carefull |
| | Conductiv | | Debbie |
| | Delfi | | GreenPath |
| | Goodbuy | | Financial Coach |
| | IDgo | | Pocketnest |
| | Larky | | Steady |
| | Nickels | | Zogo |
| CUSOS | Reset | CUNextGen | |
| | Ribbon | CUProdigy | |
| | SavvyMoney | Reseda Group | |
| | Silvur | | |
| COLLECTIVES | VerticeAI | Chartway Ventures | |
| | Zelle | Curql Collective | |
| | | TruStage Ventures | |

 **MEDIA**

- | | |
|--|---------------------|
| America's Credit Unions | CUInsight |
| Callahan & Associates | CU Management |
| Coop News | CU Today |
| Credit Union Business | NCUA News |
| Credit Union Journal (American Banker) | The Financial Brand |
| Credit Union Times | |
| CUBroadcast | |



Timothy Mackay

President + CEO
timothymackay@landmarkcu.com

POSITION START DATE
October 13, 2025



Brant Malone

CEO
bmalone@avadiancu.com

POSITION START DATE
January 1, 2025



Landmark Credit Union

New Berlin, WI | landmarkcu.com

35
BRANCHES

403,917
MEMBERS

1027
EMPLOYEES

\$7,324,496,826
TOTAL ASSETS

0.94%
CUNA ROA

4.95%
YOY LOAN GROWTH

9.7%
YOY SHARE GROWTH

Filene Membership Status

INNER CIRCLE	VISIONARY	LEADER
INNOVATOR	THINKER	NON-MEMBER

Avadian Credit Union

Birmingham, AL | avadiancu.com

19
BRANCHES

272
MEMBERS

220
EMPLOYEES

\$1,377,835,914
TOTAL ASSETS

0.93%
CUNA ROA

4.23%
YOY LOAN GROWTH

-2.5%
YOY SHARE GROWTH

Filene Membership Status

INNER CIRCLE	VISIONARY	LEADER
INNOVATOR	THINKER	NON-MEMBER

Todd Marksberry

Interim CEO
 tmarksberry@westerracu.com

POSITION START DATE
 March 1, 2025



George McDonald

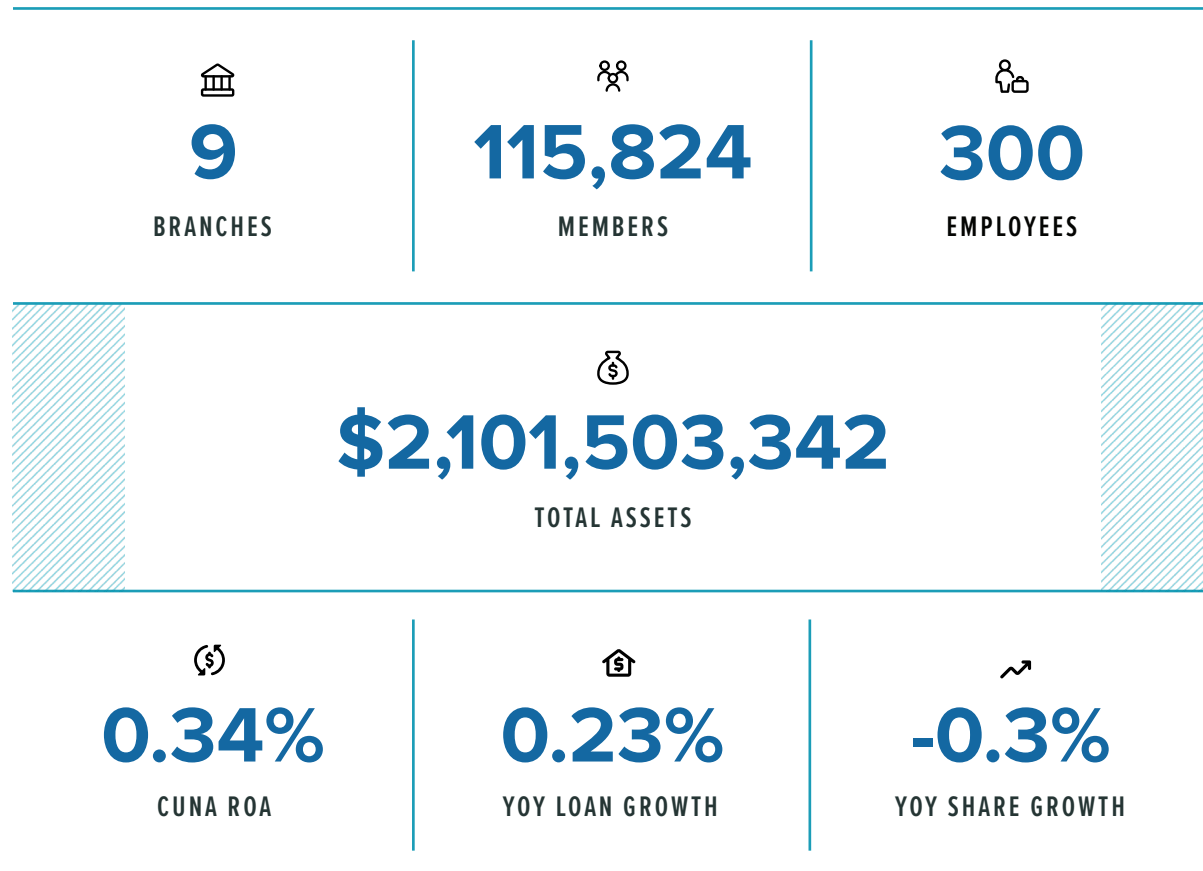
Interim President + CEO
 gmcdonald@dakcu.org

POSITION START DATE
 October 1, 2025



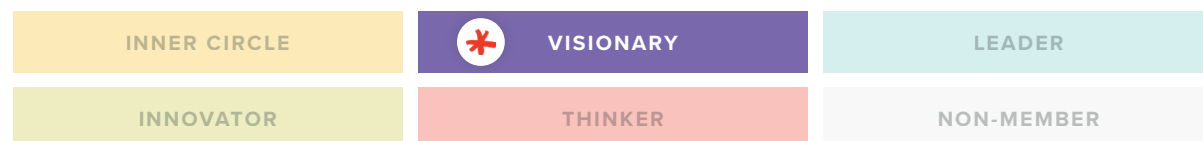
Westerra Credit Union

Denver, CO | westerracu.com



Filene Membership Status

FILAB; HERMONEY



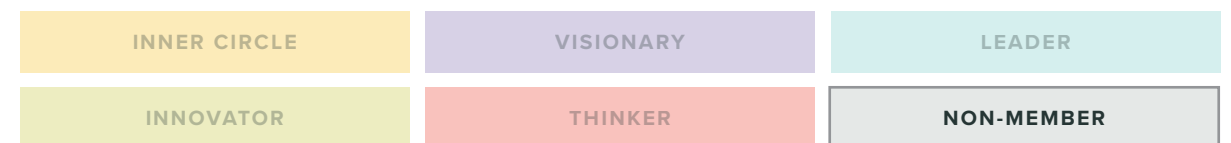
Dakota Credit Union Association

Leagues & Associations | Bismarck, ND | dakcu.org



The Dakota Credit Union Association (DakCU) is the professional financial trade association serving 62 credit unions that employ nearly 2,400 individuals across the Dakotas. With a mission to help credit unions succeed, DakCU plays a key role in growing membership and helping to provide service excellence to members through legislative and regulatory advocacy, compliance support, professional development, and strategic solutions from offices in Bismarck, North Dakota and Sioux Falls, South Dakota.

Filene Membership Status



Ashley McDurmon

President + CEO
amcdurmon@orionfcu.com

POSITION START DATE
January 1, 2025



Dustin Millaway

CEO
dmillaway@y12fcu.org

POSITION START DATE
March 1, 2025



Orion Financial

Memphis, TN | orionfcu.com



11

BRANCHES



67,877

MEMBERS



180

EMPLOYEES



\$1,287,287,686

TOTAL ASSETS



0.2%

CUNA ROA



6.38%

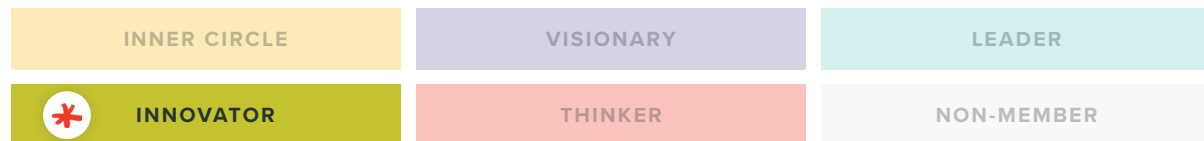
YOY LOAN GROWTH



6.06%

YOY SHARE GROWTH

Filene Membership Status



Y-12 Federal Credit Union

Oak Ridge, TN | y12fcu.org



24

BRANCHES



137,291

MEMBERS



436

EMPLOYEES



\$2,721,104,619

TOTAL ASSETS



1.11%

CUNA ROA



29.08%

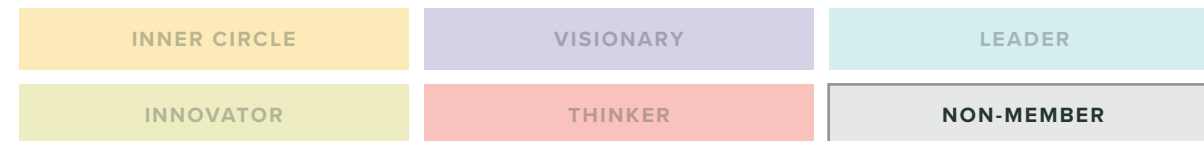
YOY LOAN GROWTH



25.43%

YOY SHARE GROWTH

Filene Membership Status



Deidra Miner

President + CEO
dminer@redcanoecu.com

POSITION START DATE
February 1, 2025



Anatoli Murha

CEO
amurha@srffcu.com

POSITION START DATE
October 1, 2025




Red Canoe Credit Union

Longview, WA | redcanoecu.com



12
BRANCHES



59,797
MEMBERS


237
EMPLOYEES

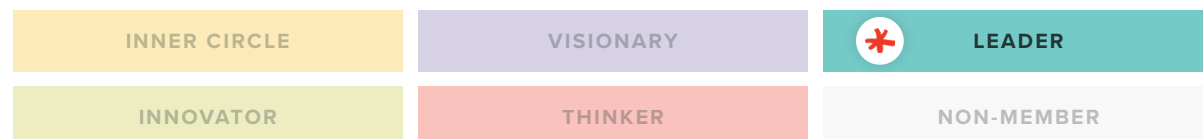

\$1,163,216,160
TOTAL ASSETS


1.02%
CUNA ROA


9.07%
YOY LOAN GROWTH


0.83%
YOY SHARE GROWTH

Filene Membership Status




Self Reliance Financial Federal Credit Union

New York, NY | srffcu.com



9
BRANCHES


14,773
MEMBERS


39
EMPLOYEES


\$1,453,599,985
TOTAL ASSETS


0.08%
CUNA ROA


8.68%
YOY LOAN GROWTH


1.94%
YOY SHARE GROWTH

Filene Membership Status



Lindsey Myhre

👤 President + CEO
✉️ lmyhre@stcu.org

📅 POSITION START DATE
July 7, 2025



Steve O'Donnell

👤 President + CEO
✉️ steveo@onenevada.org

📅 POSITION START DATE
August 6, 2025



Spokane Teachers Credit Union

Liberty Lake, WA | stcu.org

🏛️
52
BRANCHES

👥
306,153
MEMBERS

👤
1,016
EMPLOYEES

💰
\$6,391,295,740
TOTAL ASSETS

💵
0.39%
CUNA ROA

🏠
5.42%
YOY LOAN GROWTH

📈
14.17%
YOY SHARE GROWTH

Filene Membership Status

INNER CIRCLE	VISIONARY	LEADER
INNOVATOR	THINKER	NON-MEMBER

One Nevada Credit Union

Las Vegas, NV | onenevada.org

🏛️
16
BRANCHES

👥
74,890
MEMBERS

👤
186
EMPLOYEES

💰
\$1,469,113,466
TOTAL ASSETS

💵
1.61%
CUNA ROA

🏠
5.18%
YOY LOAN GROWTH

📈
4.7%
YOY SHARE GROWTH

Filene Membership Status

INNER CIRCLE	VISIONARY	LEADER
INNOVATOR	THINKER	NON-MEMBER

Deena Otto

President + CEO
dotto@southlandcu.org

POSITION START DATE
December 8, 2025



Liz Ponder

CEO
lponder@srpfcu.org

POSITION START DATE
March 3, 2025



Southland Credit Union

Downey, CA | southlandcu.org



9

BRANCHES



70,752

MEMBERS



175

EMPLOYEES



\$1,282,588,721

TOTAL ASSETS



0.16%

CUNA ROA



1.43%

YOY LOAN GROWTH



5.15%

YOY SHARE GROWTH

Filene Membership Status

INNER CIRCLE	VISIONARY	LEADER
INNOVATOR	THINKER	NON-MEMBER

SRP Federal Credit Union

North Augusta, SC | srpfcu.org



20

BRANCHES



199,864

MEMBERS



416

EMPLOYEES



\$1,978,673,502

TOTAL ASSETS



1.68%

CUNA ROA



22.75%

YOY LOAN GROWTH



10.33%

YOY SHARE GROWTH

Filene Membership Status

INNER CIRCLE	VISIONARY	LEADER
INNOVATOR	THINKER	NON-MEMBER

Razi Qadri

President + CEO
rqadri@mhvcu.com

POSITION START DATE
November 1, 2025



Mirella Reznic

President + CEO
mreznic@figfcu.org

POSITION START DATE
February 3, 2025




Mid-Hudson Valley Federal Credit Union


Kingston, NY | mhvcu.com



12
BRANCHES



94,984
MEMBERS


268
EMPLOYEES


\$1,621,444,185
TOTAL ASSETS


0.52%
CUNA ROA


4.48%
YOY LOAN GROWTH


7.57%
YOY SHARE GROWTH

Filene Membership Status

INNER CIRCLE	VISIONARY	LEADER
INNOVATOR	THINKER	NON-MEMBER


Farmers Insurance Federal Credit Union

Burbank, CA | figfcu.org


10
BRANCHES


66,070
MEMBERS


230
EMPLOYEES



\$1,334,022,899
TOTAL ASSETS


0.09%
CUNA ROA


-10.67%
YOY LOAN GROWTH


-6.09%
YOY SHARE GROWTH

Filene Membership Status

INNER CIRCLE	VISIONARY	 LEADER
INNOVATOR	THINKER	NON-MEMBER

Andy Rush

President + CEO
arush@southernenergycu.org

POSITION START DATE
October 1, 2025



Scott Simpson

CEO
ssimpson@americascreditunions.org

POSITION START DATE
November 3, 2025




Southern Energy Credit Union


Birmingham, AL | southernenergycu.org



29
BRANCHES


90,616
MEMBERS


173
EMPLOYEES


\$3,564,928,358
TOTAL ASSETS


0.4%
CUNA ROA


4.47%
YOY LOAN GROWTH


0.29%
YOY SHARE GROWTH

Filene Membership Status


INNER CIRCLE	VISIONARY	LEADER
INNOVATOR	THINKER	NON-MEMBER

America's Credit Unions

Leagues & Associations | Washington, DC | americascreditunions.com

America's Credit Unions advocates for and advances an environment where credit unions thrive. The organization works to protect, empower, and advance credit unions at the federal level and in partnership with state leagues, ensuring the needs of more than 140 million people nationwide are met and that credit unions can serve their members and communities effectively.

Filene Membership Status THE COOPERATIVE TRUST SPONSOR

 INNER CIRCLE	VISIONARY	LEADER
INNOVATOR	THINKER	NON-MEMBER

Becky Smith

President + CEO
bsmith@apgfcu.com

POSITION START DATE
January 29, 2025



Eric Stegall

President + CEO
estegall@gcefcu.org

POSITION START DATE
January 1, 2025




APG Federal Credit Union

Aberdeen, MD | apgfcu.com



17
BRANCHES


180,743
MEMBERS


220
EMPLOYEES



\$2,526,409,531
TOTAL ASSETS


1.2%
CUNA ROA


12.37%
YOY LOAN GROWTH


6.55%
YOY SHARE GROWTH

Filene Membership Status

INNER CIRCLE	VISIONARY	LEADER
INNOVATOR	 THINKER	NON-MEMBER


Gulf Coast Educators Federal Credit Union


Pasadena, TX | gcefcu.org


9
BRANCHES


61,416
MEMBERS


177
EMPLOYEES


\$1,264,964,769
TOTAL ASSETS


0.48%
CUNA ROA


-1.31%
YOY LOAN GROWTH


11.56%
YOY SHARE GROWTH

Filene Membership Status

INNER CIRCLE	VISIONARY	LEADER
INNOVATOR	THINKER	NON-MEMBER

Ned Tobey

CEO
ned@circuitcu.com

POSITION START DATE
January 1, 2025



Paul Treinen

President + CEO
ptreinen@woccu.org

POSITION START DATE
August 4, 2025



Circuit (MDC)

Strategic Partners | Columbus, OH | circuitcu.com


Circuit, formerly Members Development Company (MDC), is a future-focused network and exclusive credit union community that functions as a research-for-development incubator for its owners. By pooling the resources of approximately 80 credit union and CUSO owners representing over \$390 billion in total assets and 22 million members, MDC exists to connect today's industry leaders, foster a space of collaborative innovation, and leverage combined strength to develop or identify strategic products and services.

World Council of Credit Unions


Trade Association | Madison, WI | woccu.org

World Council of Credit Unions (WOCCU) is the only global trade association that represents the interests of credit unions and financial cooperatives at the international level. The World Council engages in advocacy, development and education to champion and grow credit unions and cooperative finance worldwide.

Filene Membership Status

INNER CIRCLE	VISIONARY	LEADER
INNOVATOR	 THINKER	NON-MEMBER

Filene Membership Status

INNER CIRCLE	VISIONARY	LEADER
INNOVATOR	 THINKER	NON-MEMBER

David Tuyo

CEO
dtuyo@twinstarcu.com

POSITION START DATE
May 1, 2025



Melanie Vest

President + CEO
mvest@datcu.org

POSITION START DATE
June 30, 2025




TwinStar Credit Union


Olympia, WA | twinstarcu.com



35
BRANCHES


265,315
MEMBERS


844
EMPLOYEES

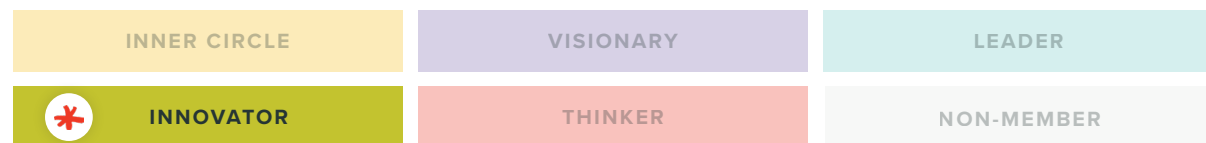

\$4,312,969,923
TOTAL ASSETS


0.57%
CUNA ROA


2.88%
YOY LOAN GROWTH


-1.1%
YOY SHARE GROWTH

Filene Membership Status




DATCU


Denton, TX | datcu.org


14
BRANCHES



111,016
MEMBERS


232
EMPLOYEES

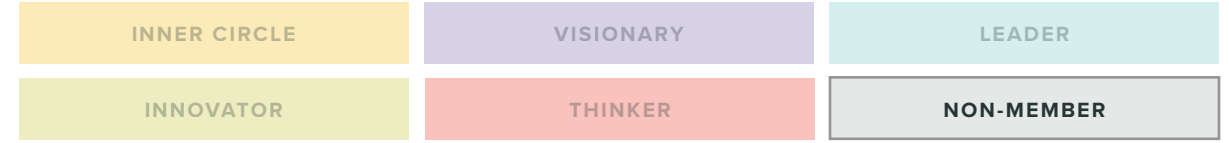

\$1,738,190,125
TOTAL ASSETS


1.56%
CUNA ROA


9.10%
YOY LOAN GROWTH


7.43%
YOY SHARE GROWTH

Filene Membership Status



Darrick Weeks

President + CEO
dweeks@purduefed.com

POSITION START DATE
January 1, 2025




Purdue Federal Credit Union


West Lafayette, IN | purdufed.com



12
BRANCHES



110,680
MEMBERS


283
EMPLOYEES



\$2,055,748,008
TOTAL ASSETS


0.86%
CUNA ROA


1.1%
YOY LOAN GROWTH


6.3%
YOY SHARE GROWTH

Filene Membership Status

INNER CIRCLE	VISIONARY	LEADER
 INNOVATOR	THINKER	NON-MEMBER

FILENE RESOURCES

We are committed to providing you with compelling research, innovative ideas, and the means to engage with communities of academics and leaders.

Watch for research in the year ahead from Filene’s six Centers of Excellence, including our newest—All Things Payments and Member Well-Being:

- ARTIFICIAL INTELLIGENCE / BLOCKCHAIN
- BOARD GOVERNANCE
- DISASTER RESPONSE / COMMUNITY RESILIENCE
- STRATEGIC EXECUTION
- FINANCIAL EDUCATION INNOVATION
- COURAGEOUS LEADERSHIP
- GENERATIONAL APPROACHES TO FINANCIAL SERVICES
- MEMBER-FIRST DIGITAL STRATEGIES

FILENE.ORG/RESEARCH-THINKING

SCAN THE QR CODE TO ACCESS THESE RESOURCES



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CONTACT ENGAGE@FILENE.ORG

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