

## A Few Words from our CEO, Daniel Johnson.

### Another Successful Year

Rocky Credit Union had another successful year – balance sheet growth and careful cost management allowed us to pay our members over one million dollars in profit sharing. That’s over three million dollars in the last three years! The ability to pay a record amount of profits to our owners is a significant testament to how robust and sophisticated Rocky Credit Union has evolved. Truly, “It pays to be a member of Rocky Credit Union.”

### Protecting the Credit Union for our Members

In order to earn a profit we must leverage risk. In financial institutions the bulk of risk resides in the lending portfolio and periodically management may allocate earnings to reserves if there is a potential for loan losses to occur. In fiscal 2008 Rocky Credit Union allocated a significant portion of earnings to reserves. We are working diligently to reduce the chances of these reserves evolving into a true loss and we have taken prudent steps

to reduce the chances of future provisions of this magnitude.

### Moving into the Future

The 2008 fiscal year was very busy as we continued to restructure our organization to align it with sound business practices. Another significant project was the conversion to a new banking system. The sun-setting of our existing banking system, combined with the added security features and functionality of our new system, it made the conversion both a necessity and a benefit to our membership. Another strategic initiative was confirming our reputation and image in the area we serve. This effort included updating our “look” and reminding stakeholders the benefits of being a member / owner of Rocky Credit Union.

We would not be successful without our great people and loyal membership. Rocky Credit Union has worked very hard to attract and retain top-quality people and I cannot say enough about the dedication and skills of our people. We are proud to uphold our

reputation for superb service to our members and excellent support to our community.

### Outlook for 2009

Next year is shaping up to be another busy and successful year as we continue to align operations with sound business practices and manage through the impacts of the global recession. Rocky Credit Union is aware of the potential recessionary impacts to our membership and has worked hard to create a strong balance sheet and low cost structure that will allow us to navigate through these uncertain times. We are still very committed to our membership by continuing to enhance our products and services and help our community grow and prosper.

I feel very fortunate to be a part of such a successful credit union staffed with an array of great people. All the best in 2009.

*Daniel Johnson*  
Chief Executive Officer

### Planning in 2008

On behalf of the Board of Directors, it is my pleasure to report on the 2008 year; one that has seen significant change and uncertain times.

Our vision for Rocky Credit Union is straightforward; “To be the financial institution of choice for the market we serve.” We fulfill this vision by ensuring sound governance and strategic direction to operations

In the spring, directors, executive and staff representatives met for our annual planning session. Given the vast amount of change and competition Rocky Credit Union faces, it is vital that the organization spends time affirming core values and formulating strategic direction.

### We are More than Just Profits

We continue to endorse the scorecard concept into our planning and operations. This process benefits everyone because it obligates organizations to concentrate on more than just profits. I believe the balanced

*Right to Left)*

Haylee Katona, American Idol contest winner

Penni Laugheed, Condor Community Association

Staff during Rodeo Week

Building the ATM room in our Main Street Office



**ROCKY  
CREDIT  
UNION**