Telhio Credit Union
Annual Report 2012

Telhio is open to everyone who lives, works, worships, or attends school in Franklin County and selected surrounding communities. Federally Insured by NCUA.
2012 was another year of high-visibility for Telhio, combined with a laser-sharp focus on growth. Both efforts proved successful, as your credit union was recognized for two very important accomplishments.

As you know, two years ago, our first full-scale brand awareness marketing campaign – “Telhio Credit Union – own it.” was well received in the Central Ohio community. However, what we did not anticipate was the incredible response the campaign would get from a national perspective. Not only did Telhio receive the Ohio Credit Union League Cutting Edge Marketing Brilliance Award in 2012, but Telhio was also selected as the top marketing initiative in the nation out of 508 entries from across the United States by the Credit Union Executives Society (CUES). Judges of the CUES Golden Mirror Awards described the “own it” campaign as “very original, catchy and refreshing overall.” Telhio also received first place in the Coordinated Campaign category, second place in the Logo category, and an award of merit in the Outdoor Marketing category.

Our business services division was also recognized for their efforts in 2012. Telhio was named the top credit union and sixth overall financial institution in Ohio for lending by the Small Business Administration. Additionally, our own Daniel Jurcich was named 2012 Lender of the Year by the Ohio Statewide Development Corporation.

Underscoring these accomplishments, member growth continued to be strong in 2012 and our loan volume grew by 25 percent. We also continued our work to support local community causes such as Holiday Wishes for Franklin County Children’s Services, Ronald McDonald House Charities of Central Ohio and Nationwide Children’s Hospital TWIG. In 2013, we are going to reaffirm our commitment to our community through innovative sponsorship opportunities with community organizations that will not only help great causes but will also help us increase our visibility and continue to underscore our “own it” brand.

As you know, Telhio has three key attributes that are core to our focus on our members – innovation, stability and service – and in all things we do, member service is our top priority. We understand that we are stewards of our members’ finances – and with that trust comes the responsibility to focus on credit risk mitigation, expense awareness and balance sheet growth to ensure optimal capital level is maintained.

Thanks for owning it by being a member of Telhio. We look forward to continuing to serve you – our members – in 2013 by evolving our products and services to meet your needs and exceed your expectations.

2012 Scholarship Winners

Telhio is proud to have awarded three deserving individuals with scholarships in 2012. Suneil Kamath of Gahanna received a $1,000 scholarship and Erik McCleary II and Jeanette Jackson, both of Columbus, received $500 scholarships for the 2012-2013 school-year. Suneil, who attended Gahanna Lincoln High School, is attending Case Western Reserve University to study business management. Erik, who attended Upper Arlington High School, is attending Hampton University to study political science, music and space sciences. Jeanette, who attended Eastmoor Academy High School, is attending Ohio Dominican University to study business administration in management.
In 2012, Telhio Credit Union underscored its core values of caring, commitment and integrity. By serving the needs of our member-owners and constantly striving to make central Ohio a better place to live, work, worship or attend school, Telhio is making a difference and continuing to grow and thrive.

I am so proud of our ongoing “own it” campaign that underscores that membership in Telhio means ownership and that our members, and our community, do come first. From helping financially unstable members get back on their feet to helping those interested in investing their dollars to reap more rewards, Telhio has a diverse toolbox to help anyone at any age with their financial needs.

Since 1934, Telhio has been a strong, safe, secure credit union. I know 2013 will be another exciting year of opportunity for our members and innovation for our credit union. I’m honored to have served as your board chair and to have had the pleasure of spreading the word of how others can “own where they bank.”

Fiscal year 2012 showed tremendous new member and new loan growth for Telhio. The Board of Directors and Management of Telhio welcomed more than 6,000 new members to the credit union and saw loan growth exceed 25 percent. With Telhio’s capital levels well beyond the required 7 percent minimum, loan delinquencies low and deposit growth above 3 percent, your elected directors are confident that your credit union is well postured for continued growth and success.

I would like to remind you that your credit union is regulated and monitored by state and federal agencies in addition to the formal audit by our outside auditing firm, Lillie and Company, LLC. The State of Ohio’s Division of Financial Institutions and the federal National Credit Union Administration are active partners of your federally insured credit union. Simply put, your credit union remains in regulatory compliance and maintains its high standards of financial stability and service to you, our member.

I encourage each of you to understand the financials of your credit union. The staff has copies of Telhio’s audited financials available to any member at all offices and via Telhio’s web site, www.telhio.org. If you have any questions, please feel free to contact the staff or any board member of Telhio.

Nominating Committee
This year’s nominating committee recommended three candidates to fill the three open positions for the 2013 Board of Directors. This year’s election was uncontested so the following individuals were elected by affirmation: Larry Jackson, C. Patrick Zollars and Douglas McDowell.

For this year’s election, there were 46,910 eligible voting members. 567 proxy votes were cast by Telhio’s membership and certified by E Space Communications. The Board of Directors is comprised of volunteers and will consist of nine members for the year.
Telhio Credit Union is a not-for-profit, full-service financial institution cooperative where its members are also owners. Telhio has safely and soundly served central Ohio for over 75 years and focuses on people helping people, not for profit and not for charity, but for service.

Telhio Credit Union conducts its relationships and operations in accordance with its Statement of Commitment to Members and upholds its fundamental commitment to serving its members. Telhio is committed to the highest standards of responsibility and conduct, and subscribes to the philosophy that members come first.