

ASSETS	As of December 31, 2014
Cash and Cash Equivalents	\$8,917,690
Investments	
Available-for-Sale	23,696,927
Other	2,938,800
Loans, Net	187,631,234
Accrued Interest Receivable	722,461
Property and Equipment, Net	13,239,512
National Credit Union Share Insurance Fund Deposit	2,066,615
Post-Retirement Assets	268,456
Loan Servicing Assets	588,971
Other Assets	604,396
<b>TOTAL ASSETS</b>	<b>\$240,675,062</b>
<b>LIABILITIES AND MEMBERS' EQUITY</b>	
Members' Shares	\$201,272,612
Accrued Expenses and Other Liabilities	1,984,853
Advances from FHLB	15,000,000
<b>TOTAL LIABILITIES</b>	<b>218,257,465</b>
<b>MEMBERS' EQUITY</b>	
Retained Earnings, Substantially Restricted	22,052,605
Accumulated Other Comprehensive Income	364,989
<b>TOTAL MEMBERS' EQUITY</b>	<b>22,417,597</b>
<b>TOTAL LIABILITIES AND MEMBERS' EQUITY</b>	<b>\$240,675,062</b>

INTEREST INCOME	Year Ended December 31, 2014
Interest on Loans	\$10,706,672
Interest on Investments and Cash Equivalents	630,542
<b>TOTAL INTEREST INCOME</b>	<b>11,337,214</b>
<b>INTEREST EXPENSE</b>	
Dividends on Members' Shares	775,477
Interest on Advances from FHLB	320,480
<b>TOTAL INTEREST EXPENSE</b>	<b>1,095,957</b>
Net Interest Income	10,241,257
Provisions for Loan Losses	2,190,000
Net interest income after provision for loan losses	8,051,257
<b>NONINTEREST INCOME</b>	
Gain on Sale of Available-for-Sale Investments	368,482
Gain on Sale of Other Investments	77,217
Service Charges and Other Fees	2,668,696
Gain on Sale of Loans	1,005,410
Other Noninterest Income	1,098,698
<b>TOTAL NONINTEREST INCOME</b>	<b>5,218,503</b>
<b>NONINTEREST EXPENSES</b>	
Salaries and Benefits	4,928,941
Operations	5,072,754
Occupancy	834,903
<b>TOTAL NONINTEREST EXPENSE</b>	<b>10,836,598</b>
<b>NET INCOME</b>	<b>\$2,433,162</b>

## 2015 LEADERSHIP TEAM



### CASE BOARD OF DIRECTORS

Top Row – Left to Right: *William Brewer, II*; *Marshall Lee Hudson, Sr.*; *Karen Spotts*

Center Row – Left to Right: *Kathleen J. Prout*; *Craig Godfrey*; *Samuel Duncan, IV*

Bottom Row – Left to Right: *Jane Olney*; *Fred Goers*; *Bo Garcia*

### BOARD OF DIRECTORS

*William Brewer, II*  
*Chairman of the Board*

*Marshall Lee Hudson, Sr.*  
*Vice Chairperson*

*Karen Spotts*  
*Treasurer*

*Kathleen J. Prout*  
*Secretary*

*Craig Godfrey, CPA*  
*Director*

*Fred Goers*  
*Director*

*Samuel Duncan, IV*  
*Director*

*Jane Olney*  
*Director*

*Baldomero Garcia*  
*Director*

### AUDIT COMMITTEE

*April Clark*  
*Audit Committee Chairperson*

*Charmaine Shellman*  
*Audit Committee Member*

*Larry Steed*  
*Audit Committee Member*

### SERVICE TEAM

*Jeffrey S. Benson, CPA, MBA*  
*President/CEO*

*Jacob Darabos, CPA*  
*Vice President - Finance/CFO*

*Dione Pena*  
*Vice President - Human Resources*

*Norma McGarry*  
*Vice President - Operations*

*Brett Pacek*  
*Vice President - Lending*

*Chad Rolston*  
*Vice President - Information Systems*

*Jennifer Slaughter*  
*Vice President - Marketing*

Our service.  
Your success.



# 2014 ANNUAL REPORT



**Pennsylvania Branch**  
4316 S. Pennsylvania Ave.  
Lansing, MI 48910

**Meridian Branch**  
1701 Hamilton Rd.  
Okemos, MI 48864

**Contact Center**  
517.393.7710 or 1.888.393.7716

**Delta Branch**  
7527 Delta Commerce Dr.  
Lansing, MI 48917

**LCC Branch**  
333 N. Washington Sq.  
Lansing, MI 48933

**West Saginaw Branch**  
5611 West Saginaw Hwy.  
Lansing, MI 48917

**Lake Lansing Branch**  
2400 West Rd.  
Lansing, MI 48823



## CHAIRMAN'S REPORT



CASE Credit Union was chartered in 1936 and today, nearly 80 years later, we continue to be a financially safe and sound institution serving a membership of nearly 36,000 members and operating six branch offices. We pride ourselves in living our mission of assisting members and employees to achieve financial success through service that is superior, convenient and easy to use.

Every August we hold a strategic planning session to develop goals for the upcoming year. The staff take those goals and turn them into reality. I'm pleased to announce that the staff not only met but surpassed those goals in 2014.

During the year, we launched a new loan origination platform. Not only does this new program make getting a loan easier for our members by allowing them to sign their documents electronically, it also helps our staff achieve success by ensuring that they can provide superior service in a convenient and timely manner.

We also created a new department in 2014 to assist our members in leveraging our electronic banking technology and card services. That department is known as eBranch – a branch that fulfills all of your banking needs without the need to visit a physical branch location!

The Lansing Community College branch was relocated in the newly renovated Gannon Building to a larger, more visible location. With the extra space this branch provides, we are able to offer our complete suite of products and services, including mortgages and business loans, to our members and deepen the connection with the faculty, staff and students at the college.

Our commitment and focus have not varied over the years. We exist to serve and help you achieve your financial goals. Our growth wouldn't be possible without the commitment of our staff, Board of Directors, and you.

On behalf of the Board of Directors of your Credit Union, it has been a privilege to serve you over the past year. Your Board is excited about the growth and continued success that we anticipate in 2015, and we appreciate the opportunity to once again work with you to achieve your financial success!

William Brewer, II  
Chairman of the Board



## PRESIDENT'S REPORT



CASE Credit Union's mission to assist members and employees to achieve financial success through service that is superior, convenient and easy to use is always the foremost focus for our staff and Board of Directors.

During 2014, our membership grew 8% to nearly 36,000 members. As we continue to grow, the delivery of our products and services continues to change. Our staff tirelessly researched and implemented innovative products and services to make CASE Credit Union as convenient as possible. Due to the ever-increasing demand for electronic platforms, we established a new eBranch Department, focused on the development, maintenance and delivery of electronic means of banking.

To enhance convenience through electronic channels, some great new products were launched during 2014. These included DocuSign, which allows members to sign documents electronically through their email; Online Banking Shared Access, which gives you the ability to share limited online banking data with others; and a Spanish version of our online banking platform. In the coming year, we will continue to focus on electronic developments including Apple Pay,<sup>™</sup> Pay CASE and Card Valet, so keep an eye out for more innovative and convenient products!

In addition to a wave of new electronic enhancements, we never forget about our branches and those members that we love seeing in our lobbies and drive-thrus

each day. We opened a great new space at Lansing Community College's Gannon Building. This new branch provides us with more space and flexibility to work more closely with our members to assist in achieving their financial success. Other branch locations were upgraded with new signage and interior enhancements.

Finally, our commitment to the strengthening of the communities we serve through school education programs and financial awareness has reached new heights. Not only did we increase our financial literacy lessons in Lansing area schools, reaching over 2,800 students, but we also received the designation of a Community Development Credit Union. This important designation provides CASE with more resources and abilities to continue serving our membership with the products and services that they need the most!

While we could not be more excited about the progress made over the last year, we are even more excited about the new services that will be available to our members in 2015. We look forward to continuing to live our mission and assisting you in achieving your goals. Thank you for allowing CASE Credit Union to serve you!

Jeffrey S. Benson, CPA, MBA  
President/CEO

## CASE EMPLOYEES

Lina Abou-Tass  
Brenda Adams  
Arijeta Ahmeti  
Kayla Albrecht  
Kyle Banks  
MaryAnn Baxter  
Jessica Beckett  
Jeffrey Benson  
Kelsi Bentley  
Sandra Blanken  
Kayla Briner  
Doris Brown  
Joseph Brzycki  
Clemson Calhoun  
Jennifer Carr  
Karen Casler  
Jonathan Casler  
Phillip Collins  
Jacob Cook  
Anyssa Cuellar  
Jacob Darabos  
Brenda Davis

Samantha DeRoover  
Ron Ezro  
Samuel Fata  
Kiara Finley  
Kelli Flynn-Schut  
Andrew Gallavan  
Yvette Gonzales  
Olivia Hackett  
Wendy Hagemann  
CeCe Hargrove  
Shealyn Hernandez  
Susan Higgins  
Dirk Hopkins  
Samantha Hughes  
Shannon Huling  
Angeline Jackson  
Jessica Julian  
Edward Jutnonen  
Krista Keiffer  
Craig Keilen  
Eric Laban  
Claire LaFave

Steven Lillmars  
Daniel Lynch  
Jason Lyon  
Tia Martin  
Kristen Martin  
Jeremy Maxey  
Rachel McCormick  
Norma McGarry  
Austin McKay  
Larecia McNeal  
William McSweeney  
Porsche Miles-Grant  
Courtney Minor  
Stephanie Miracle  
Kevin Miyamoto  
Nicholas Nauta  
Devin Neu  
Claire Olsen  
Pamela Ott  
Brett Pacek  
Mary Jo Paddock  
Rusty Page

James Parker  
Dione Pena  
Stacey Penoyer  
Cinzia Porati  
Nicole Putman  
Devin Rahme  
Lori Randall  
Jamara Randall  
Robin Reeves  
Brenda Rendon  
Gayle Reynolds  
Sandra Ritter  
Sarah Rodriguez  
Chad Rolston  
Jacqueline Schram-Bohringer  
Jean Schulz  
Kayla Schneider  
William Scott  
Hannah Shuler  
Sharon Sierawski  
Rachael Singleton

Jennifer Slaughter  
Brian Smith  
Janet Sollid  
Allen Strudwick  
Christopher Surline  
Julie Teed  
Charnay Tisdale  
Andrew Van Kuiken  
Sarah Velez  
Darcie Vinten-Johansen  
David Walker  
Marcus Webb  
Brian Wethy  
Lauren Wheeler  
Juanita Williams  
Cassia Wolfe  
Samantha Worley  
Ethan Yaconis  
Janice Young

## Our Mission

To assist members and employees to achieve financial success through service that is superior, convenient, and easy to use.



## Our Core Values

Hire the Best and Brightest

Integrity

Members First

Respect and Fairness to Employees

Service

Innovation

Diversity

Education

