



OUR Gesa STORY

“We hope you enjoyed our 2015 Gesa Story. We can't wait to write our 2016 story with you.”

Gesa CREDIT UNION
2015 ANNUAL REPORT

SERVING MEMBERS SINCE 1953

2015 ANNUAL REPORT

Financially Insured by NCUA

OUR STORY ABOUT HOW Gesa Gives Back

Gesa is **COMMITTED** to making a **positive impact** in the communities we serve. We work closely with organizations that **make a DIFFERENCE** locally through financial education, entertainment, beautification projects, and the arts. **Giving back** to our communities is just one way we follow the credit union motto of **“PEOPLE HELPING PEOPLE.”** In 2015 Gesa Credit Union provided **\$610,065** in support to community-based organizations that seek to improve the quality of life in the communities where our members live and work.

School Supplies Drives
Gesa members and staff donated backpacks and school supplies to help less fortunate children start school with the necessary supplies. A total of over 600 pounds of supplies were distributed to the Walla Walla, Wainwright, Moses Lake and Wenatchee School Districts. Additionally, Gesa supported this cause by donating over 300 backpacks to support the Tri-Cities Union Gospel Mission, who distribute the backpacks and supplies to children in the Tri-Cities area.

Junior Achievement
Gesa was proud to once again be a major sponsor of Junior Achievement's (JA) annual fundraising event, The Galaxy Ball! Fourteen Gesa teams spent a fun evening bowling and helped raise over \$14,000 for JA of the Greater Tri-Cities. With this donation, JA was able to spread the message of financial wellness to over 10,000 children in the Tri-Cities and Walla Walla regions.

Gesa College Scholarships
Gesa is proud to have offered scholarships to college students for more than two decades. Our scholarships provide educational assistance to both entering freshmen, and current college students continuing their education. Since 1967 Gesa has awarded \$240,000 in scholarships to deserving local students.

Gesa Carpool of Dreams
Gesa is honored to partner with the Gesa Carpool of Dreams to bring family entertainment and memories to local families. To date, the carpool has seen 185,000 riders, generated \$400,000 in revenue, and hosted more than 350 special events. With Gesa's partnership, the carpool is nearly debt free. For \$1 visitors can enjoy a ride on one of the 45 buses, 3 charlies, a cogcar, or a hula-ho.

Gesa Stadium
Gesa continues our partnership with the Tri-Cities Dred Devils in 2015 marking their 8 year anniversary. A total of 89,024 fans attended Dred Devils games and a total of 290 groups utilized Gesa Stadium for events and picnics. In addition to the regularly scheduled games, outside events, such as the Cougar Diamond Classic, Camp Patriot Fun Run, and the City of Pasco's Grand Old 4th Celebration were also held at Gesa Stadium.

Gesa Powerhouse Theatre
The Gesa Powerhouse Theatre is a world-class, 308-seat performing arts theatre located in downtown Walla Walla, Washington. In 2015, 17,557 people attended over 70 events and performances. Gesa's support of the theatre also includes special events, such as the Day of the Dead celebration, in partnership with Shakespeare Walla Walla.

OUR STORY ABOUT HOW Gesa Gives Back

We want to tell you about the amazing year we had in 2015... Here's our story...

A STORY FROM OUR PRESIDENT & CEO

I have a story to tell you. Twenty-eight years ago I was a young college graduate and accepted my first job at a small credit union in Richland, Washington named Gesa. Little did I know that my first job would turn into a lifelong career of growing with Gesa and that I would take me from my junior accountant desk all the way to the President and CEO office. This is my "Gesa Story." You have seen television commercials over the past years, you know that each member of our credit union has a story to share and that we have featured some of those stories in our advertising. Each story is as diverse as the members telling it, but they all speak to the unique relationship that a member has with their credit union, a relationship that would be very difficult to have with a traditional bank.

As your President & CEO, I have committed to listening to you and continue to make that a top priority. I read every comment card, I met with members in our Member Service Centers (MSCs), and I've participated in countless meetings with members to discuss their experiences interacting with Gesa. This member feedback is incorporated into the decisions we make pertaining to products and services and how we serve our members. I do hear your concerns, and I appreciate your feedback. During 2015 we continued investing in the future of our credit union. The primary investment was through the expansion of our MSC network to provide additional convenience for existing members and to provide membership opportunity to individuals in other communities. Additionally, we invested in maintaining a modern technology infrastructure to insure, protect, and transmit member information.

When I began my career in 1987, there were approximately 16,000 credit unions in the United States and today, there are approximately 6,000. Certainly, the financial industry has had many changes and challenges, but I am proud to say that your credit union's strategic investments have placed Gesa in the top 150 credit unions in the country. Ongoing strategic investments help ensure Gesa remains financially strong and resilient for our members. In 2015, we also achieved some significant milestones and accomplishments. For the first time in Gesa's history, we grew our total assets to exceed \$1.5 billion. With this growth in assets and our expanded network of MSCs, Gesa is truly becoming Eastern Washington's premier credit union.

In addition to expanding your access to Gesa's convenient network of MSCs, we also want to make a real impact in your financial life. In late 2015, we commissioned a third party to study how being a member of our credit union provided concrete financial benefits. The proof is so, that Gesa Credit Union members experienced savings of over \$42 million in 2015 simply by being a credit union member. Because of higher credit scores and stronger market access, our lower loan rates, and our competitive and treated fees, you are able to know more money in your wallet—where it belongs.

“At Gesa Credit Union, we work every day to meet our mission of providing access to a broad range of valued and cost-effective financial products and services in order to help you, our members, prosper.”

—Don Miller
President & CEO

3,554 Financial Education Attendees in 2015

16 Member Service Centers

403 Gesa CU Employees

135,417 Gesa CU Members

OUR STORY ABOUT SUPPORTING FINANCIAL EDUCATION

Free Member Seminars
Providing financial education to members can make informed financial decisions is one of the many ways we give back. All courses are offered free of charge and are supported by Gesa's marketing and charitable giving budget.

High School Credit Unions
Our High School Credit Union Program provides hands-on, real life financial industry experience for high school students. In 2015 we operated credit unions in seven high schools within the Tri-Cities area. In early 2016 we opened another branch at Delta High School. We plan to grow and expand this program into other communities in 2016 and beyond.

Kennewick School District
In 2015 Gesa announced a partnership allowing members to select Gesa Visa® debit cards depicting high school logos from Kennewick, Richland, or Southridge High Schools. For every purchase, Gesa donates directly to the school district. These donations are used to fund important student activities.

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OUR STORY ABOUT EXPANSION AND GROWTH

In 2015 we expanded our presence across Eastern Washington. In July 2015 we broke ground on a new Member Service Center (MSC) in Yakima. The new location will open in April 2016 at 825 S. 1st Street. In August 2015, we opened our first MSC in Moses Lake. The grand opening was a great success, and we are excited to enter this new market. In August 2015 we merged with Northland Credit Union in Spokane, and we also completed a renovation of our Pasco MSC. We are excited to expand into the Spokane market, and are happy to offer our members, who frequent the Pasco MSC, new and updated place to bank.

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A STORY FROM OUR BOARD CHAIRPERSON

My own "Gesa Story" began in 1972 when I moved to the Tri-Cities, opened my first Gesa account, and became a member of the credit union. Since that day, I have enjoyed the benefits of our credit union growing to size and expanding the number of services available to every member. In 1997 I started volunteering for one of the credit union's committees, and in 2001, I was elected to serve on our all-volunteer Board of Directors. Today I proudly serve as the Chairperson.

As Chairperson of Gesa's Board of Directors, I take the responsibilities assigned to my board seriously. The Board's primary function is to direct, control, and inspire the organization. These functions are shaped by our mission to help our members prosper. Every member brings a unique story to his or her relationship with our credit union, and while every story is unique, our philosophy remains the same: People Helping People. Our credit union philosophy compels us to offer products, services, and convenience to create a lifetime of "Gesa Stories" as you live, work, and play in the communities we serve.

In 2015 Gesa staff worked behind the scenes to streamline processes to improve the experience of interacting with your credit union whether in person or online. We upgraded technology, trained our staff, and involved hundreds of member satisfaction surveys and our perspective. The past year helped us establish a solid groundwork for years of future growth and success that will enable our members to prosper. Working to serve you better is what drives what we do.

IRIS ANDERSON
Board Chairperson
MEMBER SINCE 1992

VISION STATEMENT
Members choose Gesa as their trusted lifelong financial partner.

MISSION STATEMENT
Gesa Credit Union's mission is to help members prosper by providing access to a broad range of valued and cost-effective financial products and services.

OFFICERS OF THE CREDIT UNION

Don Miller
President & Chief Executive Officer

Brett Jorgenson
Chief Lending Officer

Raj Bandaru
Chief Information/Operating Officer

A STORY FROM OUR SUPERVISORY COMMITTEE CHAIRPERSON

It is the responsibility of the Supervisory Committee of Gesa Credit Union to monitor the financial safety and soundness of the credit union and to ensure compliance with various financial and regulatory requirements. In the Committee's opinion, Gesa Credit Union has conducted business in a fiscally sound manner in accordance with applicable federal, regulatory, and Washington State law relating to credit unions and the Gesa Credit Union below.

In the process of reaching this opinion, we engaged the services of the independent public accounting firm of Clifford Aronson LLP. They performed an audit of Gesa Credit Union's financial statements as of September 30, 2015. In their opinion, the financial statements are presented fairly in all material aspects and are consistent with accounting principles generally accepted in the United States of America.

Another key component of Gesa's internal control is the internal audit function. The internal auditors meet with the Supervisory Committee monthly to review internal and external audits, financial statement trends, information protection status, potential fraud issues, risk management, and internal control practices. The Committee also closely monitors the results of regular state examinations.

The support and cooperation from the Board of Directors, management, and staff has assisted in the performance of our duties and is greatly appreciated. It has been a privilege to serve as the Supervisory Committee Chairperson.

“Our credit union philosophy compels us to offer products, services, and convenience to create a lifetime of Gesa Stories as you live, work, and play in the communities we serve.”

—IRIS ANDERSON
Board Chairperson

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—KARA ROHRIG
Supervisory Committee Chairperson

KARA ROHRIG
Supervisory Committee Chairperson
MEMBER SINCE 2011

BOARD OF DIRECTORS

Dir. Anderson, Chairperson
Robert Bellert, Vice Chairperson
William Melberg, Secretary
Georgi Andrews, Director
Manuel Charalot, Director
Paul Koralak, Director

William Roberts, Director
Peter Smith, Director
Martin Valdez, Director
Robert Schumacher, Emeritus Board Member
Brett Spomer, At-Large Board Member

Supervisory Committee

Kira Kellogg, Chairperson
Kelsey Pace, Secretary
Kevin Sullivan, Committee Member
Wife-Kraemer, Committee Member

OUR FINANCIAL HIGHLIGHT STORY

	2015	2014
Loans to Members	\$1,261,489,520	\$1,128,327,593
Total Assets	\$1,536,347,708	\$1,376,613,682
Members Share & Savings Accounts	\$1,340,242,415	\$1,192,775,554
Members' Equity	\$144,631,125	\$128,548,838
Total Interest Income	\$55,124,021	\$50,734,696
Total Interest Expense	\$6,788,509	\$5,599,445
Provision for Loan Losses	\$7,984,809	\$8,303,272
Total Non-Interest Income	\$19,947,537	\$16,916,642
Total Non-Interest Expense	\$45,326,184	\$42,327,866
Net Income	\$14,972,056	\$11,420,755

As of September 30, 31st 2015

OUR STORIES IN THE NEWS

In 2015, several exciting things happened at Gesa Credit Union that made the news. This is a great way to share our stories with the communities we serve and our members.

Gesa Credit Union Named People's Choice for Best Credit Union
THE CITY BEARER - MAY 15, 2015
Gesa Credit Union was voted by Tri-Cities residents as the "People's Choice for Best Credit Union" for the third year in a row out of the "People's Choice for Best Place to Work".

Gesa Credit Union Prudges to Match Donations to Assist Wenatchee Fire Survivors
REPTON.COM - JULY 7, 2015
Gesa Credit Union announced today that will match community member donations—dollar for dollar, up to a total of \$10,000—to support the survivors of the devastating wildfires in North Central Washington.

Gesa Partners with Kennewick School District to Offer School Branded High School Debit Cards
KENNEWICK SCHOOL DISTRICT NEWS - OCTOBER 2, 2015
The Kennewick School District and Gesa Credit Union launched a new program this year that offers community members the opportunity to use funds for students while also showing pride for their favorite Kennewick area high school on their Gesa Visa debit card.

"People Helping People" Heart Shines on International Credit Union Day
NATION NEWS - OCTOBER 16, 2015
Gesa Credit Union's CEO started the day by opening up free Krispy Kreme as his team spread out across the communities they serve to deliver school supplies to students at public schools. They also donated and welcomed Safe Harbor, a shelter for homeless teens.

Gesa Hosts 12th Annual Turkey Trot in Partnership with Red Cross
HECKSOS.ORG - NOVEMBER 26, 2015
Gesa Credit Union partnered with the Red Cross to host the 2015 Turkey Trot at Columbia Park in Kennewick, Washington. Nearly 1,000 people attended this annual event.

OUR STORIES IN SOCIAL MEDIA

“We have been with Gesa for as long as I can remember and they have helped us in good times and tough times. They are the BEST!”
—Jerry B. Kanda
Gesa Facebook Follower

“Superman saves people, but at Gesa CU saves my money... Who's the real hero here?”
—@fishba98
Gesa Twitter Follower

“To the great people that work at Gesa, thank you! I really appreciate your help when my debit card was compromised. Your fraud department, tellers, and customer service is top notch.”
—Kately
Gesa Facebook Follower

“I love Gesa Credit Union because of their passion for helping others and giving back.”
—Melissa
Gesa Facebook Follower

5,697 Facebook Likes

229 Instagram Followers

1,719 Twitter Followers

Gesa MEMBER STORIES

At Gesa Credit Union, the most meaningful stories come from our members. Whether they were financing their growing business, walking to their local Member Service Center to complete transactions, or setting up an account to help benefit their child with cancer, they all had an important story to share. Here are a few highlights of our most memorable member stories of 2015.

LISA & MIETTE N. MEMBERS SINCE 2006
“We use Gesa because they are a part of our community.”

GREG & SHAE F. MEMBERS SINCE 2014
“When I walked into my local Gesa branch, they wanted to know me.”

MELISSA R. MEMBERS SINCE 2015
“It's for that Gesa is right by my house. It's half a block from my house and it's part of my neighborhood.”

SARA V. MEMBERS SINCE 2000
“Safe and I decided to turn to Gesa to get my business loan. My experience has been great. My Gesa exec.”

PORTER & KATIE K. MEMBERS SINCE 1999

OUR MEMBER SERVICE CENTER LOCATIONS

South Richland
51 Gage Blvd., Richland, WA 99352

Richland
825 Goethals Dr., Richland, WA 99352

North Richland
888 Dalton St., Richland, WA 99354

West Richland
4125 Bonanza Hwy., West Richland, WA 99353

Kennewick
100 N. Harrington St., Kennewick, WA 99336

South Kennewick
4500 W. 27th Ave., Kennewick, WA 99338

Quesnate
2951 Dupont Ave., Richland, WA 99352

Pasco
2202 W. Sylvester St., Pasco, WA 99301

West Pasco
7421 Sandbar Parkway, Pasco, WA 99301

Walla Walla Poplar
1355 W. Poplar St., Walla Walla, WA 99362

Walla Walla Tietan
1483 Perry Ln., Walla Walla, WA 99362

Moses Lake
721 S. Pioneer Hwy., Moses Lake, WA 98837

East Wenatchee
303 Valley Mall Parkway, East Wenatchee, WA 98822

Wenatchee
160 S. Wenatchee Ave., Wenatchee, WA 98801

North Spokane
962 S. Newport Hwy., Spokane, WA 99218

Yakima North 40th Ave.
501 94th Cannon Way, Yakima, WA 98908

16 Gesa Member Service Centers

To Serve You

Call 888-946-4372 | Visit gesa.com | Display any one of our convenient locations

Facebook /GesaCU | **Instagram** @GesaCU | **Twitter** @GesaCU

Corporate Headquarters | 51 Gage Blvd., Richland, WA 99352

OUR MEMBER SERVICE CENTER LOCATIONS

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