



2012 Annual Report

Coors® Credit Union



“Investing my money in a “Learn to Earn” account helped me save for college expenses...”
~ David L.
member since 2009



“Opening checking, savings, and auto loan accounts has positively affected my life...”
~ Rickey P., member since 2011



“Thanks to Coors Credit Union, my husband and I are living in our dream house in Lakewood!”
~ Rachel & Diego R.
members since 2010



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Letter to Members

Coors Credit Union performed exceptionally well in 2012 and continues to maintain a solid financial position. Our knowledgeable staff provided great customer service to our members, grew our loan portfolio, and offered new products and services.

These efforts enabled Coors Credit Union to receive the community honors of “Best Bank / Credit Union” in Jefferson County and “Business of the Year” by the Arvada Chamber of Commerce. We appreciate this recognition which highlights that we are providing our members with top-quality financial services.

Some of the ways our talented staff helps our members is by providing counsel and advice in the areas of home and auto loans, savings plans, budgeting, and money-saving ideas. We greatly appreciate the efforts of our dedicated staff for the focus on members’ financial needs and the continued success of the credit union.

In 2012, Coors Credit Union’s assets grew by 11% and we earned over \$2.8 million of net income with a net worth ratio of 11.23%. This solid performance enables us to invest in new services and initiatives which now includes offering insurance to our members. We encourage you to evaluate your insurance needs and visit with our agents to see if they can help save you some money; we fully expect the popularity of our insurance program to expand

rapidly during 2013. Additionally, at the end of 2012, the credit union added Remote Deposit Capture to our mobile banking platform, which allows members to deposit checks directly into their Coors Credit Union account with pictures from their smartphones.

Our message remains clear and has not changed since our inception: We are dedicated to helping each one of our members throughout every stage of their life by building lifetime relationships and delivering exceptional financial service. The combined contributions of our members, staff, and volunteers allow the credit union to continue to grow and prosper. We are now over \$154 million in assets with over 15,000 members and \$17 million in capital reserves. We have a focused management team, an astute Supervisory Committee, a visionary Board of Directors, and a friendly, caring staff ready to provide you with the best service in the industry. We appreciate the opportunity to serve you, and we look forward to working with you again in 2013. In closing, we’d like to ask you to refer a friend, a family member, or an associate to join Coors Credit Union; our team is excited about expanding our membership and helping them realize their financial dreams.

—*Dean Valdez*
Board of Directors, Chairman

—*Tracie Wilcox*
Acting CEO/VP Lending

Supervisory Committee’s Report

The Supervisory Committee is a volunteer committee comprised of Certified Public Accounts and financial experts. We are similar to an audit committee found in corporations. The main purpose of the committee is to provide oversight to ensure the credit union’s financial records are accurate and internal controls exist to protect the assets of the credit union and its members. Ultimately, we are a watch-dog for the members—a responsibility we do not take lightly.

The credit union hires an external auditor—Holben Hay Lake Balzer—to perform its annual “Agreed-Upon Procedures” review. Although we do not have the results of this review in time for the Annual Report publication, we do not anticipate any significant issues. We perform numerous reviews throughout the year on our financial results and internal controls in conjunction with our contract with Lombardi Accounting Services, Inc., who provides monthly internal audit services. It is through these proactive evaluations and efforts that complex accounting issues are addressed in a timely manner and adherence to company policies and procedures is monitored.

On behalf of the Supervisory Committee, I would like to thank the credit union staff and the Board of Directors volunteers. Both work hard and cooperate with the committee throughout the year, and more importantly act in the best interest of the members.

—*Allison Ball*
Supervisory Committee, Chairperson

COMPARATIVE FINANCIAL STATEMENT

For the years ended December 31, 2010, 2011, and 2012

	2010	2011	2012
ASSETS			
Loans Outstanding	87,350,985	102,561,306	108,867,381
Investments	39,466,137	30,608,677	35,165,033
Land and Building	1,811,836	1,721,768	1,605,504
NCUA Share Insurance Fund	1,126,582	1,192,106	1,282,519
Other Assets	3,783,790	2,582,358	7,521,524
TOTAL ASSETS	133,539,329	138,666,216	154,441,962
LIABILITIES AND CAPITAL			
Share Accounts	27,619,298	32,610,435	42,675,019
Money Market Share Accounts	37,258,379	38,836,557	38,934,216
Share Draft Accounts	19,357,065	21,316,765	23,937,633
Club Accounts	1,255,771	2,623,705	2,882,464
Share Certificates of Deposit	23,107,096	17,846,199	17,585,839
Individual Retirement Accounts	2,297,358	2,561,478	3,158,241
IRA Certificates of Deposit	9,064,070	7,710,833	7,093,386
TOTAL SHARES AND MEMBER DEPOSITS	119,959,038	123,505,971	136,266,798
Other Liabilities	576,292	657,362	821,891
Undivided Earnings	10,561,435	12,060,319	14,910,709
Regular Reserve	2,442,564	2,442,564	2,442,564
TOTAL CAPITAL	13,003,999	14,502,883	17,353,273
TOTAL LIABILITIES AND CAPITAL	133,539,329	138,666,216	154,441,962

COMPARATIVE INCOME STATEMENT

For the years ended December 31, 2010, 2011, and 2012

	2010	2011	2012
INCOME			
Interest on Loans	5,432,385	5,652,380	6,144,291
Interest on Investments	449,992	282,092	191,277
Other Income	2,495,251	2,679,234	3,689,207
Non-Operating Gains (Losses)	(31,540)	(29,495)	172,509
TOTAL INCOME	8,346,088	8,584,212	10,197,284
OPERATING EXPENSES			
Employee Compensation & Benefits	2,550,977	2,648,391	2,889,142
Travel and Education	76,758	93,797	122,469
Office Occupancy	340,427	337,979	344,786
Office Operations	532,507	566,626	583,442
Marketing	454,952	455,314	448,769
Loan Servicing	483,171	582,333	830,454
Outside Services	998,705	998,626	1,132,080
Member Insurance	295,106	298,026	121,839
Operating Fees	21,744	24,573	16,306
Miscellaneous Operating Expenses	83,555	170,045	112,902
Provision for Loan Losses	680,128	366,000	280,000
TOTAL OPERATING EXPENSES	6,518,029	6,541,708	6,882,190
COST OF FUNDS			
Shares, Clubs, Money Market	249,914	189,878	224,676
Share Certificates	407,132	194,712	125,526
Individual Retirement Accounts	11,024	6,308	7,320
IRA Certificates	224,170	152,721	107,181
Interest on Borrowed Money	0	0	0
TOTAL COST OF FUNDS	892,241	543,619	464,704
NET INCOME	935,818	1,498,885	2,850,390



CREDIT UNION
LEARN • DREAM • SUCCEED

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303.279.6414
800.770.6414

Golden Branch
816 Washington Ave.

Arvada Branch
7721A Wadsworth Blvd.



Board of Directors

Dean Valdez, Chairman
Kevin Caulfield
David Engle
Toni Houck
Kirsten Johnson
Greg Snyder
Dan Sung

Supervisory Committee

Allison Ball, Chairperson
George Forristal
Elizabeth Jacobson
Jaime Strumberger

Senior Management Team

Tracie Wilcox,
Acting CEO/VP Lending
Chris Bokovitz,
VP Sales and Service
Lauren Davison, VP HR and Ops
Lynne Mortenson, VP Finance
Keri Rupp, VP Marketing

OUR MISSION:
To build lifetime relationships by delivering exceptional financial service

Lending Report

Coors Credit Union had another solid year in the lending area. Our loan growth was near the top among credit unions in the state, and delinquency was one of the lowest. Loan performance was a key factor in the credit union's overall success in 2012.

Today, over 10,000 loans are outstanding amongst the membership at Coors Credit Union ranging from auto loans, recreational vehicles, credit cards, home loans and even business loans. Our staff spent a great deal of time assisting members with financial needs that included both paying off existing debt and restructuring current debt by way of lowering monthly expenses. In many cases, members who had their vehicle financed elsewhere, not only took advantage of the credit union's flexible terms, but benefited with a sizeable reduction to their monthly payment.

Coors Credit Union's ongoing dedication to "people helping people"

doesn't stop when members fall on hard times. Throughout the year our staff assisted members with a variety of situations where members struggled with their monthly obligations. Through these conversations many were surprised at the credit union's willingness to find solutions that not only met their needs but kept their financials intact. The credit union's willingness to assist their members during financial hardships allowed many members to maintain ownership of their hard earned assets.

As a result, the credit union's overall portfolio is performing well with positive loan growth and delinquency and charge offs holding under 1%.

—Tracie Wilcox
Acting CEO/VP Lending

KEY PORTFOLIO RATIOS

	Coors 2012	Colorado	Nat'l Ave.
Loan Growth	6.18%	4.48%	4.50%
Delinquency	.31%	.71%	1.16%
Net Charge Off	.26%	.54%	.73%

Coors Credit Union remains safe, sound and secure. Your deposits are federally insured up to \$250,000 by the National Credit Union Share Insurance Fund and backed by the full faith and credit of the U.S. Government, just as the FDIC does for bank deposits. No credit union member has ever lost a dime of federally insured funds. IRA shares are separately insured up to \$250,000.