

“We” and Community!

Everyone says change is sometimes the only constant. Like many credit unions, since coming out of the recession, iQ has experienced significant growth and change. Seems like we just got done celebrating the \$500 million asset milestone in 2013 and, boom, we merged with Lacamas Community Credit Union July 2014. In June 2016, our CEO retired after 30 years. We were lucky enough to snag Kelly Schrader, who had been with an Oregon-based Credit Union for 20+ years. You can imagine the watercooler talk...who was this Kelly gal? We always talked about expanding into Oregon – was Kelly coming on board because there was another merger in our future?!

With all this uncertainty, seemed like a good time to pull employees together to clarify, who was Kelly, where WE were going and how WE were going get there, while providing our staff with an opportunity to get to know our new CEO.

So, at the beginning of 2017, we organized a voluntary State of the Credit Union meeting at 7 a.m. We threw out a few motivators – food and raffle tickets. We used creative ways to earn raffle tickets – RSVP, ask Kelly a question, show up, and brand yourself in plaid! If you haven't seen our marketing, check it out. We are PLAIDtastic! Kelly will tell you, she's never seen anything like in in her 25+ years of credit union life – a sea of plaid employees – all voluntarily showing up before sunrise to hear the plan!



In a “Questions for Kelly” session, turns out, Kelly has two yellow labs she deeply adores, iQ did not have plans to merge, we were very interested in Oregon, and collectively all employees were in this together! We are unified, we are here for the community, and most importantly – our membership. So, how were we going to get employee buy-in and set ourselves apart from all the other financial intuitions in Clark County, and now the Portland community, in ways we’ve never done before?

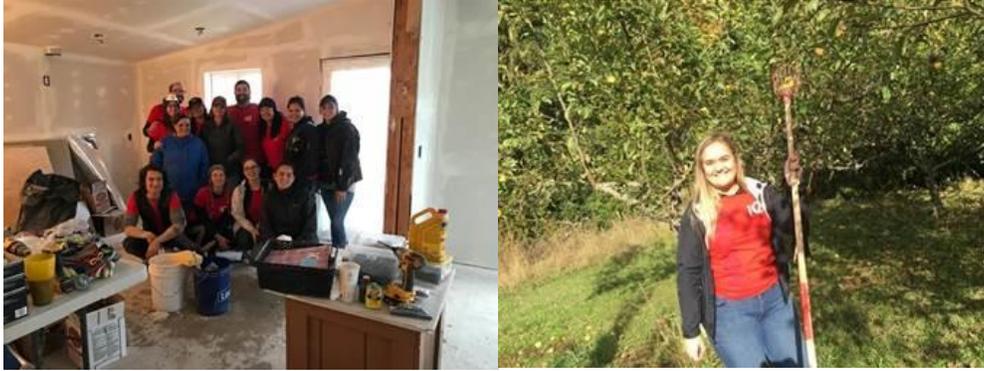
Well, through employee involvement, of course! We realized that not all employees were going to feel passionate about the same causes and not all employees were necessarily going to be able to participate at the same level, so we created a multi-faceted approach to community involvement. We were focused on two items – bringing employees together, and taking a community first approach to entering the Portland, Oregon market prior to building a branch.

We had employees show their talents in the 2017 KGW Shamrock Run commercial - <https://youtu.be/b1ZAPPrNGCO>. iQ sponsored the Portland Shamrock Run, and employees volunteered – handing out water and offering words of encouragement to the runners - and boy, did our employees rock those plaid leggings!



We are continuing this sponsorship in 2018. Be on the lookout for yet another energetic commercial!

In 2017, we developed a Community Time Off (CTO) Program, allowing all employees a paid day off to participate in charities meaningful to them - libraries, apple gleaning, food banks, Habitat for Humanity, and the list goes on and on! One member of the iQ team is responsible for organizing volunteer events at which employees can use their CTO hours. Employees volunteered over 575 hours in the over the course of this program’s first year, and we’re already looking forward to building on that number in 2018!



And then, there was spirit week! This gave employees an opportunity to participate without having to step foot outside of our branches.



Many of us have heard of Miracle Jeans Day where credit unions set out to raise money for local children's hospitals. The Executive Team challenged staff with a goal of raising \$20k, and iQ took this to another level with spirit week! There was CU4Kids t-shirt day, decade day, sports team day, nerd day, salad dressing day (ranch, French, Italian), and plaid day!



In the end, staff had a lot of fun, and we blew our goal out of the water by raising over \$50k for Doernbecher's Children's Hospital located in Portland, Oregon!

We partnered with KGW news station again and created KGW Good Things Happen!



Through this partnership, our employees proved that good things do happen – with no strings attached! We'd hop in the Plaid Wagon, our staff purchased coffee, ice cream, donuts, lunch, pumpkins, and gift cards from community small businesses and gave them out for FREE!

iQ has already committed to continuing our Good Things Happen partnership in 2018.





Our employees and our community members love what we're doing through these community involvement efforts. Many have said there's a positive vibe that you just can't describe in words, but it can be felt. While it might be difficult to articulate, the results are telling.

In 2017, iQ was the highest-ranked financial institution in the mid-sized category for the Oregonian Top 100 Employers for the second year in a row! In December 2017, we opened our first Portland branch in the Williams area! Finally, we all know how tough it can be to improve turnover, especially with unemployment rates so low. Overall turnover decreased an astounding six percent from 23% in 2016 to 17% in 2017!

We are iQ, we are uniQue, and we are deeply invested in our community!

