

## What Does this White Paper Cover?

Credit unions were founded with a distinctive purpose that remains relevant today, as demonstrated by the many lending programs and products designed to serve members. This members-first approach is a point of pride with many credit unions and it is increasingly discussed as part of recruitment of new lenders.

This white paper presents strategies practiced by several credit unions, alongside business research that underscores

the advantage of a clearly-defined and well-recognized organizational purpose, to:

- recruit new lenders who are energized to deliver on the credit union difference,
- continually hone a solutions-based approach to making loans, and
- develop tomorrow's lending leaders and sustain a passion for credit union lending.

## Contributor Profiles



**Terri Peterson**  
Assistant Vice President  
of Consumer Lending

Clearview Federal Credit Union  
Moon Township, PA  
\$1.2 billion in assets  
104,000 members



**Kelly Taylor**  
Home Loans  
Credit Manager

Credit Human, San Antonio, TX  
\$3 billion in assets  
234,000 members



**Bill Vogeney**  
Chief Revenue Officer

Ent Credit Union  
Colorado Springs, CO  
\$5.6 billion in assets  
340,000 members

“ You can be taught to make a smart loan and a compliant loan, but the bigger challenge in training is to help managers develop a passion to do the right thing for that member. ”

**Terri Peterson**  
Clearview Federal Credit Union

## Where Can You Find the White Paper?

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## Top 3 Takeaways

- 1** Credit unions should leverage their mission to engage current and potential employees.
- 2** Internal training programs can be an effective way to educate and build passion with newly-recruited employees—and existing employees will benefit from regular mission refreshers too.
- 3** Professional development for emerging leaders allows credit unions to promote from within, allowing them to recruit homegrown talent at all levels of the organization.