

CCU CONTINUES TO DEMONSTRATE OUTSTANDING RATINGS IN MANY AREAS:

- **Excellent Rating from IDC** – Even with the turmoil in the financial industry and the great downward pressure on the economy, CCU still received an Excellent Rating from IDC. IDC is the premier global provider of financial market intelligence and annually rates the investment community on business strategy and performance.
- **4-Star Rating from BAUER** - CCU received an overall 4-Star Rating from BAUERFINANCIAL. BAUERFINANCIAL, Inc. analyzes and reports on the financial condition of the nation's credit unions, obtains the raw data from the federal government, and analyzes it with additional research and historical data. A star-rating is then assigned ranging from zero to five stars with five-stars being the highest.
- **Top Percentile in RADDON Rankings** - In 2009, Raddon Financial Group ranked CCU's performance index in the 86th percentile. Raddon is a leader in providing financial and marketing analysis to the financial services industry. Raddon assesses CCU's growth opportunities by evaluating our existing or potential market areas.
- **ROM – Market Leader**
- **Audits** – A clean audit for 2009 was received from Crowe Horwath.
- **Regulatory Examination** – A positive regulatory examination was received from the State and the National Credit Union Administration.



Jack Kelley
Chairman

Dortha G. Everhart
Vice Chair

Betty Dunn
Director

David Brock
President/CEO

Linda P. Dale
Secretary/Treasurer

Jim Platman
Director

Community
credit union
FLORIDA

2009 Annual Report

BALANCE SHEET

	2008	2009
ASSETS		
Loans to Members	268,961,185	275,459,261
(less allowance)	(4,396,891)	(8,423,998)
Net Loan Outstanding	264,564,294	267,035,263
Cash/Investments	31,329,173	55,360,232
Fixed Assets	9,988,194	9,268,720
Other Assets	9,371,106	5,304,060

Total Assets 315,252,767 336,968,275

LIABILITIES, EQUITY & CAPITAL

Other Liabilities	1,781,032	1,858,857
Share	104,390,858	136,589,333
Draft	38,130,393	41,132,626
Other Deposits	136,888,161	127,756,636
Reserves	34,062,323	29,630,823

Total Liability, Equity & Capital 315,252,767 336,968,275

INCOME

Loan Income	17,957,869	18,369,253
Investment Income	1,003,891	290,820
Other Income	6,134,073	5,895,671

Total Income 25,095,833 24,555,744

EXPENSES

Total Operating Expenses	18,246,131	22,818,680
Dividends & Interest to Members	6,640,817	4,081,367
Non-Operating Income/Loss	(110,586)	461,489

Net Income 319,471 (2,805,792)

CCU BOARD

CCU's Board and CEO David Brock continue to provide stable leadership for our credit union. Chairman Jack Kelley, and Vice Chairman Dortha Everhart have guided CCU through economic challenges with the help of board members Secretary/Treasurer Linda Dale, CPA; Director Betty Dunn, Associate Superintendent for Student Services, Brevard Public Schools; and Director Jim Platman, Program Community Relations Manager, BrightHouse Networks.

SENIOR MANAGEMENT

David O. Brock, CCUE - President/CEO
Laurie Cappelli - Senior Vice President
Jim Chastain - Vice President of Commercial Services
Lesli Dooley, CCUE - Vice President of Organizational Development
Susie LeBouef - Controller
Hank Phillips, CISSP - Vice President of Technology
Sara T. Stern - Vice President of Marketing

CONTACT INFORMATION

Member Service	321.690.2328
Toll-Free Telephone	800.690.2338
Telli (24-hour account access)	321.631.4611
Loan Line	321.637.3211

BRANCH LOCATIONS

1030 S. US Highway 1, Rockledge, FL 32955
3125 S. Washington Avenue, Titusville, FL 32780
6269 N. US Highway 1, Port St. John, FL 32927
333 E. NASA Boulevard, Melbourne, FL 32901
7380 Murrell Road, Ste. 102, Viera, FL 32940
293 E. Eau Gallie Boulevard, Indian Harbour Beach, FL 32937
1325 Palm Bay Road, Melbourne, FL 32905

WEBSITE

www.ccuFlorida.org

Strong Roots Build a Promising Future

2010 - Regenerating The Future Of CCU

Year in Review

The continuing financial crisis across the country has led to a displaced economy in Brevard County. Last year Community Credit Union's focus was centered on cutting costs and building new online capabilities for our members. Our long-standing commitment to simplification and transparency led us to work toward refining our core products and programs. We also expanded our educational resources and our member solution program for struggling members. As a result, our actions have allowed us to develop:

- low-cost work structures;
- high-operating efficiencies;
- solid core product expertise;
- high levels of retailing focus;
- increased automated transactions; and
- new self-service options.

With so many uncertainties in our local economy, such as the impact of the Space Shuttle retirement and the strength of tourism in our market, many are rethinking their financial situation and are looking for money management strategies to improve their personal balance sheets. New members are now looking for low cost, highly functional financial institutions that are prepared to do business anywhere, anytime.

Creating New Products to Grow

To enhance membership value and provide a stimulus for growth, CCU deployed a number of new products and services to meet the needs of our members, such as:

- Online cross account connectivity to link joint accounts;
- Debit card conversion to provide foreign activity at the card level;
- Personal FinanceWorks cash management program designed to track spending along with real-time account aggregation;
- Vehicle research capabilities with our new online AutoSmart program called CUDL;
- Loans for Life program to remind members of their ongoing credit potential;
- Business debit card with limited liability for business members;

- Business Remote Deposit Capture as a solution to the daily deposit hassle;
- Expanded Health Savings Accounts with debit card capabilities;
- Guaranteed Asset Protection Insurance; and
- Members Auto Insurance.

Expanding Service Delivery Platforms

Community Credit Union kept pace with the increasing advances in financial technology. In most cases, CCU is cutting edge, having deployed mobile banking and financial cash management capabilities ahead of our competitors. Our member's expectations have changed along with this technology shift. More and more of our members are demanding fast and responsive activity that is remote and automated, with a minimal learning curve to be able to access the programs and services. Here are just a few of our new services:

- Lobby management member sign-in system to track time to serve enabling staff efficiencies;
- Bill payment and presentment upgraded to allow members to bring in bills online;
- Consumer cash management tools for members to analyze spending and plan for the future;
- Online classes from Balance™ and web tools such as Debt in Focus for self-service education;
- Converting members from paper to eStatements to provide green savings;
- Converting ATM card members to debit cards to save costs;
- Progressive automation with a productivity focus; and
- Aggressive technology evaluation and deployment.

Community and Educational Support

Community Credit Union has a legacy of sponsoring and supporting a wide variety of events in the local community. Last year, CCU provided support for:

- More than 40 local organizations, including: Brevard Public Schools, JDRF, Brevard Library Foundation, Children's Advocacy Center, Crosswinds, Junior Achievement, LEAD Brevard, LBS

(Onyx Awards) Foundation, Serene Harbor Domestic Violence Shelter, three local hospitals;

- A Money Masters program at Ocean Breeze Elementary;
- 139 presentations to school groups reaching 3,402 students;
- B.E.S.T Program instruction at all BPS high school teenage parent programs; and
- Financial Literacy presentations to Crosswinds Youth (Independent Living Program) and Cby25 Financial Literacy Sessions for foster children.

Regenerating the Future of CCU

Competing in a post-crisis market means CCU will have to work smarter and quicker to meet the challenges of a new normal in this ever changing economy. CCU plans to shift our resources to provide a limited range of basic deposit and loan products targeted directly to our value seeking members. In addition, there are an unprecedented number of new regulatory requirements CCU has been mandated to adopt. Once adopted, CCU's 2010 plans include such initiatives as:

- Measuring member satisfaction;
- Creating a CCU ownership manual;
- Reviewing student loan potential;
- Enhancing employee engagement with our members;
- Deploying new tools for loans and cross-sell opportunities;
- Providing automated dashboards for management to respond rapidly;
- Maximizing skills based expertise for the phone;
- Adding self service opportunities for members; and
- Vendor management.

It's a new world, one with lots of possibilities for the regeneration of Community Credit Union. As a result of the crisis, we are bringing in many new members who would have never taken the time to find out the benefits of a credit union and the unique cooperative spirit that makes up CCU. For our existing members, this means reminding them of all the great products and services they can access to make smart choices with their money. We're here for you, so take advantage of all CCU has to offer.