



A Quiet Force in North Carolina Financial Markets

In the highly competitive and cluttered financial services marketplace, Members Credit Union and its President and Chief Executive Officer Jack Braswell take a focused approach to business – one employer, one employee and one member at a time.

Partly based on Braswell's leadership style and partly on its rich 53-year history, Members Credit Union works hard to provide the highest level of service to its 50,000 members and more than 400 select employer groups across North Carolina. Based on membership numbers, Members Credit Union was the 10th largest credit union in North Carolina in 2005.

"We strive to offer remote services to our members to give them better access to their financial and cash needs," Braswell said. "We focus our resources on providing accessibility for our employers and our members through home banking, electronic bill pay, debit cards and, at some select large employers, we even place ATMs on site."

In addition to its remote and virtual services, Members Credit Union operates 15 convenient branches across North Carolina – ranging from Morganton, Lenoir, and Valdese in the western part of the state, to three locations in the Triad, to the Triangle and in the eastern part of the state in Clinton and Lumberton. By using a "small branch" approach, Members Credit Union strives to be accessible through its bricks and mortar locations like it does through its virtual and remote services.

Consistent Services from the Janitor to the CEO

One of the things Braswell prides himself on is the excellent value that credit unions provide in the financial marketplace.

"We provide the same level of services and products to every employee at our select employers groups—giving consistent rates and services regardless of income—from the janitor to the

CEO,” Braswell added. “Credit unions enable every member employee to have access to affordable financial services based on the relationship created between an employer and a credit union. We at Members Credit Union truly feel that is a public service.”

Members Credit Union, like all credit unions, is a not-for-profit financial institution and exists to serve their members—not stockholders or other investors. Based on recent study by William Jackson, a professor at the University of North Carolina, savings to credit union members totaled more than \$336 million dollars in 2003 alone as a result of lower loan rates, lower fees and higher deposit rates.

More than a Half-Century of Service

Members Credit Union started in 1953 as McLean Trucking Company’s “McLean Employees Credit Union,” giving it a long history as one of Winston-Salem’s hometown financial institutions. Members Credit Union and Butler + Burke also have a long history of working together. Braswell has known Butler + Burke founding partner David Burke for more than 30 years, with Butler + Burke providing accounting services to the credit union for more than two decades.

“I’ve known David for many, many years and have found him to have the uncanny ability to take complex accounting issues and laws and break them down into everyday conversation to make them understandable to virtually anyone,” Braswell said. “I’ve never seen anyone else in my career who can do that better than David.”