



2021  
ANNUAL  
REPORT



## WHO WE ARE

Midland Credit Union is a community credit union invested in our members' & community's success. We offer a variety of products and services like most other credit unions and banks. We are not for profit but instead for service and are federally insured by the National Credit Union Administration (NCUA).

Our number one goal is to provide exceptional member service to our members. We make them feel as if they are 'coming home' when they walk through our doors.

Our members have high levels of trust in the staff and their ability to provide the advice needed to be successful in their financial journey. We sleep easier at night, knowing we have done the right thing for our members' financial well-being.

## OUR VISION

To be the lifetime financial partner for our member-owners.



## MISSION STATEMENT

Invested in the success of our community.

Our brand mission statement is a single statement that embodies what we're all about, what makes us special, what makes us unique—



## OUR PROMISE

### Be Consultative

- Midland Credit Union is connected to the community through volunteering efforts and presence. Members are connected to the credit union through relationships with staff, and members are connected to the community through word of mouth.



- We believe open communication and relationships are key to meeting the needs of our members.

Members and potential members will have a better knowledge of how to build up their credit to help get a loan. Staff can also offer them a service that they know would benefit them because they have gotten to know them personally. They will work with them on a personal level to help achieve the members' goals.

### Be Service-Oriented

- The quality of services we provide is paramount to our continued success.
- We are genuinely interested in assisting members to reach their goals and figure out how to meet their needs.

We are motivated by this interest to stay on the cutting edge and remain knowledgeable through education about products and services that will meet those goals.



### Be Simplistic

- We are committed to empowering our members with the services they need and the knowledge of how to use them.



# Financial Summary

<b>ASSETS</b>	<b>12/31/2021</b>	<b>12/31/2020</b>
Loans	\$44,682,358	\$40,361,838
Allowance For Loan Loss	-\$388,684	\$-399,464
Accounts Receivable	\$6,656	\$6,319
Operating Funds	\$377,354	\$397,426
Investments	\$21,131,116	\$18,645,215
Prepaid Expenses	\$219,338	\$159,200
Fixed Assets	\$2,161,516	\$468,702
NCUSIF Deposit	\$586,279	521,470
Other Assets	\$2,231,692	\$2,282,358
<b>Total Assets</b>	<b>\$71,007,623</b>	<b>\$62,441,065</b>
<b>Liabilities &amp; Capital</b>	<b>12/31/2021</b>	<b>12/31/2020</b>
Liabilities	\$381,196	\$521,551
Member Deposits	\$62,911,882	\$54,469,973
Equity (reserves)	\$7,714,546	\$7,449,541
<b>Total Liabilities, Shares, &amp; Equity</b>	<b>\$71,007,623</b>	<b>\$62,441,065</b>

<b>Income &amp; Expense</b>	<b>12/31/2021</b>	<b>12/31/2020</b>
Loan Income	\$1,952,071	\$1,854,047
Investment Income	\$208,035	\$267,718
Income Fees/charges	\$232,055	\$285,286
Misc. Operating Income	\$677,745	\$538,352
Operating Expenses	\$2,607,260	\$2,549,225
Reserve Expense	\$0	\$0
Dividend Expense	\$197,642	\$259,723
Gain/(Loss) Sale of assets	\$0	\$7,682
<b>Net Income/(Loss)</b>	<b>\$265,004</b>	<b>\$144,138</b>

# **BOARD OF DIRECTORS**



**FRANK WIMLER**  
**CHAIRPERSON**  
**OF THE BOARD**



**RYAN**  
**BHATTACHARYYA**  
**VICE CHAIRPERSON**  
**OF THE BOARD**



**DALLAS BUCK III**  
**CHIEF FINANCIAL**  
**OFFICER**



**STEVEN CORREA**  
**CREDIT COMMITTEE**  
**CHAIRPERSON**



**LINDA GAST**  
**AUDIT**  
**CHAIRPERSON**



**TIFFANY MENKE**  
**SECRETARY**



**JONATHAN COLBY**  
**DIRECTOR**



**KIM KNOLL**  
**DIRECTOR**



**ERIC WILLIAMS**  
**DIRECTOR**

## Chairman's Report



To the Midland Credit Union members and others to whom it may concern, I am pleased to report that your Credit Union is financially sound. This past year was quite a year with the national pandemic and a major change in leadership, but despite that, a good year for Midland Credit Union. We have continued to grow every month in both membership, assets, and provide the financial products to remain competitive in the marketplace with services our members expect. In 2020 Midland credit union ended the year with Total Assets of \$62.4 million and ended 2021 at \$71.0 million, growing the credit union assets by \$9 million in 2021.

During 2021 Midland Credit Union had a few changes affect the leadership of the credit union starting with Holly Luca's mid-year resignation and after an exhaustive search the board filling this position with Randy Hass as it's CEO late in the year. Don Seymour, Midland's board of directors vice-chairman, had to resign due to medical reasons and Eric Williams joined the board, bringing a wealth of knowledge in financial planning. I want to take advantage at this time to give a shout-out and big thank-you to CFO Mindy Cooper for all her outstanding work and leadership to keep our credit union on track as the credit union transitioned leadership in 2021!

Midland Credit Union's Board and Executive Management team developed a master strategic five-year plan started for Midland in 2018 and it continues to prove fruitful in use as the credit union is on target to complete many of the goals that it had set out to accomplish. This strategic plan provides a roadmap for not only the Board but the Credit Union personnel for growing and strengthening our credit union. We want to be considered problem-solvers, showing the care and concern through our brand, providing services and products to assist us in cementing our relationship with existing members, and growing future membership by being better equipped to compete with other financial service providers. We are actively looking at where we are in relation to what we had hoped to accomplish and evaluating what changes the credit union will make to achieve our goals and improve services to our membership.

A goal of our strategic plan is to expand our membership, a goal that has been met and continues to exceed expectations first in 2020 and now again in 2021. Midland Credit Union's service area expanded across 19 Iowa counties in 2020 and we continue to investigate ways to better service these counties. We created several new marketing endeavors, delivered an improved indirect loan program, and began advertising on 97.3 FM radio station. Another goal of our strategic plan is to expand the credit union assets, a goal that has not only been met, but exceeded expectations in 2021. Per the treasurer's report the credit union's assets have exceeded \$71M, thus almost reaching our projected five-year goal of \$75 Million in Total Assets two years ahead of expectations. The Board has plans to review and update the plan later in 2022.

## Chairman's Report Continued

In 2021, the credit union completed remodeling of the main branch to provide a better membership experience and enable a better floorplan for future services. In addition, land was purchased, and construction began on a new Bondurant Branch office located across the highway from the new Amazon distribution center. It is expected our new Bondurant branch will open during the 2<sup>nd</sup> quarter of 2022.

During the year Midland Credit Union did a major transformation of its services to better serve our members, changing to a more modern core services provider along with an improved home banking and mobile app feature to enable more and better services to our members. This transition happened in December with minimal service disruptions to our members.

Throughout the year our members faced hardships due to the pandemic, and once again the CU has responded to our membership with several means to help during this troubling period. Many financial institutions have faced these same problems due to the pandemic, although the Midland credit union team have had to overcome several other obstacles to keep the credit union operating and our membership has responded with making Midland even stronger than it was prior to the pandemic. For this we thank you!

In closing, Midland is managed with integrity that you as a member can trust. I feel privileged to serve as your Board of Director's Chairman of such a fantastic institution. I am looking forward to this coming year, as I hope to be able to report to you even more growth and membership services.

Respectfully submitted,

Frank Wimler, Chairman of The Board



**MIDLAND**  
CREDIT UNION



## Chief Executive Officer's Report

I'd like to take this opportunity to introduce myself to the members of Midland Credit Union. I came on board in early January of 2022 and I'm extremely grateful to be a part of Midland and its team. From my first interview with the members of the Board I could tell that Midland Credit Union had something special, a very progressive and forward-thinking group of individuals who truly have the best interest of the credit union in their hearts. This experience made me want to learn more and to become a part of it.

I have had the pleasure of knowing your long-time former CEO Becky DeVries for nearly three decades, as I lead credit unions in eastern Iowa for several years during my career. As a peer I knew that Midland Credit Union was very stable and financially sound. I felt that my past experiences could benefit the members in preserving a strong heritage but also bring about new ideas to continue the growth desired by your Board of Directors, who are made up of volunteers from our membership.

I love the mission of Midland Credit Union: "We are committed to making a difference in the lives, success, and financial well-being of not just our members, but our communities." These few simple words are what I have heard and seen from the Board and the entire staff during my short time at the credit union. Listening to the conversations that staff have with members who may be seeking a loan, have an issue with a credit card, or trying to figure out what to do after the death of a loved one, the staff has shown compassion and a willingness to listen before offering advice. Our members deserve to have a leader who is committed to fostering this mission. We owe it to you to put our words into action and earn your trust, for together that is how you and we succeed, which in turn benefits our communities as a whole.

You will see in this annual report that Midland Credit Union had success in 2021, growing its assets by \$9M and expanding its field of membership to 19 Iowa counties. I have high hopes to expand on this throughout 2022 by getting the new Bondurant office open and providing new and existing members with products and services that not only meet their needs but also improve their financial picture as well.

On behalf of the staff of Midland Credit Union I would like to say "thank you" for allowing us the pleasure of serving you, our members!

Randy Hass  
CEO



## Chief Financial Officer's Report

The 2021 Annual Report documents the financial condition of Midland Credit Union.

Highlights include:

- Net income was \$185,134 above budget.*
- Assets grew by \$8.6 million to \$71 million.*
- Return on Assets was .39%*
- Reserves to Assets remain strong at 10.86%*

Midland Credit Union employees and the board performed well this year, meeting goals and serving the membership.

The annual report shows the credit union continues to grow and reflects its financial stability.

Respectfully Submitted,

Dallas Buck III, Chief Financial Officer



## Credit Committee Report

This committee oversees our lending policies and practices to fulfill borrowing needs of our members. Lending our depositors funds at the best rate is our main purpose. However, we must balance wanting to satisfy all members borrowing needs with maintaining delinquency to protect your deposits.

Loan Officers are authorized to make decisions within the credit union office, allowing decisions to be made as timely as possible. Only those loans exceeding the authorization given to loan officers and executive officers are referred to this committee for further action.

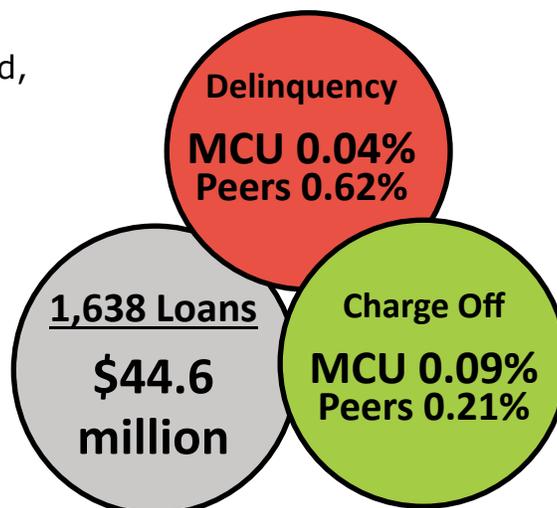
During 2021, the credit union granted 1,638 loans in the amount of a \$44.66 million. Our year end delinquency to total loans was 0.04% compared to our peers 0.62%. Our net charge offs to average loans was 0.09%.

We continue to review our existing underwriting guidelines in order to serve more borrowers while maintaining a delinquency ratio less than 1%.

To assist members with credit blemishes Midland Credit Union continues to review their credit with them and discuss ways to improve their credit scoring for the best possible borrowing rate.

We thank you for using our lending services and for prompt repayments. We look forward to serving you in the future. Please refer your local family and friends to us, we are built on your loyalty and referrals.

Respectfully submitted,  
Steven Correa  
Tiffany Menke  
Dallas Buck III



\*Delinquency and Charge off numbers per CU Analyzer.



## Audit Committee Report

Our committee's responsibility is to verify that Midland Credit Union is complying with all policies set forth by the Board of Directors and with all State and Federal regulations.

To accomplish this task, members of this committee regularly monitor various segments of our office operations. We use information from reports produced by our system and from inquiries of the credit union staff.

In addition to our inquiries, the Audit Committee employs the CPA firm of Gardiner + Company, formerly known as Gardiner Thomsen, to perform agreed upon mid-year procedures and an independent audit at year-end. The complete report of their last audit and unqualified opinion letter is on file at the credit union office.

The State Credit Union Division, our state regulator, performs a further examination of our operation. The last examination was as of November 19, 2020.

As your auditing committee, we are pleased to report that the credit union is in sound financial condition, and the financial reports shown in this report reflect the true and actual condition of the credit union as of December 31, 2021.

Respectfully submitted,  
Linda Gast, Chairperson  
Kim Knoll  
Eric Williams



**MIDLAND**  
CREDIT UNION

# 2021 Annual Meeting Minutes

Midland Credit Union  
Minutes of the Virtual Annual Meeting Thursday May 6, 2021

The 88<sup>th</sup> annual meeting was held virtually, Thursday, May 6, 2021.

Prior to the call to order Chairman Frank introduced himself, welcomed attendees and introduced CEO, Holly Luca.

CEO Report was given via pre-recorded video by Holly Luca.

At 5:07 pm, the business meeting was called to order by the Chairman, Frank Wimler after confirming with Secretary Tiffany Menke a quorum was established. 26 members attended the virtual meeting. **Directors Present:** Frank Wimler, Steven Correa, Dallas Buck, Tiffany Menke, Kim Knoll, Linda Gast and Ryan Bhattacharyya, and Eric Williams. **Directors Absent:** None. CEO, Holly Luca joined the board at the meeting table.

Prior to the meeting, each member received a virtual copy of the 2020 Annual Report, which included the minutes of the 87<sup>th</sup> annual meeting held October 8, 2020.

**MINUTES:** A motion was duly made and seconded to approve the minutes of last year's annual meeting as printed. Motion carried.

A motion was duly made and seconded to approve all written reports as submitted in the 2020 Annual Report; Chairman's Report, CFO's Report, Credit Committee's Report, Audit Committee's Report and the CEO's Report. Motion carried.

**BOARD ACTIONS:** A motion was made and seconded to approve all actions taken by the board of directors during 2020. Motion carried.

**NOMINATIONS:** Nominations Committee Chair, Tiffany Menke reported there were three directors' whose terms expire this year, Tiffany Menke, Dallas Buck III, and Steven Correa. The nomination committee submitted the names of three (3) incumbents, Tiffany Menke, Dallas Buck III, and Steven Correa, to the board for nomination. Members were notified appropriately we were seeking candidates. Board chair, Frank Wimler declared the 3 candidates elected by unanimous ballot with determination at the organization meeting the length of their terms. Frank Wimler introduced 2021 Board of Directors.

**UNFINISHED BUSINESS:** Frank Wimler asked if there was any more unfinished business. None to report.

**NEW BUSINESS:** Frank Wimler asked if there was any more unfinished business. None to report.

**ADJOURNMENT:** Motion made and seconded to adjourn meeting at 5:17 pm, motion carried.

# Credit Union Services

## Deposits

- Share (Savings)
- Share Draft (Checking)
- Share Certificates/Investments
- Individual Retirement Account
- Money Market savings

## Loans

- Credit Cards 1% Reward on purchases.
- 1st Mortgage
- Home Equity/Home Equity Line of Credit
- Personal
- Recreational Vehicle
- Share Draft Line of Credit
- Vehicle Loans
- Credit Builder

## Digital Services

- Home and Mobile Banking w/remote deposit
- Online Bill Pay
- eStatements
- eLerts (email notifications)
- Online Applications and forms
- Electronic Document Signing
- MyCardInfo and MyCard Alerts for credit cards
- Paperless receipts sent to email
- SHAZAM Brella
- Text Messaging
- Mobile Deposit
- Mobile Wallet
- Online Loan Payment
- Online Account Opening

## Other Services & Benefits

- Automatic Payments
- Debit Cards with SHAZAM Brella
- FREE Financial Counseling
- Money Orders
- Safe Deposit Boxes – Urbandale Only
- Savings Bonds redemption
- Auto Smart (Online Car Shopping)
- Debt Protection
- Extended Warranty
- Vehicle Protection Plan
- Depreciation Protection
- Guaranteed Asset Protection
- LoveMyCreditUnion rewards
- Notary Public Service
- TruStage Insurance Products
- 5000+ CO-OP Shared Branches



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