

# ANNUAL REPORT



**ALLIANCE**  
CREDIT UNION  
March 10, 2022



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# ANNUAL MEETING **MINUTES**

MARCH 5, 2021

## **I. CALL TO ORDER**

Board Chairman Rex Andrews called the 81st Annual Meeting to order at 6:30 p.m. via conference call. Board Secretary Vicki Ritcherson confirmed a quorum was present. All actions approved in this meeting are unanimous unless otherwise noted.

## **II. INVOCATION**

Chairman Andrews gave the invocation.

## **III. MINUTES**

Chairman Andrews presented the Minutes of the last Annual Meeting. There were no changes or corrections; therefore, the Minutes were approved as written.

## **IV. CHAIRMAN AND CEO REPORT**

Chairman Andrews presented the Chairman Report and Matt Grannan, President and CEO, presented the President and CEO Report as printed in the Annual Report distributed at the meeting. A motion and second were made to dispense with the reading of all reports. The motion carried.

## **V. FINANCIAL REPORT**

Chairman Andrews presented the Financial Report as printed in the Annual Report. A motion was made to accept the Financial Report. The motion carried.

## **VI. NOMINATING COMMITTEE REPORT**

Chairman Andrews recognized the Nominating Committee members and thanked them for their commitment and service to the credit union. The nominating committee nominated Kent Ballard and DeWayne Williamson to serve for an additional three-year term. Nominations by petition were called for earlier in accordance with the bylaws. Subsequently, there were no candidates nominated by petition. A motion was made to accept the nominations by acclamation. The motion carried.

## **VII. OLD BUSINESS**

None.

## **VIII. NEW BUSINESS**

New Business was called for in writing earlier and none was submitted.

## **IX. ADJOURN**

There being no further business, a motion was made to adjourn the meeting at 6:52 p.m.

# THIS EVENING'S **AGENDA**

## **CALL TO ORDER**

Patsy Wilson

## **INVOCATION**

Darrel Crump

## **ASCERTAINMENT OF A QUORUM**

Patsy Wilson

## **APPROVAL OF 2021 MEETING MINUTES**

Patsy Wilson

## **NOMINATING COMMITTEE REPORT**

Patsy Wilson

## **CEO REPORT**

Matt Grannan

## **NEW BUSINESS**

None submitted



**PATSY WILSON**  
Chairman, 2023



**VICKI RITCHERSON**  
Vice Chairman, 2022



**KENT BALLARD**  
Treasurer, 2024



**LESA REED**  
Secretary, 2023



**DARREL CRUMP**  
2023



**REX ANDREWS**  
2022



**DEWAYNE WILLIAMSON**  
2024

Thank you for attending the 82nd Annual Meeting of ALLIANCE Credit Union. The Board of Directors is proud to stand alongside you as members of our outstanding financial institution. 2021 was a year for the ALLIANCE history books and much of that success is attributed to our member-owners and their commitment to the credit union.

I want to thank the Board of Directors for their enthusiasm and dedication to ALLIANCE. We are committed to providing the best member experience of any financial institution in West Texas and that requires an energy and engagement by every single board member. I can say with great confidence that our board meets every challenge and is grateful for the opportunity to help lead the credit union.

I am happy to announce that in 2021 ALLIANCE Credit Union grew from being a leader of the credit union movement in Lubbock, Texas, to a national forerunner. We have become one of the top performing credit unions in the nation and we have done this by prioritizing our members and their needs. At ALLIANCE, we place emphasis on providing the best rates possible at the highest quality of service and that is the power of being for people, not profit.

Among the highlights in this report, you will find:

- ALLIANCE achieved another record year in membership growth to a total of 29,914 primary members. This represents 11.33% growth in membership and testifies that ALLIANCE Credit Union is no longer Lubbock's best kept secret.
- Alongside our growth in membership, we saw growth in our total assets to over 392 million dollars. Not only are we gaining members, but our financial products and services are providing access to capital in record amounts.
- In 2021, ALLIANCE saw a record 6 million dollars of net profit. We are a not-for-profit financial institution, so this is 6 million dollars that is going back into your credit union to maintain a healthy capital ratio and facilitate best in class member services.
- Your Board of Directors remains confident that ALLIANCE is serving our members' financial needs. This is evidenced by the \$248,514,214.84 we loaned in 2021, contributing to 24% growth in our total loan portfolio.

ALLIANCE Credit Union is well-positioned for the future and your Board of Directors is confident that none of this success would be possible without the commitment of our members and the dedication of our staff. We are excited for 2022 and look forward to continuing our work with CEO Matt Grannan and the entire ALLIANCE Credit Union family. Most importantly, thank you to our member-owners for their trust, support, and loyalty.

*For People, Not Profit.*



## LEADERSHIP

Matt Grannan  
Jonathan Brunson  
Josh Wade

## OPERATIONS & LENDING CENTER:

Judy Alvarado  
Sandeia Starr  
Tim McClellan  
Dalton Cockerham

## CONSUMER LENDING SUPPORT:

Devannie Surratt  
Matthew Davis  
Azzeneth Carabali  
Brenda Martinez  
Amanda Deanda

## INFORMATION TECHNOLOGY AND FACILITIES:

Clint McQuerry  
Amy Wilkinson  
Devon Allen  
Jay Mancilla  
Derek Garza  
Clifford Ginanni  
Cole Smith  
Clifton Johnson  
Veo Nelson

## MARKETING & BUSINESS DEVELOPMENT:

Abbie Jones  
Jane Cox  
Tate Hunton  
Malee Brown  
Shannon Dunlap

## COLLECTIONS:

Michael Lopez  
Brittainy Pauda  
Zack Hall

## COMMERICAL LENDING:

Ashley Barker  
David Vaughn  
McKinzie Smith  
Jake Craycraft  
Brianna Dixon  
Alyssa Garza

## HUMAN RESOURCES:

Brittany McIntire  
Rebekah Pinkert

## ACCOUNTING:

Clay Beardemphl  
Tyesha Duke  
Teresita Mojica  
Traci Moore  
Brenda Cambron

## COMPLIANCE:

Amber Cook  
Laura Boles  
Cody Mayfield  
Cydney Jackson  
Marisol Rios

## MORTGAGE:

Tracy Weatherly  
Richard Beauchamp  
Mallie Martinez  
Denise Jones  
Larissa Cable  
Lance Sampley  
Candice Gerron  
Roxanne Montes  
Melissa Weston  
Justice McMullen  
Katie Weatherford  
Tyler Perez  
Lorena Juarez  
Nathan Gorick  
Noah Shedd  
Normalinda Vasquez  
Jennifer Garcia  
Chris McGlaun

## LEAD LENDING:

Roger Rivas  
Kayla Pena  
Courtney Garner  
Christy Williams  
Jose Mora  
Jeremiah Stewart  
Rex Ashley

## MAIN BRANCH:

Lauri Moreno  
Brittanie Webb  
Abraham Bocanegra  
Erica Cazares  
Novalyn Ontiveros  
Laura De Los Santos  
Charles Jones  
Mary Mata  
Cecily Castro  
Melissa Parra

## QUAKER BRANCH:

Tammy Cox  
Keeli Griffin  
Clark Cumby  
Kamrie Rodriguez  
Noelle McDonald  
Camie Crump  
Nichole Luckie  
Meaghan Shelton

## SOUTH BRANCH:

Aidé Estrada  
Mari Corredor  
Joann Wales  
Destiny Valdez  
Ivan Solis  
Veronica Tello

## CENTRAL BRANCH:

Susan Urrutia  
Corey Garza  
Danielle Solis  
Zaac Pittam  
Devin Cooley  
Cindy Nava  
Ja'Lae Wilson  
Mary Joe Gonzales  
Sarah Garcia

## CHANGES TO MANAGEMENT STAFF:

Abbie Jones promoted to SVP Revenue from VP Marketing

## MEDICAL BRANCH:

Michelle Crose  
Vickie Reynolds  
Jennifer Campos  
Dylan Winchell

## NORTHWEST BRANCH:

Andrew Marmolejo Sr.  
Roxy Rammage  
Briana Guajardo  
Shelby Ross  
Christian Deleon

## SOUTHWEST BRANCH:

Laura Mendoza  
Mikayla Swires  
Zachary Winn  
Chelsea Arenivaz  
Savannah Pinon

## E-SOLUTIONS:

Ashley Lovette  
Katy Frost  
Krystal Hedrick  
Haley Petmecky  
Jordan Dain  
Julissa Fuentes  
Chris Castro  
Fabiola Torres  
Tyler Garcia  
Efren Maldonado  
Brianna Christensen  
Bailey Rollins  
Christina Gonzales  
Kimberly Stivers

# HEATHER REYNOLDS



For People, Not Profit. It's more than just a catchphrase. At ALLIANCE, it is what drives us ever forward to offer our members the best possible service. Sure, you can get a mortgage or refinance at a bank or other financial institution. However, at a certain point, you have to ask yourself, "Am I making them more money, or am I getting the best rate?" An answer to this question comes from ALLIANCE member, Heather Reynolds.

Heather has only been a member for a few months; however, ALLIANCE has already helped her save \$162,250 in interest over the life of her mortgage. Thanks to the hard work of Mortgage Loan Officer Larissa Cable, we were able to refinance her 30-year mortgage with an interest rate of 4%, down to a 15-year mortgage at a rate of 2.125%. Heather described this as a life-changing amount of money that we saved her and her family.

She found the overall refinance process to be a positive and smooth experience. Initially, she believed it would be challenging but quickly realized just how seamless the mortgage process at ALLIANCE was. "My time as a member of ALLIANCE has been short, and I am looking forward to seeing all the other services the credit union offers. But so far, what has stood out to me is how friendly and accommodating everyone has been. The team understood my position of being a full-time businesswoman and mom. All the little gestures that made my life a little easier went a long way."

Buying a house is one thing, but building a home is another. While a mortgage will help you secure a house, it's up to you to make it a home. Sometimes the complicated language of a mortgage can distract you from what is more important. The ALLIANCE Home Loan Center team is here to alleviate the stress of securing a mortgage, so you can focus on what really matters.

# AMY IVEY



At ALLIANCE Credit Union, we care about the financial wellbeing of our members. This means we look for opportunities to save our members money in ways that set us apart from other financial institutions. This was the exact experience for our ALLIANCE member, Amy Ivey. Like most of her family, Amy is a longtime member of ALLIANCE. So, when Lead Lending employee Christy Williams gave her a call about refinancing, it was an easy 'yes'. "She called me and had everything already worked out. It was the easiest experience I've dealt with. We were able to get both of our trucks refinanced with a lower interest rate and lower payments. It was for the same term, didn't add anything to our loan, and we were able to not make any payments for 3 months due to the promotion ALLIANCE was running."

ALLIANCE has worked hard to streamline our loan processes to better serve our members. These processes enabled Christy to serve Amy conveniently though she has the demanding schedule of being a Captain at the Texas Tech Police Department. "She did all the paperwork and maybe called me one or two times. She had everything sent over in an email. I never had to go up to one of the branches, and it was the easiest experience ever. We have dealt with several other banks, but they don't check-in with us like ALLIANCE, and the experiences have never been as positive as when we go to ALLIANCE."

When it comes to serving consumer financial needs, our business model is second to none. Every dollar of profit ALLIANCE generates goes back into the credit union so that we can continue to grow and provide this type of superior service to our members.



## IT DEPARTMENT

- Replaced core banking server with new, top-of-the-line server
- Enhanced communications with 8x8 phone, video, and chat platform
- Bolstered security with a new cybersecurity suite

## CONSUMER LENDING

- First Guard – In 2021, ALLIANCE changed our consumer warranty products for auto loans to First Guard. They offer a more comprehensive mechanical repair coverage at a lower cost to our membership.

## ALLIANCE FOUNDATION

- iGive - The iGive program was introduced in the fall of 2021. iGive allows our members to donate to the ALLIANCE Credit Union Foundation by simply swiping their debit card. Members that choose to participate in iGive will have their Visa Debit Card transactions rounded up to the nearest dollar, and that extra change will be donated to the ALLIANCE Credit Union Foundation at the end of each day. Fifty-one percent of all donations to the Foundation will go towards educational scholarships. Donations will also support other local non-profits and charities.

ALLIANCE Credit Union emerged as a torchbearer for the credit union movement in 2021 as we began the year with recognition from the S&P Global Market Intelligence group as the 70th best performing credit union in the country! We capitalized on strong momentum in 2021 making it a historic year for growth. This includes 11% growth in our membership and 24% growth in our total loan portfolio. While our loan portfolios experienced a significant increase, our delinquency and charge off ratios decreased to 0.49% and 0.12% respectively, serving to reduce overall risk to the credit union. Amidst this environment of accelerating growth, ALLIANCE Credit Union recognized \$6,002,000 in net profit and a record 1.63% return on average assets (ROAA). This performance coupled with strong deposit growth allowed your credit union to end the year at an all-time high of \$392,881,868 in total assets with a healthy capital ratio of 13.54%. ALLIANCE continues to be the best option in West Texas for consumer financial needs offering our members the most competitive pricing for all services. ALLIANCE has achieved success by sticking to our core philosophy of *people helping people* and placing emphasis on serving all our member-owners' financial needs.

ALLIANCE is well positioned for the future and over the past year we have made significant investments to ensure we remain ahead of the curve. We continued to install our ALLIANCE Express ITM (Interactive Teller Machine) terminals with 3 ITMs being installed at each of our South and Northwest branches. The ITM in New Home continued with installation and is scheduled to be completed in early 2022. Our Medical, South, and Northwest branches also began remodeling projects at the end of 2021 to further optimize those branches for our members and staff. These improvements are part of our continued commitment to our expanding membership with more enhancements on the horizon in 2022.

Alongside the formidable growth of the credit union, the ALLIANCE Credit Union Foundation also elevated our community to new heights in 2021. ALLIANCE employees contributed a total of \$7,561.80 to charitable organizations, while the foundation was fortunate enough to give a total of \$12,500 in academic scholarships. 2021 also witnessed the launch of our iGive program which allows members to donate to the ALLIANCE Credit Union Foundation by rounding up all purchases made with their debit card to the nearest dollar. The change from each transaction is accrued and then donated to the foundation. Our foundation is an integral part of ALLIANCE Credit Union and our commitment to elevating the West Texas community. To stay up to date, visit our foundation website at <https://alliancecufoundation.org>.

We believe in supporting our community and are proud to have a caring staff dedicated to the credit union mission. ALLIANCE Credit Union is the best choice for consumer financial services because we consistently offer the lowest rates on consumer loans while paying higher deposit rates than our competitors. We do this while engaging every member interaction with a not-for-profit mindset that focuses on quality of service over profitability. Every dollar of profit ALLIANCE generates goes back into the credit union so that we can continue to grow and provide superior services to an ever-expanding membership. ALLIANCE cares about the financial wellbeing of our members because we are a member-owned, not for profit financial cooperative.

ALLIANCE is a mission!

Thank you to our professional staff and our dedicated board of directors for all they do to improve ALLIANCE and the financial wellbeing of our members. Most of all, I thank our member-owners for their loyalty and steadfast commitment to the credit union movement. We are for people, not profit. We are ALLIANCE Credit Union!

## ACU FOUNDATION SCHOLARSHIPS AWARDED

\$2,500 5-5-5/ALLIANCE CU Foundation Eric Hill Memorial Scholarship  
 \$2,500 Karen Nunez - High School Scholarship  
 \$2,500 Ryan Walden - High School Scholarship  
 \$2,500 Kennedy Holley - Grad Plus Scholarship  
 \$2,500 Hanna Andrews - Grad Plus Scholarship

## ACU FOUNDATION EMPLOYEE DONATIONS

\$1,871.31 to Ronald McDonald House Charities  
 \$1,718.81 to Texas Boys Ranch  
 \$2,015.34 to Special Olympics Texas  
 \$1,956.34 to South Plains Food Bank

## ALLIANCE IN THE COMMUNITY:

Shred Day benefitting Texas Girls and Boys Ranch  
 Texas Tech University Athletics  
 Veterans Memorial with Woody Williams  
 OfficeWise Backpacks  
 5-5-5 Move Over Slow Down Rally  
 Covenant Pediatric Oncology and Hematology  
 Meals on Wheels  
 South Plains Food Bank  
 Breakfast and Camaraderie  
 Hub City Hoops  
 United Way  
 Hospice of Lubbock  
 Lubbock County Junior Livestock  
 Heart Walk for American Heart Association  
 Lubbock Red Day benefitting OneVoiceHome  
 Communities in Schools  
 Lubbock County Goat Jackpot  
 Home Ministries  
 Vitalant Blood Donation

## SCHOLARSHIPS AWARDED



FIVE \$2,500  
SCHOLARSHIPS AWARDED

## EMPLOYEE DONATIONS



TO LUBBOCK CHARITIES

## REDUCING OUR CARBON FOOTPRINT



OVER 170 POUNDS OF WASTE  
WAS RECYCLED EVERY MONTH.



2,541 POUNDS OF RECYCLING WAS  
COLLECTED FROM ALLIANCE IN 2021.

## BANZAI FINANCIAL EDUCATION SPONSORSHIP



SCHOOLS SPONSORED



TEACHERS SERVED



STUDENTS EDUCATED

## HELPING OUR FRONT LINE WORKERS & FIRST RESPONDERS



3,000+ EAR SAVERS DONATED TO LOCAL  
HOSPITALS AND SCHOOLS REDUCING  
EAR STRAIN DUE TO MASKS.



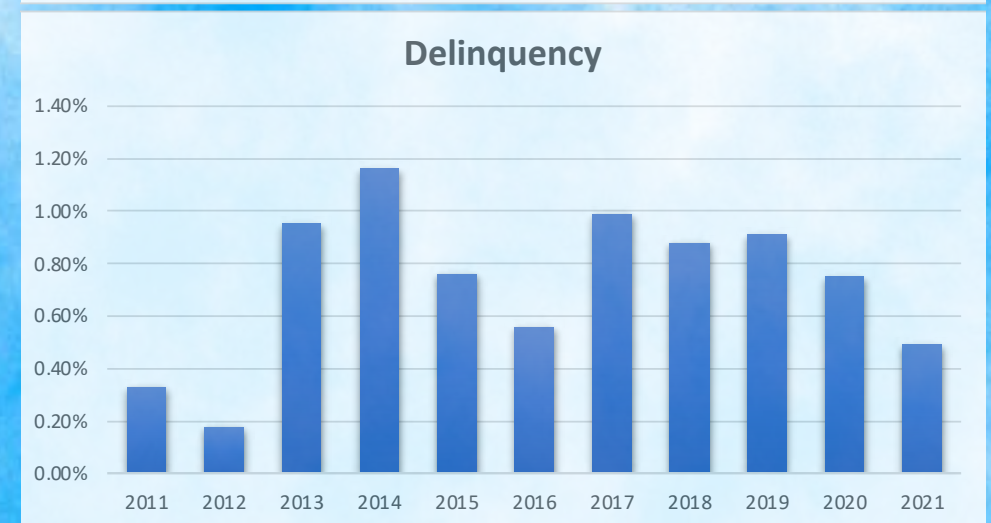
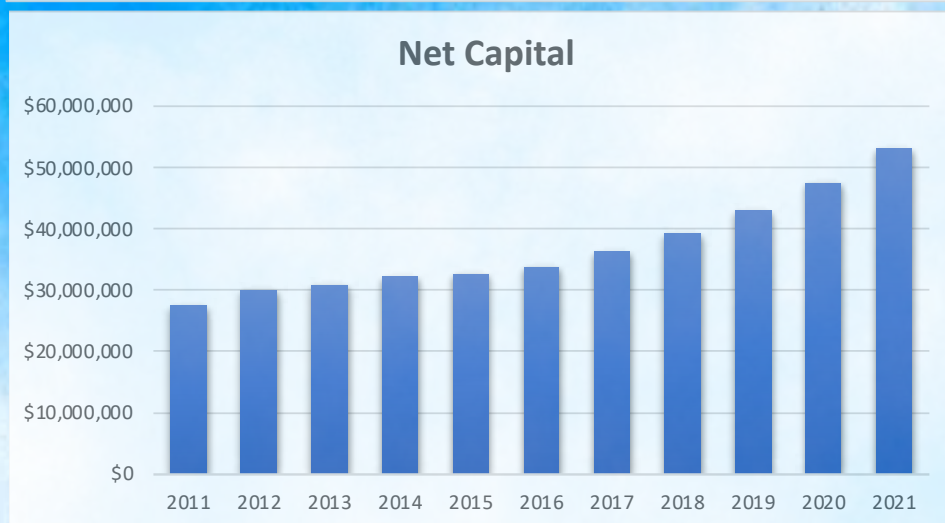
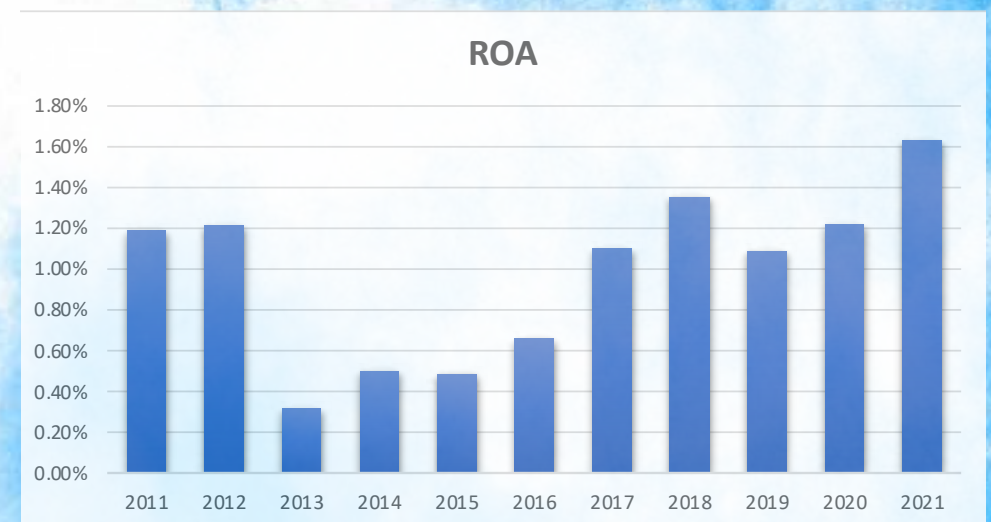
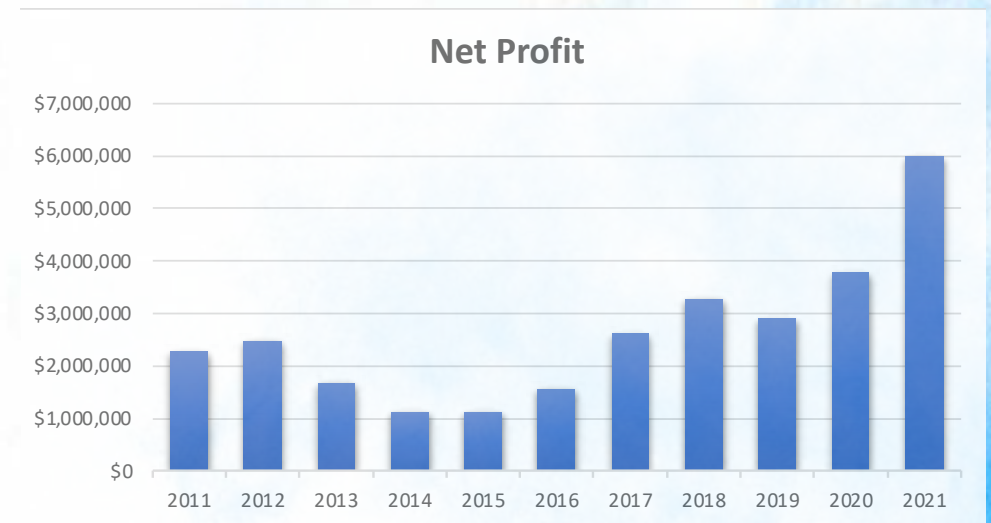
FOOD AND WATER DONATIONS TO  
NURSES AT COVENANT,  
UMC, AND FIRST RESPONDERS.



ASSETS	2021	2020
Consumer Loans	\$157,254,207.09	\$104,004,172.90
Credit Card Loans	\$4,500,553.02	\$4,296,484.57
Home Loans	\$69,502,090.20	\$67,534,297.59
Business Loans	\$76,274,471.00	\$71,107,260.15
Loans Held for Sale	\$8,552,275.52	\$7,008,624.48
MBL Participations Purchase	\$1,196,835.33	\$1,217,448.75
Total Loans	\$317,280,432.16	\$255,168,288.44
Allowance for Loss	\$(624,233.02)	\$(528,323.02)
Net Loans Outstanding	\$316,656,199.14	\$254,639,965.42
Cash	\$21,307,497.72	\$26,966,790.63
Total Investments	\$28,089,781.68	\$30,333,275.97
Total Fixed Assets	\$20,904,631.45	\$19,308,397.20
Total Other Assets	\$5,923,758.42	\$4,676,128.22
Total Assets	\$392,881,868.41	\$335,924,557.44

LIABILITIES, SHARES & EQUITY	2021	2020
Accounts Payable	\$2,797,384.47	\$2,661,839.31
Regular Shares	\$109,837,650.87	\$89,275,478.14
Share Drafts	\$70,570,461.25	\$54,840,520.30
Money Market Shares	\$48,775,827.32	\$42,298,405.55
IRAs	\$14,550,522.03	\$14,854,457.09
Share Certificates	\$91,923,454.15	\$83,350,206.96
Total Shares	\$335,657,915.62	\$284,619,068.04
Total Other Liabilities	\$1,226,312.07	\$1,084,844.56
Reserves & Undivided Earnings	\$53,200,256.25	\$47,558,805.53
Total Liabilities, Shares & Equity	\$392,881,868.41	\$335,924,557.44

OPERATING INCOME	2021
Loan Interest Income	\$14,441,020.68
Investment Interest Income	\$427,672.37
Operating Income	\$9,187,952.14
Total Gross Revenue	\$24,056,645.19
OPERATING EXPENSES	2021
Employee Compensation	\$7,447,433.45
Employee Benefits	\$2,024,874.38
Board of Director Compensation	\$46,149.96
Travel & Conference	\$163,629.12
Association Dues	\$86,282.25
Office Occupancy	\$1,557,715.96
Office Operations	\$1,374,722.71
Education & Promotion	\$565,322.08
Loan Servicing	\$1,421,883.98
Professional Services	\$1,792,083.72
Provision for Loan Loss	\$461,923.80
Misc. Operating Expense	\$273,927.31
Total Operating Expense	\$17,215,948.72
Net Income Before Dividends	\$6,840,696.47
Dividend & Interest Expense	\$(1,358,469.93)
Gain/(Loss) on Investments Sold	\$0.00
Gain/(Loss) on Disposition of Asset	\$6,000.00
NCUA Corporate Stabilization	\$575,400.01
ASI Special Premium Assessment	\$(61,626.42)
Net Income	\$6,002,000.13





# MEMBERS' REVIEWS

"My car loan officer was awesome, she made it so easy for me to get my truck and I loved it even more when she said congratulations!!!!"

- MARCY

"ALLIANCE has always been a great place to handle my financial needs. They have friendly staff and always make you feel comfortable."

- JARRETT

"ALLIANCE is a great credit union. Easy to get in touch with a representative and they are willing to go the extra mile for you."

- TRAVIS

"Quick & easy to open new accounts. Can't believe I waited so long to escape the bank consolidation merry-go-round!"

- DOUG

"They were very helpful with what I needed done! Also have been using ALLIANCE for about 3 years now and I have no complaints! Very well taken care of!"

- AMANDA

"Best experience ever! Very professional and courteous. Will never go through dealership hassle again. Thank you ALLIANCE."

- DEBORAH

# *Thank you*

for another successful  
year at **ALLIANCE**.

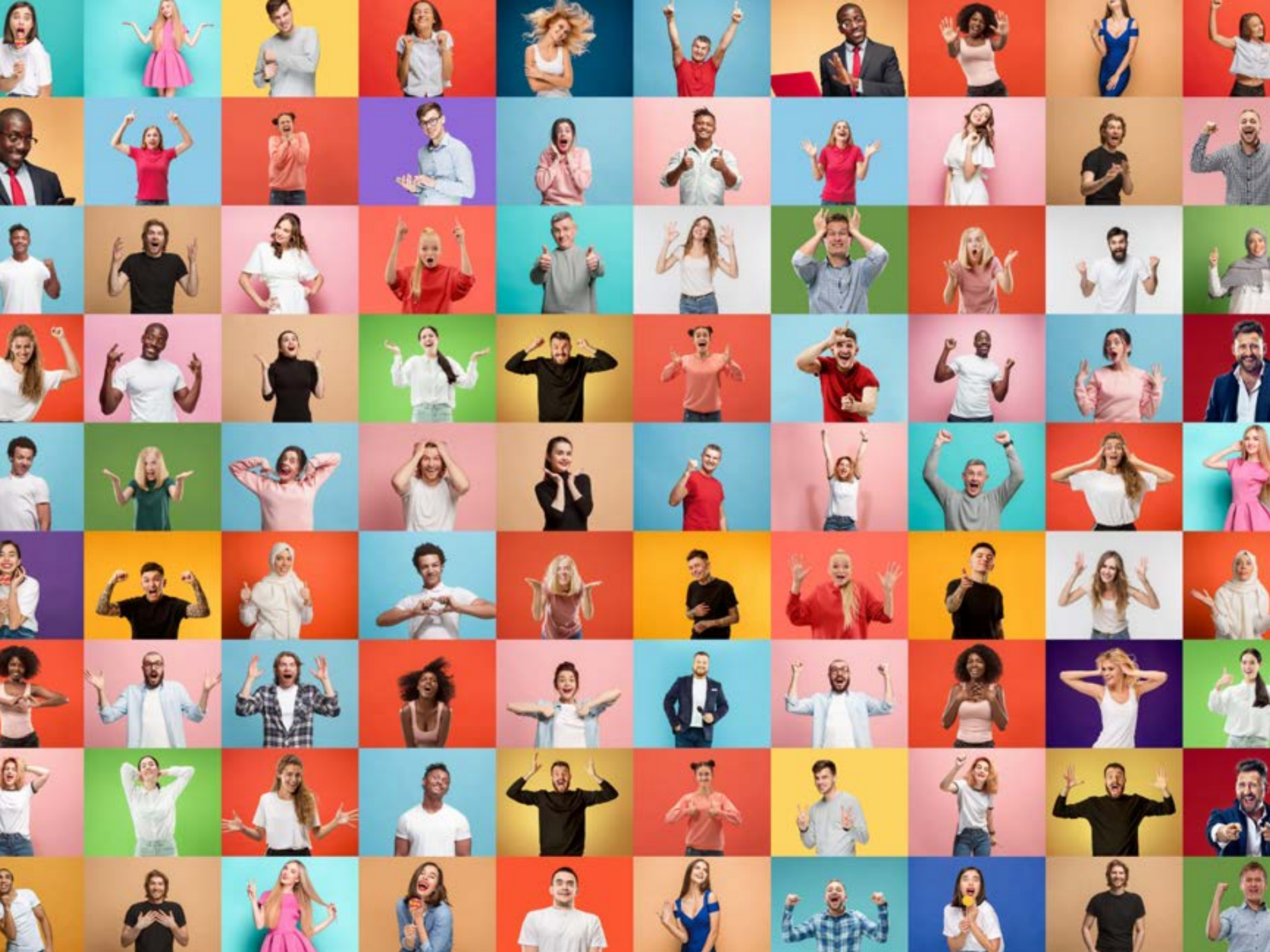
**Without our members,  
we would not exist.**

**We appreciate you and  
your business.**



**ALLIANCE**  
CREDIT UNION

*For People, Not Profit.*







**ALLIANCE**  
CREDIT UNION

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**ALLIANCECUTX.COM**



**Could ALLIANCE save YOU money?**