



ALLIANCE

CREDIT UNION

March 9, 2023

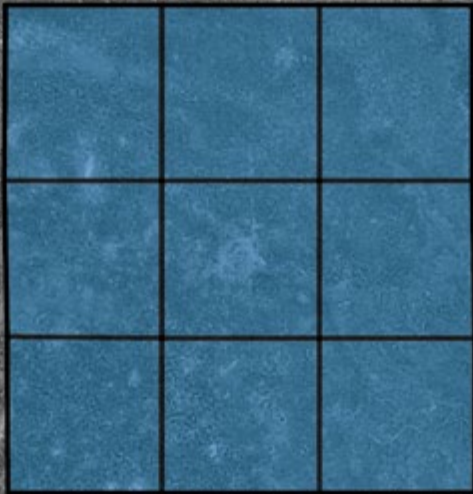
**ANNUAL
MEETING**

2023



ALLIANCE

CREDIT UNION



Proudly serving residents of
Crosby, Floyd, Garza, Hale,
Hockley, Lamb, Lubbock,
Lynn and Terry Counties.

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2022 ANNUAL MEETING **MINUTES**

MARCH 10, 2022

I. CALL TO ORDER

President and CEO Matt Grannan welcomed members to the 82nd Annual Meeting and Board Chairman Patsy Wilson called the meeting to order at 6:35 p.m. and confirmed a quorum was present. All actions approved in this meeting are unanimous unless otherwise noted.

II. INVOCATION

Board member Darrel Crump gave the invocation.

III. MINUTES

Ms. Wilson 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

Mr. Grannan presented the Chairman Report and 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

Mr. Grannan 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

Mr. Grannan recognized the Nominating Committee members and thanked them for their commitment and service to the credit union. The Nominating Committee nominated Rex Andrews and Vicki Ritcherson 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. Several drawings were held and a total of \$2,500 was given away to members.

IX. ADJOURN

Mr. Grannan thanked the members, board of directors and spouses, management, and employees for supporting ALLIANCE. There being no further business, a motion was made to adjourn the meeting at 7:05 P.M.

THIS EVENING'S **AGENDA**

CALL TO ORDER

Patsy Wilson

INVOCATION

Darrel Crump

ASCERTAINMENT OF A QUORUM

Patsy Wilson

APPROVAL OF 2022 MEETING MINUTES

Patsy Wilson

NOMINATING COMMITTEE REPORT

Patsy Wilson

CEO REPORT

Matt Grannan

NEW BUSINESS

None submitted



PATSY WILSON
Chairman, 2023



KENT BALLARD
Vice Chairman, 2024



REX ANDREWS
Treasurer, 2025



LESA REED
Secretary, 2023



DARREL CRUMP
2023



DEWAYNE WILLIAMSON
2024



VICKI RITCHERSON
2025

Thank you for attending the 83rd Annual Meeting of ALLIANCE Credit Union. The Board of Directors is proud to stand alongside you as members of our outstanding financial institution. 2022 was a historical year for ALLIANCE 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 2022 ALLIANCE Credit Union grew from being a leader of the credit union movement in Lubbock, Texas, to solidly in the top 1% best performing credit unions nationally. 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 33,995 primary members. This represents 13.64% 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 480 million dollars. Not only are we gaining members, but our financial products and services are providing access to capital in record amounts.
- In 2022, ALLIANCE saw a record 7.8 million dollars of net profit. We are a not-for-profit financial institution, so this is 7.8 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 \$311,465,096.05 we loaned in 2022, contributing to 33.3% 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 2023 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

ADMINISTRATIVE STAFF:

BayLee Sheffield

OPERATIONS & LENDING CENTER:

Judy Alvarado
Sanda Starr
Tim McClellan
Dalton Cockerham
Tammy Cox

LEAD LENDING:

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

CONSUMER LENDING SUPPORT:

Matthew Davis
Azzeneth Carabali
Amanda Deanda

COLLECTIONS:

Michael Lopez
Brittainy Pauda
Amanda Garcia
Helen Morris
Sarah Cavarrubio
Zack Hall

MARKETING:

Malee Brown
Sara Marin
Tannor Walters
Dylan Winn

BUSINESS DEVELOPMENT:

Shannon Dunlap
DeeAnn Masters
Destiny Rios

PROJECT MANAGEMENT:

Jane Cox
Robin Grosz

INFORMATION TECHNOLOGY:

Clint McQuerry
Amy Wilkinson
Zachary Gonzales
Devon Allen
Jay Mancilla
Derek Garza
Clifford Ginanni
Cole Smith
Nora Lyons
Corey Carter

DATA:

Dominik Kalisch
Jacob Ray

FACILITIES:

Clifton Johnson
Veo Nelson
Matthew Godwin

HUMAN RESOURCES:

Brittany McIntire
Rebekah Pinkert

ACCOUNTING:

Clay Beardemphl
Tyasha Duke
Emily Atas
Teresita Mojica
Traci Moore

COMPLIANCE:

Amber Cook
Laura Boles
Cydney Jackson
Keeli Griffin
Marisol Rios
Tyler Garcia

MORTGAGE:

Tracy Weatherly
Richard Beauchamp
Mallie Martinez
Lance Sampley
Denise Jones
Candice Gerron
Aaron Garrett
Lea Moore
Melissa Weston
Justice McMullen
Robin Raska
Stephanie Moore
Andrea Ammons-Flores
Tyler Perez
Lorena Juarez
Nathan Gorick
Noah Shedd
Normalinda Vasquez
Jennifer Garcia
Chris McGlaun

COMMERICAL LENDING:

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

MAIN BRANCH:

Lauri Moreno
Brittanie Webb
Zaac Pittam
Cristal Perez
Jazlyn Aguilar
Charles Jones
Laura De Los Santos

CHANGES TO MANAGEMENT STAFF:

Richard Beauchamp, VP Mortgage Sales
Malee Brown, VP Marketing
Clint McQuerry, SVP Information Systems
Tracy Weatherly, SVP Real Estate Lending

MEDICAL BRANCH:

Michelle Crose
Vickie Reynolds
Cindy Nava
Kanan Thornton

QUAKER BRANCH:

Laura Cowan
Chelsea Arenivaz
Kamrie Duff
Giselle Ortiz
Devin Cooley
Nancy Riojas
Brenna Medrano
Chris Castro
Nichole Luckie

SOUTH BRANCH:

Mary Mata
Mari Corredor
Joann Wales
Taylor Kopecky
LeAndra Reyna
Veronica Tello
Devannie Surratt

CENTRAL BRANCH:

Susan Urritia
Corey Flores
Abraham Bocanegra
Vanessa Williamson
Ailin Castro Galvan
Destiny Valdez
Mary Joe Gonzales
Sarah Garcia

NORTHWEST BRANCH:

Danielle Solie
Clark Cumby
Nova Ontiveros
Aspen Rutherford
Janessa Gutierrez
Camie Crump

SOUTHWEST BRANCH:

Shy Reyes
Briana Guajardo
Erica Cazares
Mari Eggert
Mercedes DeLeon

E-SOLUTIONS:

Ashley Lovette
Katy Frost
Christina Gonzales
Cecily Castro
Nia King
Jonathan Stephens
Jenna Acevedo
Jennifer Campos
Ja'Lae Wilson
Jordan Dain
Julissa Fuentes
Fabiola Torres
Efren Maldonado
Rachael Saulters
Jordan Rivera
Sidney Elias
Karen Rivas
Krystal Hedrick
Bailey Rollins

EMILY RODRIGUEZ

At ALLIANCE, we are proud to be *For People, Not Profit*. This is especially true when we save our members money via our fantastic rates. For member Emily Rodriguez, ALLIANCE saved her over \$600 a month on her vehicle loans.

“I’ve been a member since May 2022. I heard great things about ALLIANCE plus I had friends who worked there, so I thought that we should try it out and give them a shot,” said Rodriguez. “Off the bat, they were going to save me \$200 a month versus what I was offered at the dealership for my new car. So I said, ‘let’s refinance our two other cars and see what happens. Once we refinanced those three loans, we ended up saving around \$600 a month with ALLIANCE.”

Our loan officers’ customer service is a one-two punch to our competition alongside our great rates. ALLIANCE was Emily’s first choice after working with loan officer Aidé Estrada.

“She was amazing! She was quick, efficient, and she was very knowledgeable,” said Rodriguez. “I didn’t have to wait or hound her with calls. When I was looking for my fourth vehicle, I called her and told her what I was looking at. Everything was done and financed within a matter of two hours.”

Emily Rodriguez was so pleased with her service and rates, she will be going to ALLIANCE first for all her future auto loan needs. That’s the power of For People, Not Profit!

DOROTHY GOMEZ

Great savings and service is part of our mission at ALLIANCE. This is especially true for one of our members, Dorothy Gomez. Gomez has been a member of ALLIANCE since May 2021. “I chose ALLIANCE because it was local to the West Texas area, the customer service is amazing, and they offered me a great deal on our loan.”

Before ALLIANCE, Dorothy and her husband were paying \$1,555 a month on their motorcycle and car loans. ALLIANCE saved them \$16,700 total over the life of both loans. The interest rate was close to half with ALLIANCE. “We’re saving around \$200 a month on all our payments,” said Gomez.

Great service is the cherry on top of the savings the Gomez family acquired. “Our loan officer, Roger Rivas, was amazing,” said Gomez. “My husband is the one who opened up the motorcycle loan in the past, and we had just bought a car. [Roger] had called just to kind of see if we were in need of anything. He told me that it wasn’t really going to change my payment—we needed to wait a couple of months just for my credit score to get back up. He reached out on his own accord and told me when it was a really good time for us to refinance. When he put the deal together, it was really fast—like *really* fast. [He was] super helpful. He just made it very easy for us.”

Gomez also loves how accessible ALLIANCE is to her daily life, as she lives two hours away from the closest branch. “I actually live in Midland, Texas, and you guys are in Lubbock. It’s really easy to navigate the website online, [and] to make my payments, too. And then if I have any questions, I always just call up the branch and they’re able to help me with anything that I need.”

Because of the money we helped Dorothy save, she’s an ALLIANCE member for life. “I would say that their customer service is amazing. They’re very helpful, and they offer the best rates from any local credit union that we’ve dealt with in the past couple of years.”

ALLIANCE Credit Union continues to blaze the trail for the credit union movement as an industry leader and top performer. We began the year nationally ranked as the 23rd best performing credit union according to the S&P Global Market Intelligence group, and ended 2022 achieving new highs in membership growth, asset growth, and overall financial performance. ALLIANCE membership increased by 4,828 members, helping to support 33% growth in our loan portfolios and a 24% increase in total assets—ending the year at an all-time high of \$489,687,684.51. Amidst this environment of accelerating growth, ALLIANCE Credit Union recognized \$7,828,248.37 in net profit achieving a 1.76% return on average assets (ROAA), allowing your credit union to remain well-insulated from all types of risk with a healthy capital ratio of 12.13%.

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 ITM (Interactive Teller Machine) terminals with 9 new installations in 2022. The ITM branch in New Home was completed over the summer; it has proven critical to this previous financial desert and is an important proof-of-concept as we look to increase our accessibility across West Texas. We will continue to roll out more ITMs in 2023, offering our members greater access to their money 24/7. Depending on timelines and construction speed, ALLIANCE hopes to have a new full-service branch on south Indiana Avenue in late 2023. With Lubbock expanding southward, this location will add convenience for our current and future members. As part of our continued commitment to provide best-in-class service, our Medical and South branches were both remodeled in 2022, and preparations are underway for additional remodels of our Northwest and Southwest locations in 2023.

Alongside the rapid growth of the credit union, the ALLIANCE Credit Union Foundation also gained more members and helped to elevate our community in 2022. ALLIANCE employees contributed a total of \$11,102.66 to charitable organizations, while the foundation was able to provide 36 academic scholarships totaling \$31,500. Our foundation is an integral part of ALLIANCE Credit Union and our commitment to West Texas. To stay up to date, visit our foundation website at www.alliancecufoundation.org and follow the foundation on social media at www.facebook.com/alliancecufoundation.

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.

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!

IT DEPARTMENT

- Installed backup power generators
- Enhanced server environment, adding new redundancies to minimize downtime

CONSUMER LENDING

- Texas Tech Credit Card Partnership
- Enhanced range of consumer financial services

OPERATIONS

- New branch on South Indiana Ave. - Coming 2023
- ITM opened in New Home, Texas
- New ITMs at Central Branch - Coming 2023
- Initiated remodel of Northwest Branch
- Remodeled South and Medical Branches

LOAN PRODUCTS

- Complete Vehicle Protection - added coverage to our auto loans
- H.O.M.E 100 - Home Ownership Made Easy, 100% Financing Product

FINANCIAL EDUCATION

- ZOGO - 'Gamified' Financial Education App

ACU FOUNDATION SCHOLARSHIPS AWARDED:

36 Total Scholarships Awarded
 \$31,500 Total Scholarships Awarded

ACU FOUNDATION EMPLOYEE DONATIONS:

\$11,102.66 Total Donated

ALLIANCE IN THE COMMUNITY:

- Shred Day benefitting ALLIANCE Credit Union Foundation
- Area Veterans' Groups aiding Veterans suffering from Post Traumatic Stress
- Partnered with H.O.M.E. Ministries to give out backpack supplies at Ervin Elementary
- 5-5-5 Move Over Slow Down Rally
- Covenant Pediatric Oncology and Hematology Family Christmas Breakfast and Camaraderie
- Hub City Hoops
- United We Read
- Hospice of Lubbock
- Vitalant blood donation
- Burgers and Badges
- Sponsor Arts in Medicine with Ballet Lubbock in the hospitals
- Boots and Badges
- March of Dimes
- Jammies Drive benefiting Texas Girls and Boys Ranch
- Patterson Library National Night Out
- Keller Williams Red Day

SCHOLARSHIPS AWARDED



36 TOTAL SCHOLARSHIPS AWARDED

EMPLOYEE DONATIONS



TO LUBBOCK CHARITIES

REDUCING OUR CARBON FOOTPRINT



336 POUNDS OF WASTE RECYCLED
 EACH MONTH ON AVERAGE.



4,029 POUNDS OF RECYCLING WAS
 COLLECTED FROM ALLIANCE IN 2022.

BANZAI FINANCIAL EDUCATION SPONSORSHIP



SCHOOLS SPONSORED



TEACHERS SERVED

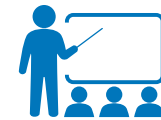


STUDENTS EDUCATED

ALLIANCE FINANCIAL EDUCATION



REALITY FAIRS
 3 SCHOOLS IN 3 SCHOOL DISTRICTS
 16 TEACHERS SERVED
 1,624 STUDENTS EDUCATED



IN-CLASS INSTRUCTION
 5 SCHOOLS IN 3 DISTRICTS
 7 TEACHERS SERVED
 482 STUDENTS EDUCATED

ZOGO

133 TOTAL USERS
 92% SATISFACTION RATE
 1,669 CUSTOM MODULES COMPLETED
 624 NON-MEMBERS

ASSETS	2022	2021
Consumer Loans	\$229,117,364.07	\$157,254,207.09
Credit Card Loans	\$5,345,911.36	\$4,500,553.02
Home Loans	\$81,550,998.54	\$69,502,090.20
Business Loans	\$103,607,697.82	\$76,274,471.00
Loans Held for Sale	\$2,463,431.00	\$8,552,275.52
MBL Purchased	\$924,118.60	\$1,196,835.33
Total Loans	\$423,009,521.39	\$317,280,432.16
Allowance for Loss	\$(1,028,000.00)	\$(624,233.02)
Net Loans Outstanding	\$421,981,521.39	\$316,656,199.14
Cash	\$24,961,342.67	\$21,307,497.72
Total Investments	\$9,883,565.18	\$28,089,781.68
Total Fixed Assets	\$25,525,790.32	\$20,904,631.45
Total Other Assets	\$7,335,464.95	\$5,923,758.42
Total Assets	\$489,687,684.51	\$392,881,868.41

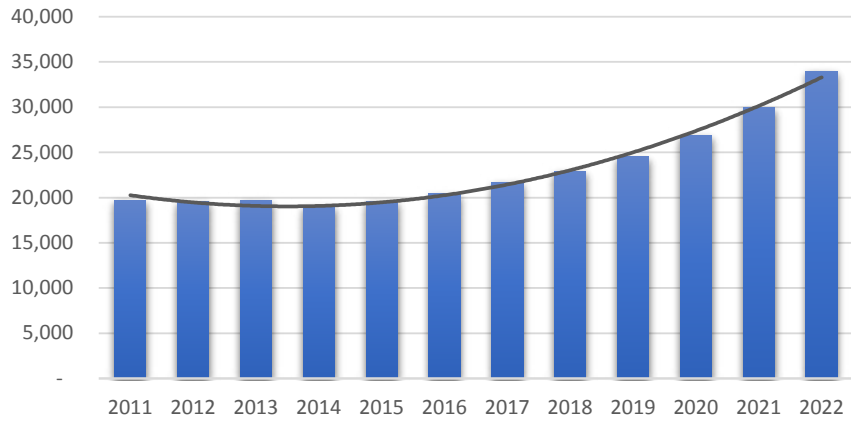
LIABILITIES, SHARES & EQUITY	2022	2021
Accounts Payable	\$4,311,371.96	\$2,797,384.47
Regular Shares	\$114,540,578.71	\$109,837,650.87
Share Drafts	\$77,666,881.27	\$70,570,461.25
Money Market Shares	\$47,379,166.75	\$48,775,827.32
IRAs	\$13,222,307.08	\$14,550,522.03
Share Certificates	\$172,165,628.19	\$91,923,454.15
Total Shares	\$424,974,562.00	\$335,657,915.62
Total Other Liabilities	\$1,026,257.86	\$1,226,312.07
Reserves & Undivided Earnings	\$59,375,492.69	\$53,200,256.25
Total Liabilities, Shares & Equity	\$489,687,684.51	\$392,881,868.41

OPERATING INCOME	2022
Loan Interest Income	\$20,054,627.72
Investment Interest Income	\$594,309.72
Operating Income	\$11,783,250.55
Total Gross Revenue	\$32,432,187.99

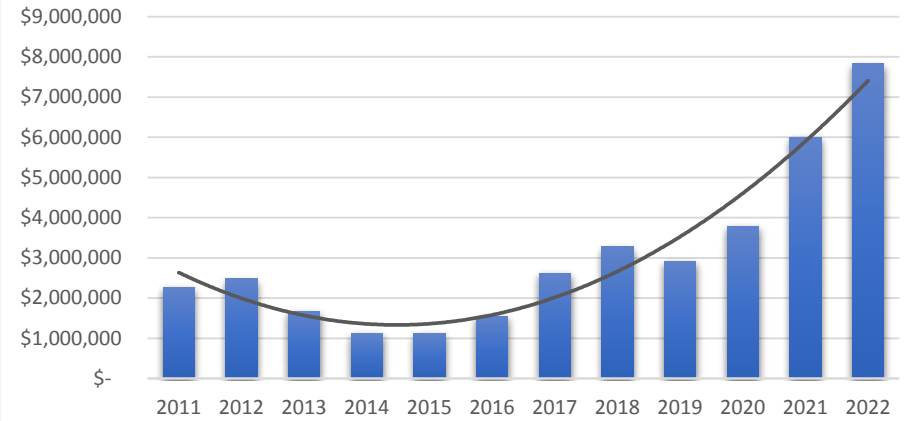
OPERATING EXPENSES	2022
Employee Compensation	\$9,592,408.41
Employee Benefits	\$2,641,194.89
Board of Director Compensation	\$46,949.98
Travel & Conference	\$297,274.49
Association Dues	\$115,458.83
Office Occupancy	\$1,725,909.49
Office Operations	\$1,766,564.84
Education & Promotion	\$686,191.13
Loan Servicing	\$1,635,504.33
Professional Services	\$2,495,563.35
Provision for Loan Loss	\$827,765.58
Misc. Operating Expense	\$445,734.33
Total Operating Expense	\$22,276,519.65

Net Income Before Dividends	\$10,155,668.34
Interest on Borrowed Funds	(\$16,381.15)
Dividend & Interest Expense	\$(2,776,370.84)
Gain/(Loss) on Participation	\$134,766.48
Gain/(Loss) on Investments Sold	\$0.00
Gain/(Loss) on Disposition of Asset	\$0.00
NCUA Corporate Stabilization	\$478,219.17
ASI Special Premium Assessment	\$(147,653.63)
Net Income	\$7,828,248.37

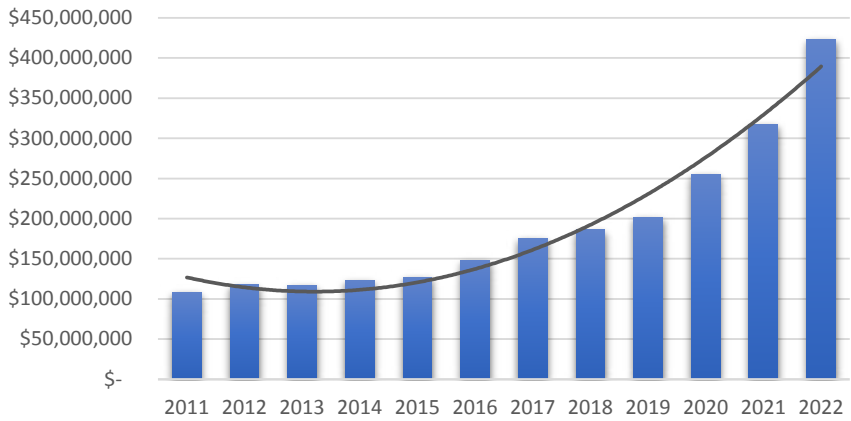
Members



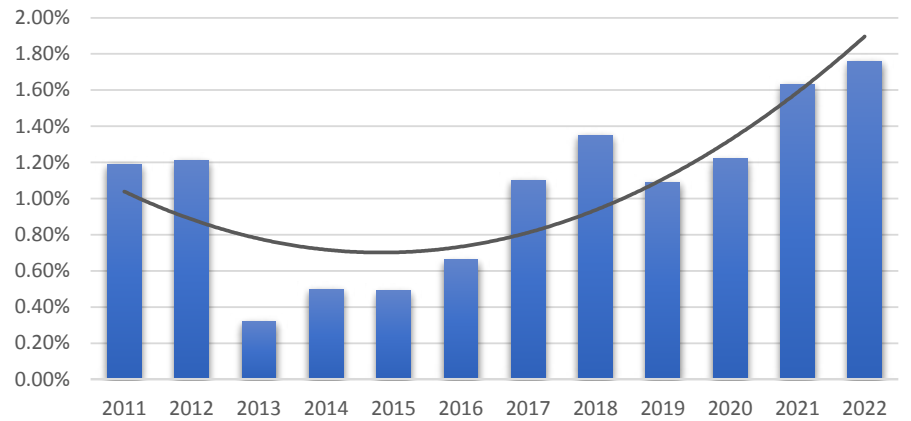
Net Profit



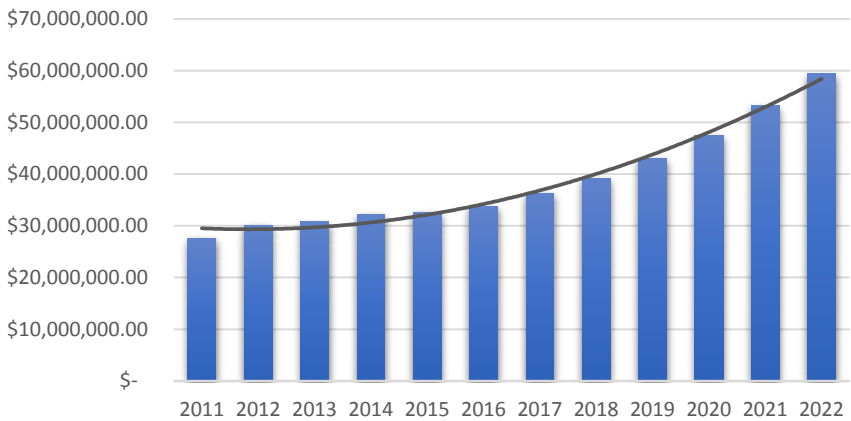
Loans



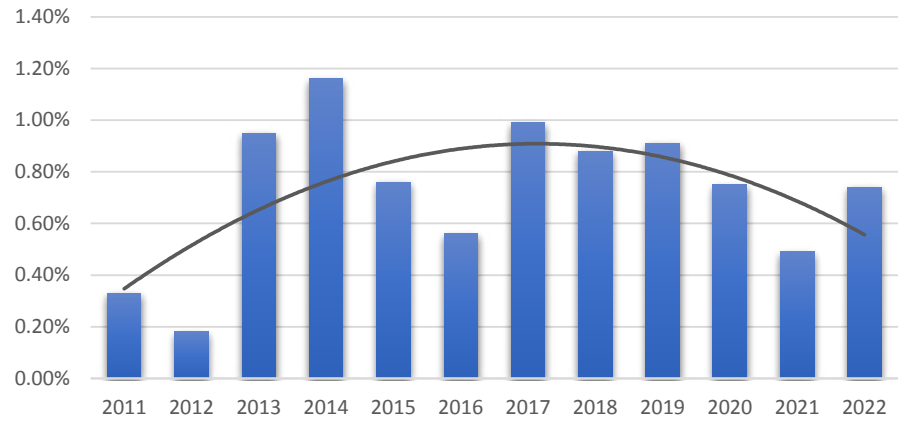
ROA



Net Capital



Delinquency



MEMBERS' REVIEWS

"This is the only place people should use for vehicle financing. The process of securing a loan for a vehicle is so incredibly effortless. They will make sure you are getting the best deal possible."

- RUBEN

"Very respectful, professional and helpful. Great experience, very happy to use ALLIANCE Credit Union as our bank."

- DK

"Very fast and really friendly staff from the moment we walked in to when we left. We will definitely be using ALLIANCE for the purchase of our home when the time comes!"

- STEPHANIE

"ALLIANCE Credit Union is the best financial institution we have banked with in the last 30 years!!! Great people, low loan rates, and the best locations. They worked with us on a very complicated mortgage and made it easy for us. Highly recommend you switch from wherever you are banking now to ALLIANCE Credit Union!"

- BRIAN

"Great customer service!!! I got a GREAT rate for my auto loan, I love credit unions, and ALLIANCE has been very helpful!"

- BAILEY

"I've done several auto loans through this location and they've been very helpful. I had a great experience and will use them for all my auto finance needs."

- CRAIG

Thank you

for another wonderful
year at **ALLIANCE**.

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

**We appreciate you and
your business.**



ALLIANCE
CREDIT UNION

For People, Not Profit.



*For People,
Not Profit.*



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alliancecutx.com

**Scan below to see if ALLIANCE
could save you money!**

