

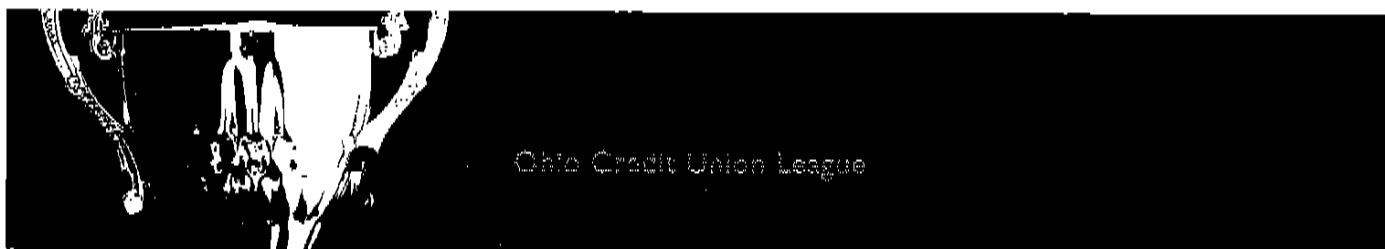
DAY AIR CREDIT UNION

FACSIMILE TRANSMITTAL SHEET

TO: Katie Walson	FROM: Charlotte Leasure, Day Air Credit Union
RE: Professional of the Year Nomination	DATE: 2/26/2010
FAX NUMBER: 614-255-1167	TOTAL NO. OF PAGES INCLUDING COVER: 8
PHONE NUMBER:	SENDER'S REFERENCE NUMBER: NA
RE:	YOUR REFERENCE NUMBER: NA

URGENT     FOR REVIEW     PLEASE COMMENT     PLEASE REPLY     PLEASE RECYCLE

3501 WILMINGTON PIKE, KETTERING, OH 45429  
937-643-2160    FAX 937-297-3436



**Nominations must be made by a board of directors of a League-affiliated credit union in Ohio.**

*We, the Board of Directors of Day Air Credit Union, do hereby nominate*

William J. Burke *as our candidate for the Ohio Credit Union League Professional of the Year.*

*We certify that to the best of our collective and individual knowledge, the following information and statements are true and accurate.*

**Name of Nominee:** William J. Burke

**Home Address:** 1105 Paxon Ct. **City:** Bellbrook, OH **Zip:** 45305

**E-Mail:** wburke@dayair.org **Telephone:** 937-643-2081

**Spouse's Name:** Julie M. Burke

**Credit Union:** Day Air Credit Union

**Address:** 3501 Wilmington Pike, P.O. Box 292980, Kettering, OH 45429

**Length of Service as CEO or other credit union executive position:** 12

**Contact:** Charlotte Leasure (Name of person the League should contact with questions.)

Other positions held at this or other credit unions	Number of years in position
<u>President &amp; CEO, Agriculture Federal Credit Union, Washington, DC</u>	<u>3</u>
<u>President &amp; CEO, Arsenal Credit Union, St. Louis, MO</u>	<u>9</u>
<u>Chief Financial Officer, First Community Credit Union, St. Louis, MO</u>	<u>5</u>

Past & present positions held in the chapter, state, and national credit union system:

Credit Union	Position	Dates
<u>Cooperative Business Services</u>	<u>Vice Chairman</u>	<u>2004-present</u>
<u>Credit Union Outreach Solutions, Inc.</u>	<u>Chairman</u>	<u>2006 - present</u>
<u>Ohio Credit Union League Services Corp.</u>	<u>Board Member</u>	<u>2002 - present</u>
<u>Payment Systems for Credit Unions</u>	<u>Strategic Advisory Council member</u>	<u>2009 - present</u>
<u>Ohio Credit Union League</u>	<u>Board Member</u>	<u>2010 - present</u>

Number and name(s) of any credit unions nominee helped organize or charter:

\_\_\_\_\_  
\_\_\_\_\_

## Professional of year narrative

Please explain specific changes or contributions to his or her credit union that have resulted in substantial improvement. (Examples: staff reorganization, governance change, operational efficiency/modernization, product/service improvement, member service/relations initiatives, etc.). Indicate specific improvements realized.

William Burke has been President & CEO of Day Air Credit Union for 12 years. Under Bill's leadership the Credit Union has consistently performed at a very high level. Significant growth has occurred in all key metrics including assets, loans, deposits, membership, profitability and capital as well as tremendous expansion of the financial products and services offered to members.

In 2009, Day Air's membership increased by over 7.0% to 25,368, total assets increased by over 11.0% to more than \$200 million, deposits increased by over 15.0% to \$175 million and net capital increased to well over \$20 million, with a capital to asset ratio of over 10.0% maintained.

The product line was expanded during the year by the introduction of student loans, FHA loans and investment rehab loans. Specific emphasis was placed on operating efficiency, resulting in an operating expense reduction from 4.11% to 3.67%.

The Credit Union's Code of Regulations was rewritten during the year, resulting in a significant improvement of the organization's primary governing document. A conversion of both the debit card processing system and Internet Billpay system occurred, leading to enhanced functionality, streamlining of processes and lower costs for the Credit Union. A generator was purchased and installed, strengthening the organization's disaster preparedness.

Financial literacy efforts were increased during the year, especially for younger members. A top-notch team of associates was assembled to interact with the community and to provide financial literacy presentations. Over 120 such sessions were held last year, reaching 2,100 people. A thorough description of the Credit Union's efforts in this area is documented in the Desjardins Youth Financial Education Award nomination.

Over the past 12 years Bill has led a team of talented professionals dedicated to improving the financial lives of Day Air members. He led a turnaround upon arrival in 1998, reversing two years of significant losses and implementing numerous operational, pricing, underwriting and product line changes. Capital increased from 6% to over 10%, assets increased from \$80 million to \$200 million, two branches were added and Day Air has been innovative in introducing many new products and services (opt-out e-statements, e-deposits, five year mortgages, SBA loans, high school branches, health savings accounts, risk based lending, StretchPay loans, shared branching, etc.). Building on the efforts and results of 2009 and past years, Day Air Credit Union is extremely well positioned for the future.

Please indicate any challenge(s) the nominee had to overcome in order to implement change.

2009 was a very challenging year, with almost half of all credit unions posting losses. The primary challenges were the economic environment and the deposit insurance premiums assessed by NCUA due to the Corporate Stabilization plan.

Since the economic challenges faced last year were greater than anticipated when the business plan was first drafted, the plan was accordingly modified in the first quarter. Specific actions were taken to strengthen asset quality, reduce operating expenses, slow deposit growth and enhance non-interest revenue. Bill was very pro-active in assessing the environment and keeping the Credit Union growing and profitable.

The recessionary economic environment contributed to a large increase in loan losses for the Credit Union. Rapid action was taken to assess the asset quality of the portfolio, reserve appropriately, strengthen the collections area of the organization, tighten underwriting criteria and identify potential loan modifications.

With many members facing increasing budgetary difficulty, increased emphasis was placed by Bill on financial literacy efforts. The Credit Union reached more people, both members and non-members, than ever before with presentations and seminars. Members were offered credit score enhancement sessions, leading to improved financial behavior on the part of members and increased lending opportunities for the Credit Union.

Illustrate the nominee's commitment to continuing education by listing personal accomplishments and/or opportunities he or she has made/makes available to the credit union's staff/volunteers.

Bill is extremely committed to continuing education for both himself and all individuals associated with Day Air Credit Union. The Credit Union rejoined the Ohio Credit Union League within months following his hire in 1998 after persuading the Board of its strengths in both advocacy and education. He and all other members of the management team are very active in various League activities.

He is a member of the Credit Union Executive Society (CUES) and the Dayton Area Credit Union Managers Association (DACUMA), earned the Certified Chief Executive (CCE) designation, is a Certified Public Accountant (CPA), was a past board member of the Consumer Credit Counseling Service (CCCS) and attends conferences, seminars and webinars on a regular basis.

Members of the Day Air management team belong to various CUNA Councils, the Miami Valley Chapter of the League, subscribe to various list-servs, subscribe to the CUES on-line training program, interact with peers at other credit unions, attend seminars and webinars, and regularly both lead and attend Day Air in-house training sessions.

Members of the Board of Directors take a very active interest in the Credit Union and the credit union industry. They each receive the weekly Credit Union Times and keep well abreast of industry happenings. They periodically attend conferences and several have completed CUNA's Volunteer Achievement Program.

Continuing education is of utmost importance to Day Air Credit Union and Bill places appropriate emphasis on the growth and development of everyone associated with the Credit Union.

Signed *John H. Nechesser*  
Chairman, Board of Directors  
Date 2/24/10

Signed *Edwin H. Kuhlman*  
Treasurer  
Date 2/24/10

This endorsement form is to be completed by an officer of an Ohio Credit Union League-affiliated credit union.

As a member in good standing of the Ohio Credit Union League, the **KEMBA Financial Credit Union** endorses **Mr. Bill Burke**, for the Professional of the Year Award.

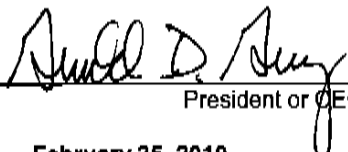
We believe the nominee is worthy of this honor for the following reasons (please limit your statement to a single page):

Bill is a strong believer in collaboration. He is an active participant and officer of Cooperative Business Solutions (CBS) and was actively involved in the founding and ongoing operations of the Stretch Pay program. In addition, Bill is an active participant in the majority of League sponsored activities and currently serves on the OSC Board. I have found Bill to be passionate about the core issues involving credit unions. He is a tireless advocate and willing to lend a helping hand to any credit union in need.

Due to Bill's tireless leadership, his credit union has undergone a strong transformation and is considered one of the strongest and best run credit unions in Ohio.

Bill also finds time to give back to his community on a number of fronts and is very active in the Boy Scouts of America.

We strongly support Bill as Ohio's Professional of the year.

Signed   
President or CEO  
Date February 25, 2010

Signed \_\_\_\_\_  
Vice President or Director  
Date \_\_\_\_\_

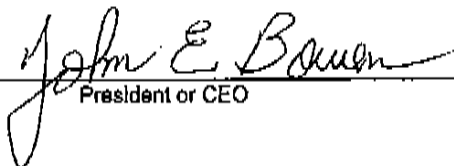
This endorsement form is to be completed by an officer of an Ohio Credit Union League-affiliated credit union.

As a member in good standing of the Ohio Credit Union League, the River Valley Credit Union endorses Bill Burke, for the Professional of the Year Award.

We believe the nominee is worthy of this honor for the following reasons (please limit your statement to a single page):

Bill is a natural leader in the credit union movement. Whether it is running his credit union, serving on the Board of a CUSO or discussing particular issues within the movement, Bill tends to rise to the top because of his seemingly infinite knowledge of the industry and clear vision for Day Air Credit Union. Bill's effective communication skills and excellent analytical ability allows him to take complex issues and break them down into manageable tasks so that his credit union isn't often negatively impacted. Because of this and many other reasons, Bill is consistently sought out for input and advice. Bill is always willing to share his wisdom and experiences with other credit unions, especially the smaller ones, as his contribution to the movement and collaborative philosophy. Bill has been a real leader in developing the "Stretch Pay" program providing pay-day alternatives to credit union members in need and saving thousands, if not millions, of dollars for credit union members throughout the country. Rarely have we seen an individual so synonymous with the values and integrity of the credit union movement than Bill Burke. In my opinion there are no other credit union CEOs in Ohio or throughout the country that is more deserving of this prestigious award than Bill Burke.

Signed

  
\_\_\_\_\_  
President or CEO

Signed

\_\_\_\_\_  
Vice President or Director

This endorsement form is to be completed by an officer of an Ohio Credit Union League-affiliated credit union.

As a member in good standing of the Ohio Credit Union League, the Aut Group Financial Credit Union endorses Bill Burke for the Professional of the Year Award.

We believe the nominee is worthy of this honor for the following reasons (please limit your statement to a single page):

Bill has done a tremendous job over the course of time in building up Aut Gr into a leading financial institution. His credit union consistently has strong earnings, robust growth, and a continued commitment to the communities it serves.

Signed Jim Bell  
President or CEO

Date 2/26/10

Signed \_\_\_\_\_  
Vice President or Director

Date \_\_\_\_\_

This endorsement form is to be completed by an officer of an Ohio Credit Union League-affiliated credit union.

As a member in good standing of the Ohio Credit Union League, the Wright-Patt Credit Union endorses William Burke, for the Professional of the Year Award.

We believe the nominee is worthy of this honor for the following reasons (please limit your statement to a single page):

Bill Burke has consistently built Day Air Credit Union into one of the state's leading financial cooperatives. This has never been more true than in the past 18 months at a time when the nation's economy has suffered the deepest and longest recession in its history.

With state unemployment in excess of 10% for most of the year and many credit unions struggling to earn even a modest bottom line, Day Air Credit Union earned a return-on-assets of 1.14%, grew its capital, and improved its financial soundness on behalf of members. These results were all earned as a direct result of Bill's leadership.

Bill also serves as Chairman of Credit Union Outreach Solutions, Inc., the non-profit collaborative that offers the Stretch Pay payday loan alternative product to more than 50 credit unions across the nation. During 2009 CUOSI was faced with an adverse decision from the Internal Revenue Service that would have caused the organization to owe more than \$100,000.00 in back taxes. Under Bill's leadership the organization filed several appeals and was finally able to reverse this decision. This action likely saved CUOSI from being dissolved and made sure credit union payday loan products would continue to be available to tens of thousands of credit union members.

Bill is also active in the community serving on several community organizations and is especially engaged with the Boy Scouts. He is a leader in all facets of his life and is certainly deserving of this award.

I heartily endorse Bill Burke as the recipient of the 2009 Professional of the Year Award for Ohio.



Signed \_\_\_\_\_  
President or CEO

Signed \_\_\_\_\_  
Vice President or Director

Date February 26, 2010

Date \_\_\_\_\_