



2010 - 2011 Executive Committee

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Rebecca Isaacs, CUDE
CU Association of New Mexico
Albuquerque, NM

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Moon Township, PA

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Tampa, FL

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Cynthia Campbell
Tinker FCU
Tinker AFB, OK

Media Manager / North West RC
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Chetco Federal CU
Brookings, OR

North Central RC
Lauren Mayhew, CUDE
Daviness County Teachers FCU
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South West RC
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Arapaho CU
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Brandon Pugh, CUDE
South Carolina CU League
Columbia, SC

2011 Annual Report & Classroom Presentation Results

7-1-2010 to 6-30-2011

NYIB Statistics	2010/11	2009/10	2008/09
Students Reached	452,369	413,460	388,841
Presentations Given	14,202	13,577	12,651
Credit Union Presenters	422	476	510

Top Ten States

Based on Number of Presentations Given

1. Michigan	1,909	6. Arizona	773
2. Texas	1,898	7. Oregon	717
3. North Carolina	998	8. Pennsylvania	694
4. Virginia	927	9. Florida	678
5. California	923	10. South Carolina	558

Top Ten States

Based on Number of Students Reached

1. North Carolina	64,008	6. Texas	32,081
2. Michigan	45,985	7. Arizona	25,161
3. California	38,014	8. Pennsylvania	25,146
4. Virginia	37,980	9. South Carolina	21,958
5. Florida	35,705	10. Illinois	11,875

Top Ten Presenters

Based on Number of Presentations Given

1. SECU Team, NC	998	6. Aberdeen PG FCU, MD	365
2. Anissa Arthenayake, OR	685	7. Tinker FCU Team, OK	333
3. Rachel Parrent, MO/IL	457	8. Shelley Morales, TX	324
4. Marsha Lunden, AZ	405	9. Mandy Clayton, TX	314
5. Robyn Austin, AZ	366	10. Soley Gonzalex, FL	273

Top Ten Presenters

Based on Number of Students Reached

1. SECU Team, NC	64,008	6. Aberdeen PG FCU Team, MD	8,774
2. Marsha Lunden, AZ	15,367	7. Thetyka Husser, SC	8,708
3. Soley Gonzalez, FL	14,961	8. Rachel Parrent, MO	7,846
4. Tinker FCU Team, OK	9,984	9. Jeff Williams, CA	7,433
5. Robyn Austin, AZ	9,710	10. Julie McLean	7,358

Highest Percentage Increase - Presentations Given 2011

Robyn Austin, Tucson FCU, AZ **324 up 356.34%**

Highest Percentage Increase - Students Reached 2011

Tracy Kane, Capital Educators FCU, ID **1,965 up 186.03%**

*"Helping today's youth become
financially savvy individuals,
and loyal credit union members."*



**Rebecca Isaacs, CUDE
CU Assoc. of New Mexico
Albuquerque, NM**

Chairman's Report

"Up Your Youth!"

In 2010, as we gathered for the NYIB conference in St. Louis, MO, I spoke to those network individuals at the annual breakfast, and challenged them to preserve the "after-conference glow" throughout the coming year. The NYIB conference is such an amazing experience and we all leave feeling like we are going to change the credit union world through our youth financial education efforts. Sometimes that glow fades as we return to our demanding jobs and everyday lives, but this year truly was glowing throughout.

Shortly after we arrived home from St. Louis, the executive committee and the network learned that the 2011 Herb Wegner Award for Outstanding Organization had been awarded to NYIB! What an awesome experience it was to ride on the coattails of that news straight into the planning session for 2011. As we began our session, we reviewed NYIB's history and discovered that NYIB had been established in 1972 to combat the rising age of credit union membership. We realized, of course, that this mission still rang true today, and the need for NYIB has never been greater. The executive committee then developed the motto "Up Your Youth!" and pledged to focus on spreading the word to those credit union individuals in need of this network's support.

February came so quickly and before we knew it, we were at the Herb Wegner dinner at the 2011 GAC Conference in Washington, DC. Chair emeritus Brandon Pugh and I accepted this outstanding award on behalf of such a deserving organization. I was humbled and overcome with emotion as I cried that we (NYIB) were "not done yet!" The glow was felt all over the room as we watched the award video and witnessed the work of this amazing network. Its history and past leaders are an inspiration to all.

And we were not done yet! The executive committee was hard at work planning for NYIB's future. Along with the rest of the world, we realized communications needed an upgrade if we were to keep up with our growing network. The website began its remodel, and the executive committee began to really focus on the 2011 conference, set to begin on July 25 in Pittsburgh, PA. With the help of network volunteers, NYIB awarded five conference scholarships as well as two Credit Union Development Educator (CUDE) scholarships.

The glow continued as we began to gain attendees to the 2011 conference. We rekindled old relationships with vendors and sponsors and sparked new friendships, resulting in new collaborations for our participants. We are so thankful to our contributors and wish to thank them all, realizing this education and networking event would not be possible without their support. Thank you Pennsylvania CU Foundation, CU Succeed and Kirby Kangaroo, CU*Swag, Banc Vue/Money Island, CU Student Choice, CUNA Mutual Group, Pennsylvania CU Association, Subcat Marketing, Third Degree, Brass Media, Family Mint, National Endowment for Financial Education (NEFE), Money Mammals, Biz Kids, CU National Association, PSCU, Texas CU Foundation, New York CU Foundation, Savasaurus Club, Randolph-Brooks FCU, CSCU and Walker Clay.

Now here we are in July! The network has met its presentation goals, yet again, reporting successes in 14,202 presentations and 452,369 students reached. Your executive committee, Mary Ann Demczak, Juli Lewis, Cynthia Campbell, Adam VanCleave, Julie Mclean and Lauren Mayhew, along with Brandon Pugh, have worked diligently to support the network and carry the torch to another amazing conference. I sincerely thank the executive committee for their work and support throughout the year.

Finally, I thank all of you. As we look forward to the coming year, I am again inspired by the achievements of the National Youth Involvement Board Network. We are not done yet, and I can't wait to see what you will do next!

Rebecca Isaacs
Chair, 2011

Special Recognition

Delegate of the Year

Ann-Marie Bisson, Massachusetts

Volunteer of the Year

Shannon Tackett, Virginia

Robert L. Curry Scholarship Award Winner

Colin Ryan, Vermont

West Regional Scholarship

Mary Ann Otake, Hawaii

Central Regional Scholarship

Karen Alexander, Michigan

"Serving the Underserved" Scholarship

Shannon Griswold, Wisconsin

Development Education Training (CUDE) Scholarship

Heide Knudson, Montana

LaTonya Allen, Washington, DC

East Regional Scholarship

Laura Dawson, Virginia