

FOR IMMEDIATE RELEASE

**San Mateo Credit Union Honors Founding Members
With 25th Annual Celebratory Luncheon**

SAN MATEO, CA—To commemorate the 57th anniversary of San Mateo Credit Union (SMCU), a luncheon was held on September 28, 2009 in honor of the organization’s founding members. An annual event for the past 25 years, the celebration pays tribute to the member-owners who started the credit union and helped create the strong foundation on which future growth and prosperity continue to build.

Says SMCU CEO and President Barry Jolette, “Nearly 60 years ago, a small group of San Mateo County employees created an all-volunteer organization to meet the financial needs of county workers. Today, San Mateo Credit Union serves more than 70,000 members who live, work, or attend school in the county. That kind of growth could never have happened without the dedication and tenacity of the people who launched a dream in 1952.”

It is the community spirit of these founders that reflects the credit union philosophy of “People Helping People.” They deposited their own funds so loans could be made to other members, and their hard work kept the doors open in spite of shifting financial climates.

“I began working for the credit union in 1973,” remembers Cheri Mora, who currently does advocacy work for SMCU. “At that time, I was one of only five employees—all women. Because computers hadn’t yet come into common usage, all of our work was done manually. We handwrote receipts and calculated interest on paper. We recorded members’ transactions on printouts, which were sent to the processor every few days. Looking back, it seems so cumbersome, but it was simply the way we did business back then.”

Mora continues, “One of the most pleasant things about working for SMCU in the early days was the personal interaction between staff and members. Because we were a small group, everyone—even the manager and assistant managers—were visible

whenever a member walked in. There were always waves and greetings of ‘Good to see you!’ and ‘How’re the kids?’ We were like family, and one-on-one attention was the order of the day. The atmosphere was so warm and friendly, and it marked a great beginning to what has grown into a strong and vital organization. Today, while much of our work has gone to electronic means, throughout our credit union organization, you'll still find staff members who love to help and go out of their way to provide that personal service.”

About San Mateo Credit Union (SMCU)

Founded in 1952, SMCU is a member-owned financial institution that currently serves more than 70,000 individuals and manages nearly \$600 million in assets. Six conveniently located branches, enhanced by a sophisticated online banking system, bring a full range of financial services within easy access. For more information or to find the branch nearest you, visit www.smcu.org or call Direct Assist (650) 363-1725 Monday through Friday, 8:00 am to 6:00 pm and on Saturday, 9:00 am to 3:00 pm.