



FOR IMMEDIATE RELEASE

For more information, contact:

Phil Forbert
Marketing Manager
U.S. Eagle Federal Credit Union
505-342-8802
pforbert@useaglefcu.org

November 30, 2016

Teens Provide Valuable Insight to Local Credit Union

Albuquerque, NM – U.S. Eagle Federal Credit Union offers a unique opportunity for local students ages 15 to 20 years to immerse themselves in the credit union and financial industries. In 2013, U.S. Eagle launched the Junior Board of Directors through the guidance of Board Director Pamela Herndon. Since its origination, eighteen different students have served on U.S. Eagle's Junior Board of Directors; several students serving multiple terms. This year, the Junior Board is comprised of seven members.

The student-run Junior Board is responsible for three directives which benefit youth entrepreneurship, community service, and developing a product or service for members in the unique 18-24 year old age group. This program also allows the credit union to gain invaluable information on Generation Z.

Since its inception, the Junior Board has conducted peer-to-peer financial literacy workshops, selected, procured, and delivered books to six classes at an Albuquerque elementary school offering bilingual programs, and also conducted several other general community projects. U.S. Eagle's Junior Board of Directors' achievements were also featured in a March 2016 article in the *Young Professionals Journal*.

"The Junior Board is an excellent opportunity to invest in our youth and provide them with an opportunity to understand how a credit union operates as well as the "credit union difference" of *People Helping People*. They have to decide as a Board how they will budget for their term, what they will invest in, and how they will help our communities thrive," stated Pamela Herndon, 1st Vice Chair of U.S. Eagle's Board of Directors and founder of its Junior Board of Directors.



The Junior Board meets every month at the credit union to discuss community service efforts and decide how to engage other students and share the credit union difference. The Junior Board is structured similar to a Board of Directors with a Chair, Vice-Chair, Secretary, Treasurer, and various sub-committee Chairs, and practices *Robert's Rules of Order* during meetings.

“Our Junior Board of Directors allows us to provide students with an opportunity to develop their leadership skills and their understanding of credit unions. They also provide us with insight to behaviors, needs, and expectations of the emerging youth market. Our goal is to involve our younger members in the credit union industry and create the next generation of leaders for our community,” said U.S. Eagle President/CEO Marsha Majors.

To be eligible to become a member of U.S. Eagle’s Junior Board of Directors, a student must be a member of U.S. Eagle, be committed to engage and participate in meetings and related events, and provide input to the Junior Board’s three directives. More information about U.S. Eagle’s Junior Board of Directors can be found on their website at useaglefcu.org/services/junior_board.php.

U.S. Eagle Federal Credit Union is the state’s oldest credit union. Founded in 1935, U.S. Eagle offers a full suite of financial products and services and has nine locations in Albuquerque, Bernalillo, Farmington, and Santa Fe. With assets of more than \$900 million and more than 85,000 members, U.S. Eagle is where everyone belongs.

###