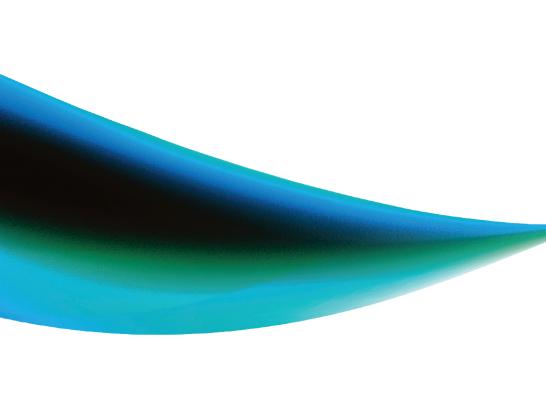


# INNOVATION EMPOWERMENT TRUST

**OUR APPROACH TO GETTING YOU THERE** 



:: ANNUAL REPORT 2008



#### **OUR VISION**

Newfoundland and Labrador Credit Union will be the superior provider of the ideal financial service experience.

#### **OUR MISSION**

Our market will be all who share the ideals of integrity and excellence regardless of demographics or geography.

Our focus will be on gaining the complete trust and confidence of our owners, including our employees, in everything we do.

We are committed to every owner achieving personal financial success as they define it by:

- Listening
- Providing complete and accurate information
- Providing sound advice and personalized solutions
- Providing access to financial and related services as owners' needs dictate, when owners' needs dictate, where owners' needs dictate

# **TABLE OF CONTENTS**

President's Report	2
Management's Report	5
Auditors' Report	6
Statement of Earnings and Retained Earnings	7
Balance Sheet	8
Statement of Cash Flows	9
Notes to the Financial Statements	10
CEO/Treasurer's Report	16
Awards	21
NLCU Service Awards	22
NLCU Charitable Foundation Corporation - 2008 Donees	23
Our Services	24
Our Contact Information	25





# President's Report

## :: NEWFOUNDLAND AND LABRADOR CREDIT UNION'S PERFORMANCE AND INVOLVEMENT

The year 2008 is certainly a good example of how challenging times seem to bring out the best in us. Despite the doom and gloom being experienced globally, Canada's financial sector appears better equipped than most countries to meet the pitfalls of the times. Newfoundland and Labrador, perhaps as a testament to our heritage, appears to be the bright star in Canada's firmament.

The Board of Directors is more than pleased with our Credit Union's overall performance this past year as the majority of goals set in our annual business plan were met or surpassed. This is no meager achievement. To reach our financial goals, despite pressures on operating margins from declining interest rates, speaks volumes to the careful stewardship and dedication of our entire team.

In 2008, Newfoundland and Labrador Credit Union (NLCU) continued its involvement in the national Credit Union System and participated in the governance of our provincial, regional and national affiliates. This participation is invaluable as it provides various perspectives that shape our vision, hone our skills and give us the opportunity to share in the expertise of the System. In addition, NLCU, along with a number of other credit unions and stakeholders across Canada, was invited by Concentra Financial to participate in the Vertical Integration Project. This initiative examined a futuristic model of what the Credit Union System might be capable of accomplishing with a broader aggregation of resources. While the Project has been temporarily deferred as more information is gathered, the concepts outlined in the model may hold merit for future strategic opportunities. In addition, NLCU's financial central, Credit Union Central of British Columbia, successfully amalgamated with Credit Union Central of Ontario on July 1, 2008, forming Central 1 Credit Union.

The Board of Directors continued its involvement in the Credit Union System by attending various conferences, training sessions and meetings. These included the annual and semi-annual meetings of Central 1 in Vancouver, the Canadian Central's Executive Conference in Ottawa, two Credit Union Deposit Guarantee Corporation (CUDGC) training sessions in St. John's and Gander, as well as the regular Board meetings and Annual General Meeting of NLCU's trade association – Central Alliance for Newfoundland and Labrador Credit Unions.



Michael W. Boland, President

# President's Report

Your Board of Directors believes there is strength gained through involvement with our strategic partners as this collaboration provides the opportunity to share expertise and gain knowledge throughout the entire System.

**::** RECOGNITION

Once again in 2008, the Board of Directors was very proud of the awards and recognition bestowed on NLCU and its employees.

- NLCU placed 12th in the "20 Best Places to Work in Atlantic Canada" and 68<sup>th</sup> of the "Top 101 Companies in Atlantic Canada" as chosen by Progress magazine.
- We were awarded the Employer of Distinction Award in the large company category by the Newfoundland and Labrador Employers' Council.
- For the 3rd consecutive year, our Chief Executive Officer (CEO), Allison Chaytor-Loveys was named one of the Top 50 CEOs in Atlantic Canada by Atlantic Business Magazine.
- Credit Union Central of Canada selected Sherri Fogwill as a finalist for the National Young Leader's Award.
- Our Credit Union was recognized by St. Vincent Union of Teachers Co-operative Credit Union on its 30th Anniversary for our assistance in its developing years.
- The Honourable Kevin O'Brien, Minister of Government Services, in a ministerial statement to the House of Assembly, recognized and congratulated NLCU on its 50th anniversary.

These accomplishments are a significant recognition of the esteem our peers, associates and the business community hold of NLCU.

"The year 2008 is certainly a good example of how challenging times seem to bring out the best in us."

#### **::** POLICY

We were honoured in April 2008 to establish the Owen Grimes Memorial Scholarship in memory of past Director, Owen Grimes.

During the year, in compliance with sound governance practices, your Board of Directors reviewed all existing Board Policies. In addition, new policies were developed and approved which include: Information Systems Security Policy; Business Continuity Policy; Code of Conduct Policy; and, Internal Audit Policy.

NLCU received an excellent report following our regular examination by CUDGC. This report was followed by a joint meeting of the Boards of NLCU and CUDGC. Also in 2008, productive meetings regarding NLCU's feedback on legislative enhancements were held with the Honourable Minister Kevin O'Brien, Mr. Winston Morris, Superintendent of Credit Unions, and Mr. William Langthorne, Executive Director, CUDGC.

NLCU is grateful for the high level of professionalism and co-operation experienced throughout the examination and joint meetings.

#### **NLCU RECOGNIZED**

Congratulations to Allison Chaytor-Loveys, Chief Executive Officer, on being named one of Atlantic Business Magazine's 2008 Top 50 CEOs in Atlantic Canada. This is the third year Allison was named one of the Top 50 CEOs.

On February 7, 2008, Newfoundland Labrador Credit Union was pleased to receive the 2007 Employer of Distinction Award – Large Business Category, from the Newfoundland and Labrador Employers' Council.

# President's Report

## :: NEWFOUNDLAND AND LABRADOR CREDIT UNION CHARITABLE FOUNDATION CORPORATION

Our community involvement through our Charitable Foundation experienced its most successful year since its inception in 2002. More than \$75,000 was raised through the hard work and dedicated involvement of our employees, volunteers and sponsors. In December, these funds were distributed to over 75 charities. Director Raymond Piercey continues to represent NLCU on the Board of the Charitable Foundation.

#### :: MEMORIAM

We were saddened to hear of the recent passing of former Director, Leonard Payne. Len served as a Director in our earlier years and made a valuable contribution to our endeavours. Our deepest condolences are extended to his family.

#### **::** ACKNOWLEDGEMENTS

On behalf of the Board of Directors, I express our sincere appreciation to everyone who contributed to NLCU's success in 2008. This gratitude is extended to our strategic partners in the Credit Union System and beyond, our faithful and loyal owners and our professional team of management and employees across the Province. The positive thinking and dedicated efforts displayed by all has made our achievements possible.

A sincere thank you is also extended to the volunteers who served on committees and the Charitable Foundation. Your contributions were extremely valuable.

On your behalf, I thank the members of the Board of Directors for their hard work, dedication and excellent attendance at meetings throughout the year. Their commitment has ensured our 2008 objectives were met.

Finally, a special thank you to our corporate office team whose assistance and support made the Board's work pleasant and rewarding.

Respectfully submitted,

MiBoland

Michael W. Boland President



L-R: Murray Loveless, Daniel LaVallée, Damian Ryan, Allan Skanes, Raymond Hawco, Allison Chaytor-Loveys, Patrick Collins, Glenn Bolger, Michael W. Boland, Maureen Singleton, Raymond Piercey.

# Management's Report

#### To the Owners of Newfoundland and Labrador Credit Union Limited.

The financial statements and other financial information in the Annual Report were prepared by the management of Newfoundland and Labrador Credit Union Limited and were approved by the Board of Directors.

Management is responsible for the preparation of the financial statements and believes that they fairly present the Credit Union's financial condition in accordance with the requirements of the Credit Union Act and Regulations thereunder and conform in all material aspects with Canadian generally accepted accounting principles. To discharge its responsibilities for financial reporting and safeguarding of assets, management believes that it has established an appropriate system of internal audit and control which provide reasonable assurance at appropriate cost; that the assets are maintained and accounted for in accordance with its policies and procedures; and that transactions are recorded on the Credit Union's books and records.

Deloitte & Touche LLP, Chartered Accountants, has been appointed by the ownership as independent auditors to examine and report on the financial statements. They have had full and free access to the Board of Directors and provide an objective independent review of the fairness of reported operating results and financial position. Their report outlines the scope of their examination and their opinion.

January 19, 2009

Allison Chaytor-Loveys

Chief Executive Officer and Treasurer

Alhaytor : Loveys

Elizabeth Duff

Clisabeth

**Chief Financial Officer** 



First Row: L-R: Lisa Loveridge, Maureen FitzGerald, Yvonne Parsons, Sherri Fogwill, Shane Flight, Janice Kennedy-Humber, Michelle McGrath, Fred Power. Second Row: L-R: Roxanne Downey, Cathy Mattsson. Third Row: L-R: Fred Philpott, Judy Abbott, Jim Mayo, Darren Pitcher, William Farrell, Dana Thompson, Sandra Healey, Elizabeth Duff, Allison Chaytor-Loveys, Glenn Bolger, Deann Dillon, Tony Young, Tanya Ivany, Kent Farrell, John Morris, Brian Beson, Sheila Hynes-Brenton.

# Auditors' Report

To the Owners of Newfoundland and Labrador Credit Union Limited.

We have audited the balance sheet of the Newfoundland and Labrador Credit Union Limited as at December 31, 2008 and the statements of earnings and retained earnings and cash flows for the year then ended. These financial statements are the responsibility of the Credit Union's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the Credit Union as at December 31, 2008 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Deloitte & Touche UP

Chartered Accountants January 19, 2009

# **Financial Statements**

# Statement of Earnings and Retained Earnings

Year ended December 31, 2008

Investment         1,095,035         1,596,804           21,551,735         20,278,812           Cost of funds         Interest on owners' deposits         9,919,827         8,892,014           Financial margin         11,631,908         11,386,798           Other income         Service charges         2,003,099         1,880,356           Insurance commissions         558,163         499,656           Other         265,388         184,453           Rental         107,184         87,190           Gross margin         14,565,742         14,038,453           Operating expenses         Personnel         7,209,224         6,868,330           General business         3,204,696         2,959,249           Occupancy         1,099,031         1,098,261           Amortization         924,357         909,664           Owners' security         816,946         981,249           Total operating expenses         13,254,254         12,816,753           Earnings before income taxes         1,311,488         1,221,700           Income taxes (recovery)         Current         252,282         178,064           Future         (6,260)         124,485 <t< th=""><th></th><th>2008</th><th>2007</th></t<>		2008	2007
Owners' loans and mortgages         20,456,700         18,682,008           Investment         1,095,035         1,596,804           21,551,735         20,278,812           Cost of funds         Interest on owners' deposits         9,919,827         8,892,014           Financial margin         11,631,908         11,386,798           Other income         2,003,099         1,880,356           Service charges         2,003,099         1,880,356           Insurance commissions         558,163         499,656           Other         265,388         184,453           Rental         107,184         87,190           Gross margin         14,565,742         14,038,453           Operating expenses         7,209,224         6,868,330           General business         3,204,696         2,959,249           Occupancy         1,099,031         1,098,261           Amortization         924,357         909,664           Owners' security         816,946         981,249           Total operating expenses         13,254,254         12,816,753           Earnings before income taxes         1,311,488         1,221,700           Income taxes (recovery)         2         252,282         178,064 <td></td> <td>\$</td> <td>\$</td>		\$	\$
Investment         1,095,035         1,596,804           21,551,735         20,278,812           Cost of funds         Interest on owners' deposits         9,919,827         8,892,014           Financial margin         11,631,908         11,386,798           Other income         Service charges         2,003,099         1,880,356           Insurance commissions         558,163         499,656           Other         265,388         184,453           Rental         107,184         87,190           Gross margin         14,565,742         14,038,453           Operating expenses         Personnel         7,209,224         6,868,330           General business         3,204,696         2,959,249           Occupancy         1,099,031         1,098,261           Amortization         924,357         909,664           Owners' security         816,946         981,249           Total operating expenses         13,254,254         12,816,753           Earnings before income taxes         1,311,488         1,221,700           Income taxes (recovery)         252,282         178,064           Future         (6,260)         124,485           Net earnings	Financial revenue		
21,551,735   20,278,812	Owners' loans and mortgages	20,456,700	18,682,008
Cost of funds         Interest on owners' deposits         9,919,827         8,892,014           Financial margin         11,631,908         11,386,798           Other income         30,000,099         1,880,356           Service charges         2,003,099         1,880,356           Insurance commissions         558,163         499,656           Other         265,388         184,453           Rental         107,184         87,190           Gross margin         14,565,742         14,038,453           Operating expenses           Personnel         7,209,224         6,868,330           General business         3,204,696         2,959,249           Occupancy         1,099,031         1,098,261           Amortization         924,357         909,664           Owners' security         816,946         981,249           Total operating expenses         13,254,254         12,816,753           Earnings before income taxes         1,311,488         1,221,700           Income taxes (recovery)         252,282         178,064           Future         (6,260)         124,485           Net earnings         1,065,466         919,151           Retained earnings, beginning of year	Investment	1,095,035	1,596,804
Interest on owners' deposits   9,919,827   8,892,014     Financial margin   11,631,908   11,386,798     Other income   Service charges   2,003,099   1,880,356     Insurance commissions   558,163   499,656     Other   265,388   184,453     Rental   107,184   87,190     Gross margin   14,565,742   14,038,453     Operating expenses   Personnel   7,209,224   6,868,330     General business   3,204,696   2,959,249     Occupancy   1,099,031   1,098,261     Amortization   924,357   909,664     Owners' security   816,946   981,249     Total operating expenses   13,254,254   12,816,753     Income taxes (recovery)     Current   252,282   178,064     Future   (6,260)   124,485     Late of the property o		21,551,735	20,278,812
Financial margin         11,631,908         11,386,798           Other income         Service charges         2,003,099         1,880,356           Insurance commissions         558,163         499,656           Other         265,388         184,453           Rental         107,184         87,190           Gross margin         14,565,742         14,038,453           Operating expenses           Personnel         7,209,224         6,868,330           General business         3,204,696         2,959,249           Occupancy         1,099,031         1,098,261           Amortization         924,357         909,664           Owners' security         816,946         981,249           Total operating expenses         13,254,254         12,816,753           Earnings before income taxes         1,311,488         1,221,700           Income taxes (recovery)         Current         252,282         178,064           Future         (6,260)         124,485           Net earnings         1,065,466         919,151           Retained earnings, beginning of year         11,282,291         10,444,540           Dividends         (88,150)         (81,400)	Cost of funds		
Other income         Service charges         2,003,099         1,880,356           Insurance commissions         558,163         499,656           Other         265,388         184,453           Rental         107,184         87,190           Gross margin         14,565,742         14,038,453           Operating expenses           Personnel         7,209,224         6,868,330           General business         3,204,696         2,959,249           Occupancy         1,099,031         1,098,261           Amortization         924,357         909,664           Owners' security         816,946         981,249           Total operating expenses         13,254,254         12,816,753           Earnings before income taxes         1,311,488         1,221,700           Income taxes (recovery)         Current         252,282         178,064           Future         (6,260)         124,485           Net earnings         1,065,466         919,151           Retained earnings, beginning of year         11,282,291         10,444,540           Dividends         (88,150)         (81,400)	Interest on owners' deposits	9,919,827	8,892,014
Service charges         2,003,099         1,880,356           Insurance commissions         558,163         499,656           Other         265,388         184,453           Rental         107,184         87,190           Gross margin         14,565,742         14,038,453           Operating expenses         2         14,038,453           Personnel         7,209,224         6,868,330           General business         3,204,696         2,959,249           Occupancy         1,099,031         1,098,261           Amortization         924,357         909,664           Owners' security         816,946         981,249           Total operating expenses         13,254,254         12,816,753           Earnings before income taxes         1,311,488         1,221,700           Income taxes (recovery)         252,282         178,064           Future         (6,260)         124,485           Net earnings         1,065,466         919,151           Retained earnings, beginning of year         11,282,291         10,444,540           Dividends         (88,150)         (81,400)	Financial margin	11,631,908	11,386,798
Insurance commissions         558,163         499,656           Other         265,388         184,453           Rental         107,184         87,190           Gross margin         14,565,742         14,038,453           Operating expenses           Personnel         7,209,224         6,868,330           General business         3,204,696         2,959,249           Occupancy         1,099,031         1,098,261           Amortization         924,357         909,664           Owners' security         816,946         981,249           Total operating expenses         13,254,254         12,816,753           Earnings before income taxes         1,311,488         1,221,700           Income taxes (recovery)         252,282         178,064           Future         (6,260)         124,485           Net earnings         1,065,466         919,151           Retained earnings, beginning of year         11,282,291         10,444,540           Dividends         (88,150)         (81,400)	Other income		
Other       265,388       184,453         Rental       107,184       87,190         Gross margin       14,565,742       14,038,453         Operating expenses         Personnel       7,209,224       6,868,330         General business       3,204,696       2,959,249         Occupancy       1,099,031       1,098,261         Amortization       924,357       909,664         Owners' security       816,946       981,249         Total operating expenses       13,254,254       12,816,753         Earnings before income taxes       1,311,488       1,221,700         Income taxes (recovery)       2       178,064         Future       (6,260)       124,485         Put earnings       1,065,466       919,151         Retained earnings, beginning of year       11,282,291       10,444,540         Dividends       (88,150)       (81,400)	Service charges	2,003,099	1,880,356
Rental         107,184         87,190           Gross margin         14,565,742         14,038,453           Operating expenses           Personnel         7,209,224         6,868,330           General business         3,204,696         2,959,249           Occupancy         1,099,031         1,098,261           Amortization         924,357         909,664           Owners' security         816,946         981,249           Total operating expenses         13,254,254         12,816,753           Earnings before income taxes         1,311,488         1,221,700           Income taxes (recovery)         252,282         178,064           Future         (6,260)         124,485           Vet earnings         1,065,466         919,151           Retained earnings, beginning of year         11,282,291         10,444,540           Dividends         (88,150)         (81,400)	Insurance commissions	558,163	499,656
Gross margin         14,565,742         14,038,453           Operating expenses         Personnel         7,209,224         6,868,330           General business         3,204,696         2,959,249           Occupancy         1,099,031         1,098,261           Amortization         924,357         909,664           Owners' security         816,946         981,249           Total operating expenses         13,254,254         12,816,753           Earnings before income taxes         1,311,488         1,221,700           Income taxes (recovery)         252,282         178,064           Future         (6,260)         124,485           Net earnings         1,065,466         919,151           Retained earnings, beginning of year         11,282,291         10,444,540           Dividends         (88,150)         (81,400)	Other	265,388	184,453
Operating expenses         Personnel       7,209,224       6,868,330         General business       3,204,696       2,959,249         Occupancy       1,099,031       1,098,261         Amortization       924,357       909,664         Owners' security       816,946       981,249         Total operating expenses       13,254,254       12,816,753         Earnings before income taxes       1,311,488       1,221,700         Income taxes (recovery)       252,282       178,064         Future       (6,260)       124,485         246,022       302,549         Net earnings       1,065,466       919,151         Retained earnings, beginning of year       11,282,291       10,444,540         Dividends       (88,150)       (81,400)	Rental	107,184	87,190
Personnel       7,209,224       6,868,330         General business       3,204,696       2,959,249         Occupancy       1,099,031       1,098,261         Amortization       924,357       909,664         Owners' security       816,946       981,249         Total operating expenses       13,254,254       12,816,753         Earnings before income taxes       1,311,488       1,221,700         Income taxes (recovery)       252,282       178,064         Future       (6,260)       124,485         Net earnings       1,065,466       919,151         Retained earnings, beginning of year       11,282,291       10,444,540         Dividends       (88,150)       (81,400)	Gross margin	14,565,742	14,038,453
Personnel       7,209,224       6,868,330         General business       3,204,696       2,959,249         Occupancy       1,099,031       1,098,261         Amortization       924,357       909,664         Owners' security       816,946       981,249         Total operating expenses       13,254,254       12,816,753         Earnings before income taxes       1,311,488       1,221,700         Income taxes (recovery)       252,282       178,064         Future       (6,260)       124,485         Net earnings       1,065,466       919,151         Retained earnings, beginning of year       11,282,291       10,444,540         Dividends       (88,150)       (81,400)			
General business       3,204,696       2,959,249         Occupancy       1,099,031       1,098,261         Amortization       924,357       909,664         Owners' security       816,946       981,249         Total operating expenses       13,254,254       12,816,753         Earnings before income taxes       1,311,488       1,221,700         Income taxes (recovery)       252,282       178,064         Future       (6,260)       124,485         Net earnings       1,065,466       919,151         Retained earnings, beginning of year       11,282,291       10,444,540         Dividends       (88,150)       (81,400)	Operating expenses		
Occupancy       1,099,031       1,098,261         Amortization       924,357       909,664         Owners' security       816,946       981,249         Total operating expenses       13,254,254       12,816,753         Earnings before income taxes       1,311,488       1,221,700         Income taxes (recovery)       252,282       178,064         Future       (6,260)       124,485         Net earnings       1,065,466       919,151         Retained earnings, beginning of year       11,282,291       10,444,540         Dividends       (88,150)       (81,400)	Personnel	7,209,224	6,868,330
Amortization       924,357       909,664         Owners' security       816,946       981,249         Total operating expenses       13,254,254       12,816,753         Earnings before income taxes       1,311,488       1,221,700         Income taxes (recovery)       252,282       178,064         Future       (6,260)       124,485         Net earnings       1,065,466       919,151         Retained earnings, beginning of year       11,282,291       10,444,540         Dividends       (88,150)       (81,400)	General business	3,204,696	2,959,249
Owners' security       816,946       981,249         Total operating expenses       13,254,254       12,816,753         Earnings before income taxes       1,311,488       1,221,700         Income taxes (recovery)       252,282       178,064         Future       (6,260)       124,485         Net earnings       1,065,466       919,151         Retained earnings, beginning of year       11,282,291       10,444,540         Dividends       (88,150)       (81,400)	Occupancy	1,099,031	1,098,261
Total operating expenses       13,254,254       12,816,753         Earnings before income taxes       1,311,488       1,221,700         Income taxes (recovery)       252,282       178,064         Future       (6,260)       124,485         Net earnings       1,065,466       919,151         Retained earnings, beginning of year       11,282,291       10,444,540         Dividends       (88,150)       (81,400)	Amortization	924,357	909,664
Earnings before income taxes 1,311,488 1,221,700  Income taxes (recovery)  Current 252,282 178,064  Future (6,260) 124,485  246,022 302,549  Net earnings 1,065,466 919,151  Retained earnings, beginning of year 11,282,291 10,444,540  Dividends (88,150) (81,400)	Owners' security	816,946	981,249
Income taxes (recovery)  Current 252,282 178,064  Future (6,260) 124,485  246,022 302,549  Net earnings 1,065,466 919,151  Retained earnings, beginning of year 11,282,291 10,444,540  Dividends (88,150) (81,400)	Total operating expenses	13,254,254	12,816,753
Income taxes (recovery)  Current 252,282 178,064  Future (6,260) 124,485  246,022 302,549  Net earnings 1,065,466 919,151  Retained earnings, beginning of year 11,282,291 10,444,540  Dividends (88,150) (81,400)			
Current     252,282     178,064       Future     (6,260)     124,485       246,022     302,549       Net earnings     1,065,466     919,151       Retained earnings, beginning of year     11,282,291     10,444,540       Dividends     (88,150)     (81,400)	Earnings before income taxes	1,311,488	1,221,700
Current     252,282     178,064       Future     (6,260)     124,485       246,022     302,549       Net earnings     1,065,466     919,151       Retained earnings, beginning of year     11,282,291     10,444,540       Dividends     (88,150)     (81,400)			
Future       (6,260)       124,485         246,022       302,549         Net earnings       1,065,466       919,151         Retained earnings, beginning of year       11,282,291       10,444,540         Dividends       (88,150)       (81,400)	Income taxes (recovery)		
246,022     302,549       Net earnings     1,065,466     919,151       Retained earnings, beginning of year     11,282,291     10,444,540       Dividends     (88,150)     (81,400)	Current	252,282	178,064
Net earnings       1,065,466       919,151         Retained earnings, beginning of year       11,282,291       10,444,540         Dividends       (88,150)       (81,400)	Future	(6,260)	124,485
Retained earnings, beginning of year       11,282,291       10,444,540         Dividends       (88,150)       (81,400)		246,022	302,549
Dividends (88,150) (81,400)	Net earnings	1,065,466	919,151
	Retained earnings, beginning of year	11,282,291	10,444,540
Retained earnings, end of year         12,259,607         11,282,291	Dividends	(88,150)	(81,400)
	Retained earnings, end of year	12,259,607	11,282,291

# **Financial Statements**

#### **Balance Sheet**

December 31, 2008

	2008	2007
	\$	\$
Assets		
Cash	6,602,583	8,825,111
Investments	24,502,318	22,399,294
Loans and mortgages receivable (Note 4)		
Personal Loans	81,402,523	76,866,163
Mortgage loans	208,272,398	183,643,027
Commercial loans and mortgages	34,877,152	26,041,039
	324,552,073	286,550,229
Less allowance for impaired loans and mortgages	(722,335)	(795,080)
	323,829,738	285,755,149
Capital assets (Note 5)	10,670,063	10,667,396
Financial instrument (Note 8)	1,170,573	3,490,122
Other assets	2,920,506	2,142,533
	369,695,781	333,279,605
Liabilities		
Bank indebtedness (Note 7)	1,100,000	4,900,000
Accounts payable and accrued liabilities	1,850,179	1,764,931
Owners' deposits (Note 6)	353,315,422	311,842,261
Financial instrument (Note 8)	1,170,573	3,490,122
	357,436,174	321,997,314
Our ove a quitu		
Owners' equity	12 250 607	14 202 204
Retained earnings	12,259,607	11,282,291
	369,695,781	333,279,605

Approved on behalf of the Board

Director

Director

Dan Labellie

# **Financial Statements**

# Statement of Cash Flows

Year ended December 31, 2008

	2008	2007
	\$	\$
Operating activities		
Net earnings	1,065,466	919,15
Adjustments for:		
Provision for impaired loans and mortgages	146,401	291,54
Amortization	924,357	909,66
Future income taxes	(6,260)	124,48
Changes in undernoted items		
Accounts payable and accrued liabilities	85,248	(926,392
Other assets	(935,118)	(911,958
	1,280,094	406,49
Financing activity		
Increase in owners' deposits	41,385,011	11,368,41
Investing activities		
(Decrease) increase in bank indebtedness	(3,800,000)	4,900,00
(Increase) decrease in investments	(2,103,024)	23,025,15
Increase in loans and mortgages receivable	(38,220,990)	(35,570,820
Purchase of capital assets	(763,619)	(947,656
	(44,887,633)	(8,593,321
Net (decrease) increase in cash	(2,222,528)	3,181,58
Cash, beginning of year	8,825,111	5,643,52
Cash, end of year	6,602,583	8,825,11
Supplemental disclosure of cash flow information	•	
Interest paid	9,459,466	6,808,75
Income taxes paid	345,072	345,80

December 31, 2008

#### 1. DESCRIPTION OF BUSINESS

The Newfoundland and Labrador Credit Union Limited (the "Credit Union") commenced operations in 1957. It currently operates twelve branches that offer a full range of financial services to the people of Newfoundland and Labrador.

## 2. CHANGES IN ACCOUNTING POLICIES

Effective January 1, 2008 the Credit Union adopted the following sections of the CICA Handbook

# Financial Instruments – Presentation and Disclosure

Section 3862, Financial Instruments – Disclosures and Handbook Section 3863, Financial Instruments – Presentation revises the current standards on financial instrument disclosure and presentation. These standards enhance users' ability to evaluate the significance of financial instruments to an entity, related exposures and the management of these risks. The new guidance did not have any impact on the financial position or earnings of the Credit Union. Additional disclosures are included in Note 8.

#### **Capital Disclosures**

Section 1535, Capital Disclosures requires enhanced quantitative disclosures about what is regarded as capital and disclosure of information with respect to the objectives, policies and processes used to manage capital. The new guidance did not have any impact on the financial position or earnings of the Credit Union. Additional disclosures are included in Note 6.

#### 3. SIGNIFICANT ACCOUNTING POLICIES

The financial statements have been prepared in accordance with Canadian generally accepted accounting principles and reflect the following significant accounting policies:

#### Investments

Investments are initially recorded at fair value. Investments classified as available for sale are held at fair value. Investments classified as held to maturity are held at amortized cost.

#### Loans and mortgages receivable

Loans and mortgages receivable are recorded at amortized cost less any allowance deemed necessary for potential impairment.

A loan or mortgage is generally classified as impaired when there is reasonable doubt as to the ultimate collectibility of principal or interest or when interest or principal is contractually 90 days past due, unless the loan is fully secured and in the process of collection.

The allowance for impaired loans and mortgages represents specific provisions established as a result of reviews of individual loans and mortgages. A provision for loss is established when there is reasonable doubt that the full amount of principal and interest will be collected. This provision reduces the carrying value of the loans and mortgages identified as impaired to their estimated realizable amounts. Estimated realizable amounts are determined by estimating the fair value of any underlying security and deducting the costs of realization.

#### Capital assets

Capital assets are recorded at cost.

Amortization is calculated as set out below, based on the estimated useful lives of the assets. No amortization is taken on assets purchased that have not been put into use during the year.

Buildings

• straight line over 50 years

Paved areas

 diminishing balance at 8% per annum

Leasehold improvements

straight line over 5 years

Furniture and equipment

 diminishing balance at 20% per annum

December 31, 2008

# 3. SIGNIFICANT ACCOUNTING POLICIES (Continued)

Capital assets (Continued)

Computer terminals • straight line over 5 years

Automated banking • straight line over 5 years machines

Personal computers • straight line over 3 years and software

#### Revenue recognition

Interest income on loans and mortgages and investments is recorded on an effective interest basis. Other income is recognized when goods or services are provided and collection is reasonably assured.

#### Financial instruments

Financial assets and financial liabilities are initially recognized at fair value and their subsequent measurement is dependent on their classification as described below. Their classification depends on the purpose, for which the financial instruments were acquired or issued, their characteristics and the Credit Union's designation of such instruments. Settlement date accounting is used.

#### Classification

Cash	Held for trading
Investments:	
<b>Equity investments</b>	Available for sale
Liquidity reserve	Held to maturity
Loans and mortgages	Loans and receivables
Other Assets:	
Accounts receivable	Loans and receivables
Owners' deposits	Other liabilities
Other liabilities	Other liabilities

#### Held for trading

Held for trading financial assets are typically acquired for resale prior to maturity or that are designated as held for trading. They are measured at fair value at the balance sheet date. Fair value fluctuations including interest earned, interest accrued, gains and losses realized in disposal and unrealized gains and losses are included in investment income.

Financial liabilities designated as held for trading are those non-derivative financial liabilities that the Credit Union elects to designate on initial recognition as instruments that it will measure at fair value through other interest expense. These are accounted for in the same manner as held for trading assets. The Credit Union has not designated any non-derivative financial liabilities as held for trading.

#### Held-to-maturity

Held-to-maturity financial assets are non-derivative financial assets with fixed or determinable payments and a fixed maturity, other than loans and receivables that an entity has the positive intention and ability to hold to maturity. These financial assets are measured at amortized cost using the effective interest method.

#### Available-for-sale

Available-for-sale financial assets are those non-derivative financial assets that are designated as available-for-sale, or that are not classified as loans and receivables, held-to-maturity or held-for-trading investments. Except as mentioned below, available-for-sale financial assets are carried at fair value with unrealized gains and losses included in accumulated other comprehensive income until realized when the cumulative gain or loss is transferred to other income.

Available-for-sale financial assets that do not have quoted market prices in an active market are recorded at cost.

Interest on interest-bearing available-for-sale financial assets is calculated using the effective interest method.

#### Loans and receivables

Loans and receivables are accounted for at amortized cost using the effective interest method.

#### Other liabilities

Other liabilities are recorded at amortized cost using the effective interest method and include all financial liabilities, other than derivative instruments.

#### **Transaction costs**

Transaction costs related to financial assets and liabilities are expensed as incurred.

December 31, 2008

#### 3. SIGNIFICANT ACCOUNTING POLICIES (Continued)

#### **Derivative financial instruments**

The Credit Union enters into contracts for index-linked deposits, which includes embedded derivatives.

The premium related to the hedged embedded derivative transaction, which is included in other assets, is recognized over the term of the embedded derivative contract as an adjustment to interest expense.

#### Measurement uncertainty

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires the Credit Union's management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities as at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from the estimates.

#### 4. LOANS AND MORTGAGES RECEIVABLE

Owner's loans and mortgages are classified below:

	Personal	Mortgage	Commercial	Total
	\$	\$	\$	\$
Neither past due <sup>(1)</sup> nor impaired	80,669,212	207,690,047	34,800,499	323,159,758
Past due but not impaired	105,262	564,718	-	669,980
Impaired	628,049	17,633	76,653	722,335
	81,402,523	208,272,398	34,877,152	324,552,073
Less: Specific allowances	628,049	17,633	76,653	722,335
	80,774,474	208,254,765	34,800,499	323,829,738
Less: General allowance	-	-	-	-
	80,774,474	208,254,765	34,800,499	323,829,738

 $<sup>^{(1)}</sup>$  A loan is considered to be past due when the owner has not made a payment within 31 days of the contractual payment date.

#### Loans past due but not impaired:

	Personal	Mortgage	Commercial	Total
	\$	\$	\$	\$
Past due but not impaired				
31 to 90 days	87,825	529,916	-	617,741
91 and greater	17,437	34,802	-	52,239
Total	105,262	564,718	-	669,980

#### Allowance for impaired loans

The activity in the allowance for impaired loans is summarized as follows:

	2008				2007
	Personal	Mortgage	Commercial	Total	Total
	\$	\$	\$	\$	\$
Balance, beginning of year Loans written-off as uncollectible Provision for impaired loans	784,167 (219,146) 63,028		- - 76,653	795,080 (219,146) 146,401	1,099,285 (232,344) (71,861)
Balance, end of year	628,049	17,633	76,653	722,335	795,080

December 31, 2008

#### 5. CAPITAL ASSETS

		2008		2007
Assets	Cost	Accumulated Amortization	Net Book Value	Net Book Value
	\$	\$	\$	\$
Land	1,499,382	-	1,499,382	1,495,919
Buildings	9,684,847	2,313,533	7,371,314	7,468,160
Paved areas	250,377	122,781	127,596	43,107
Leasehold improvements	1,273,702	1,179,244	94,458	124,709
Furniture and equipment	4,586,984	3,367,363	1,219,621	1,238,361
Computer terminals	398,792	358,159	40,633	26,248
Automated banking machines	1,342,729	1,077,578	265,151	181,691
Personal computers and software	1,251,583	1,199,675	51,908	89,201
	20,288,396	9,618,333	10,670,063	10,667,396

#### 6. OWNERS' DEPOSITS

	2008	2007
	\$	\$
Savings accounts	66,128,588	50,160,709
Chequing accounts	50,704,766	41,286,014
Debentures	18,213,739	6,125,299
Term deposits receipts	97,005,368	103,624,193
R.R.S.P funds	103,071,958	92,203,591
R.R.I.F. funds	11,317,321	12,059,039
Share accounts	6,873,682	6,383,416
	353,315,422	311,842,261

Share accounts record the initial share capital, which must be maintained as a condition of membership. These accounts also include incentive shares issued by the Credit Union.

These share accounts are not insured by the Credit Union Deposit Guarantee Corporation; however, they do qualify as capital for regulatory purposes, notwithstanding their financial statement classification as liabilities.

#### Capital management

The Board approves annually the capital management policy and the annual business plan. This policy outlines the Credit Union's overall objectives and guidelines to ensure that the Credit Union has the required quantity, quality and appropriate composition of capital needed to address the inherent risks of the Credit Union and to support the current and future operating plans.

#### 7. OPERATING LINE OF CREDIT

The Credit Union has available short-term borrowings of \$21,000,000, bearing interest

at prime. As security for this facility, the credit union has provided a general security agreement over all of its assets. As of December 31, 2008, there was \$1,110,000 (2007 - \$4,900,000) drawn on this facility.

#### 8. FINANCIAL INSTRUMENTS

Nature and extent of risks arising from financial instruments

The Credit Union is exposed to the following risks as a result of holding financial instruments: credit risk, liquidity risk and market risk. The following is a description of these risks and how the Credit Union manages its exposure to these risks.

#### Credit risk

The business of the Credit Union necessitates the management of credit risk. Credit risk is the potential for loss due to the failure of a borrower to meet its financial obligations.

December 31, 2008

#### 8. FINANCIAL INSTRUMENTS (Continued)

#### Credit risk (Continued)

The Board of Directors ("Board") of the Credit Union sets policy and oversees the risk management process. Senior management ensures adherence to policy on risk management issues, assesses the risk exposure of the Credit Union and reviews the effectiveness of internal control processes.

The Credit Union uses a disciplined lending approach with standard underwriting parameters for each category of loans. These parameters are used to assist the Credit Union in implementing a prudent and effective loan granting process.

Where necessary the Credit Union mitigates credit risk by obtaining quality collateral. The Credit Union considers collateral to be of good quality if it can determine the legal validity and market value on an on-going basis. Types of collateral generally obtained by the Credit Union are, but are not limited to, the following: owner's personal property such as vehicles; cash and marketable securities; mortgage charges; fixed, floating or specific general security agreements and personal guarantees.

In addition, the Credit Union monitors its loan concentration to ensure that it is in compliance with its policies.

#### Liquidity risk

The business of the Credit Union necessitates the management of liquidity risk. Liquidity risk is the risk of being unable to meet financial commitments, under all circumstances, without having to raise funds at unreasonable prices or sell assets on a forced basis.

The Credit Union's objective is to implement a policy that addresses limits on the sources, quality and amount of the assets to meet normal operational, contingency funding for significant deposit withdrawals and regulatory requirements.

The Board is ultimately responsible for the liquidity risk management policy. Management reports regularly, to the Board, the Credit Union's compliance with the policy and regulatory requirements; concentration of large deposits

of single/connected depositors; and reports borrowings for liquidity purposes, the level of borrowings and the liquidity less borrowings in relation to the statutory minimum.

Additional details are outlined in the Credit Union's liquidity management policy.

#### Market risk

Market risk is the risk of loss that may arise from change in market factors such as interest rates and foreign exchange rates. The Credit Union is exposed to this market risk in its investing and asset/liability management activities.

Senior management is responsible for managing market risk in accordance with the Credit Union's Asset and Liability Management and Investment policy set by the Board. Senior management reports regularly to the Board its compliance with the policy and regulatory requirements; dollar volume and yields of all investments; and the particulars of all investment transactions entered into by the Credit Union. All exceptions noted are to be reported to the Board.

The Board is responsible for monitoring significant variances and that corrective measures are implemented.

#### (i) Interest rate risk

Interest rate risk refers to the potential impact of changes in interest rates on the Credit Union's earnings when maturities of its financial liabilities are not matched with the maturities of its financial assets. It is the policy of the Credit Union to keep exposure to interest rate fluctuations within limits set by the Board and Regulations.

#### Interest rate risk sensitivity

At December 31, 2008, if interest rates at that date had been 50 basis points lower with all other variables held constant, after-tax net income for the year would have been \$203,099 (2007 - \$180,751) lower, arising mainly as a result of lower interest revenue on variable loans and mortgages, lower interest revenue on liquidity investments. If interest rates had been 50 basis points higher, with all other variables held constant, after-tax net income would have been \$203,099 (2007 - \$180,751) higher, arising mainly as a result of higher interest revenue on variable loans and mortgages, higher interest on liquidity investments.

December 31, 2008

#### 8. FINANCIAL INSTRUMENTS (Continued)

#### (ii) Foreign currency exchange risk

Foreign currency exchange risk refers to the potential impact of changes in foreign exchange rates on the Credit Union's earnings when balances of its foreign currency liabilities are not matched with the balances of its foreign currency assets. It is the policy of the Credit Union to mitigate exposure to foreign exchange rate fluctuations by matching its foreign currency liabilities to its foreign currency assets. The Credit Union does not hold foreign investments beyond cash required to meet daily operational requirements.

#### Index-linked deposits

At December 31, 2008, the Credit Union has issued \$18.750.647 (2007 - \$15.251.156) of index-linked term deposits (registered and nonregistered deposits) to its owners. These term deposits have maturities of 3 and 5 years and pay interest to the depositors at the end of the term, based on the performance of various TSX indices. The Credit Union has entered into hedge agreements with Central 1 to offset the exposure to these indices associated with these products. The Credit Union pays Central 1 a fixed amount on the face value of these term deposit products. At the end of the respective terms, the Credit Union receives payments from the counterparty, Central 1, equal to the amount that will be paid to the depositors based on the performance of various TSX indices.

The purpose of these agreements is to provide a hedge against market fluctuations. These agreements have a fair value that varies based on the particular contract and changes in interest rates. The fair value of these agreements is \$1,170,573 at year end and has been accounted for as an embedded derivative in accordance with the Credit Union's accounting policy.

#### Fair value

The fair value of cash resources, certain other assets and other liabilities are equivalent to the respective book values, given the short-term nature of the amounts. The fair value of other financial assets and liabilities has not been determined since it was not practical within the constraints of timeliness and cost

to determine the fair value with sufficient reliability. A portion of the other financial assets and financial liabilities have either variable rates or are due within one year and their fair values approximate their book values. For items that mature beyond one year, increases in market interest rates will result in the fair values of assets and liabilities both decreasing; similarly, decreases in market interest rates will result in the fair values of assets and liabilities both increasing.

#### 9. COMMITMENTS

Under present lease agreements for rental space, the Credit Union is committed to the following expenditures:

	\$
2009	170,339
2010	129,642
2011	91,410
2012	91,790
2013	55,316
	538,497

As at December 31, 2008, the Credit Union has provided guarantees to third parties in favour of owners totalling \$1,427,700.

#### 10. INCOME TAXES

The Credit Union's effective income tax rate differs from the combined basic Canadian rate (federal and provincial). This difference results from the following:

	2008	2007
	%	%
Statutory rate	25.00	27.12
Effect of temporary		
timing differences	(6.24)	(2.36)
Effective tax rate	18.76	24.76

#### 11. RELATED PARTY TRANSACTIONS

At December 31, 2008, the aggregate value of personal and mortgage loans outstanding to Directors and Officers totaled \$1,220,147 (2007 - \$1,107,712). The aggregate value of deposits outstanding to Directors and Officers totaled \$1,533,186 (2007 - \$1,185,233). These loans and deposits are on the same terms and conditions as have been accorded to all owners of the Credit Union.

# :: CELEBRATING SUCCESS IN CHANGING TIMES

Perhaps 2008 will be written in history as the year with the most global economic change and uncertainty. It was a year that saw world markets plummet, a mortgage crisis south of our borders, the Canadian dollar soar and retreat and prime rate in our country move downward by 250 basis points. Despite these ongoing changes, the team at Newfoundland and Labrador Credit Union (NLCU) remained focused on our Vision and Mission of being the superior provider of the ideal financial service experience. We continue to gain the complete trust and confidence of our owners and we are committed to every owner achieving personal financial success. This commitment has been the driving force for NLCU's success over the past 51 years and it will continue to be the cornerstone for future growth. In 2007, we looked back, reflected on our history and celebrated our 50th anniversary. Today, we report on our past year's accomplishments and look forward with optimism, enthusiasm and confidence in our role as the 'financial institution of choice' for the people of our great Province.

#### **::** OUR TEAM

In 2008, NLCU supported employees' education and skill development through courses offered by post-secondary institutions and CUSource. New requirements pertaining to FINTRAC data collection and reporting became effective mid-2008 and to ensure compliance, all NLCU employees received training pertinent to these changes. Kayla Burton, Marketing Development Consultant, received her Fellowship in the Credit Union Institute of Canada. Several employees participated in NLCU's mentoring program, which gives employees an opportunity to gain knowledge and experience necessary for career advancement. Recognizing the value of employee contributions to NLCU's success, the NLCU Achievers' Award was introduced in 2008. This monthly Award allows our employees to recognize their colleagues who provide exceptional service to our owners or consistently demonstrate creativity, innovation or teamwork in the performance of their duties.

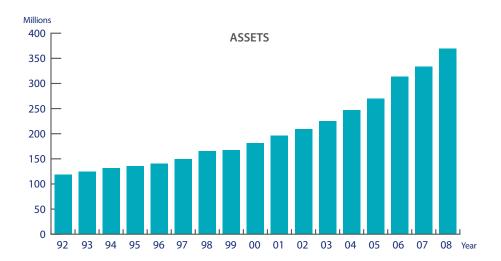
"Today, we report on our past year's accomplishments and look forward with optimism, enthusiasm and confidence in our role as the 'financial institution of choice' for the people of our great Province."



Allison Chaytor-Loveys, Chief Executive Officer and Treasurer

Elizabeth Duff, Chief Financial Officer, and Kent Farrell, Director, Credit, continued to serve on the national Canadian Business Owner Strategy Committee. Michelle McGrath, Regional Manager, Eastern Region, continued her duties on the National Young Leaders' Committee, and Sherri Fogwill, Director, Marketing and Communications, was one of five finalists for the national Young Leader's Award. In addition, Sherri Fogwill was appointed Chairperson of the Atlantic Marketing Group where she continued to represent the Newfoundland and Labrador Credit Union System. We welcomed to our Management team Tanya Ivany, Director, Human Resources, and Janice Kennedy-Humber, Assistant Manager Member Services, in Corner Brook. We also had the pleasure of thanking and wishing Donna Gallant and Linda Sheppard, Assistant Managers, Member Services in Carbonear and Corner Brook respectively, continued health and happiness on their retirement. A highlight of the year is always the annual "Fireside Chat" in February.

Glenn Bolger, Chief Operating Officer, and I visit all branches and meet with all employees. We have an open dialogue discussing our past year's accomplishments and our goals for the upcoming year. In 2008, employees completed an Employee Satisfaction Survey and the results were extremely positive with 98% reporting they enjoy the work they do, 94% recommending NLCU to others as a good place to work and 96% believing they play an important role in NLCU's success. Externally, our owners provide us with feedback on their levels of satisfaction through our annual Owner Satisfaction Survey. Approximately 1,300 owners were randomly surveyed and the results indicated an overall satisfaction rating of 93%. Thank you to everyone who took the time to respond to these surveys. Service excellence can only occur when we receive your feedback as it provides us with the information to make decisions and changes necessary to meet your needs. Sincere congratulations are extended to Yvonne Parsons and her team in Labrador City, who were the winners of the Katherine Seymour Award for service excellence in 2008.



#### **NLCU MAKES TOP 101 AGAIN!**

For the 11<sup>th</sup> consecutive year, Newfoundland and Labrador Credit Union has been named one of the Top 101 Companies in Atlantic Canada by Progress magazine.

During our 51-year history, NLCU's Board of :: OWNER RELATIONSHIPS Directors has placed significant importance on its strategic and governance role. 2008 was no exception! In September, the Board reviewed its strategic plan and measured the attainment of its objectives. In addition, meetings were held with the Honourable Kevin O'Brien, Minister of Government Services, the Board and Executive Director of Credit Union Deposit Guarantee Corporation and the Superintendent of Credit Unions. Resulting from these meetings, NLCU received recognition and authorization to respond to provincial government requests for proposals relating to banking service requirements. NLCU also provided our Regulators with feedback and rationale for legislative changes to the Credit Union Act and Regulations and the Condominium Act. In April, the Honourable Kevin O'Brien delivered a ministerial statement from the House congratulating NLCU on its 50th anniversary.

#### **::** OUR ACCOMPLISHMENTS

NLCU is the largest credit union in Atlantic Canada and as of the 2nd guarter 2008, the 56th largest amongst the 449 credit unions in the country placing us in the top 13% nationwide. In addition, with an overall ranking of 68, for the 11th consecutive year, Progress magazine recognized NLCU as one of the Top 101 Companies in Atlantic Canada. NLCU's recognition of 'being an employer of choice' is not only acknowledged by our employees internally, but also by peer organizations externally. In February, NLCU was chosen by the Newfoundland and Labrador Employers' Council as the recipient of the Employer of Distinction Award in the large companies' category. In addition, NLCU was recognized for the 3rd time in the last seven years by Progress magazine as one of the "Best Places to Work in Atlantic Canada" and was short listed by Maclean's magazine as one of the best places to work in Canada.

While consumer confidence wavered this past year, and fear affected the way people viewed their investments and financial futures, NLCU continued to maintain owner trust and confidence. This was accomplished by strongly adhering to the values and philosophies outlined in our Vision and Mission Statements. In 2008, NLCU implemented an Owner Referral Program. This program, coupled with marketing efforts and employee dedication attributed to ownership growth of 608 individuals or 3.1% ending the year with 20,162 Newfoundlanders and Labradorians trusting NLCU with their financial service requirements. In addition, assets per owner increased from 2007 figures by 6.1% to \$17,500. Partner organizations' Credential Financial Strategies Inc., CUETS Financial, and Concentra Financial continue to manage owners' mutual fund, credit card, trust, and Registered Education Savings Plan business. In addition, NLCU and Credential Financial Strategies Inc. employees conducted various informational seminars throughout the Province and participated in various trade shows.

"NLCU is the largest Credit Union in Atlantic Canada and as of the 2nd guarter 2008, the 56th largest amongst the 449 credit unions in the country placing us in the top 13% nationwide."

Improvements to our buildings' parking lots in Grand Falls-Windsor and Corner Brook were carried out and the steps and adjacent gardens were replaced at our Freshwater Road, St. John's branch. In preparation for Chip Card technology, NLCU replaced five of its Automated Banking Machines in 2008. All machines will be either replaced or upgraded by mid-2009 when Chip Card services become available. New Chip Card devices to manage chip-enabled credit and debit cards were implemented at all locations.

In an effort to be more environmentally conscious, NLCU began the process of imaging documents. This not only adds to owner convenience but reduces the use of paper.

#### :: FINANCIAL RESULTS

Despite economic and marketplace uncertainties and fluctuating interest rates this past year, NLCU has experienced another year of double digit growth and sustained profitability. In 2008, NLCU complied with requirements outlined under Canadian Financial Reporting Standards and changes relating to NLCU's reporting requirements are outlined in Notes 4 and 8 to the financial statements. Detailed audited financial statements are enclosed in the 2008 Annual Report and also online at www.nlcu.com. The highlights of these Statements report yearend assets at \$369,695,781, an increase of \$36.4 million or 10.92% over 2007 figures. NLCU also experienced outstanding loan and deposit growth. Portfolio balances for loans totaled \$323.8 million and deposits \$353.3 million at year-end. These figures represent volume increases of \$38 million or 13.3% in loans and \$41.5 million or 13.3% in deposits. Net earnings, after tax, transferred to retained earnings equaled \$1,065,466 and an owner dividend of 5% was declared on equity shares.

#### **::** COMMITMENT TO INNOVATION

In its ongoing commitment to provide innovative products and services to our owners, NLCU finalized the last phase of moving its financial business to Central 1. This was accomplished in May with the replacement of owners' debit cards. This transition was flawlessly executed in conjunction with partner organizations and under the direction of Elizabeth Duff, Chief Financial Officer, and Shane Flight, Director, Information Systems. Recognizing the need for diversification and customization of

products and services to meet the individual needs of our owners, NLCU introduced a new Monthly Savings Plan for Registered Retirement Savings Plans and a new online, high interest savings account. In November, NLCU launched Mobile Banking. Credit unions were the first financial institutions in the country to offer this service. In addition, NLCU prepared for Tax-Free Savings Accounts which were implemented in accordance with Federal legislation in January 2009. An Employee Innovation Action Team was formed, which brings owner feedback and innovative ideas forward for consideration and implementation. One such idea was "NLCU Goes Green." This initiative focuses on NLCU becoming more environmentally friendly. While paper copies have been printed of our 2008 Annual Report, we have also produced an electronic version for distribution on USB drives and a downloadable copy can be obtained from our website.

#### **::** CONNECTING WITH OUR COMMUNITIES

Entrenched in the communities where we live and work, our Board and employees worked diligently and proudly to support the efforts of the Newfoundland and Labrador Credit Union Charitable Foundation Corporation (NLCU CFC). Since the Foundation's inception in 2002, approximately \$400,000 has been raised and distributed to provincial charities. In June, the 5th Annual Walk-a-Thon took place and we raised over \$20,000 for Daffodil Place. The 7th Annual Rod Benson Memorial Golf Tournament, raised over \$30,000 for our Province's charities, with a portion of the funds going to the YMCA-YWCA Strong Kids Campaign, the charity of choice for 2008. The success of this tournament is attributable to the ongoing support of three major sponsors: NLCU, CHESTER DAWE, A Subsidiary of Rona, and CHOICE REWARDS® MasterCard®. In 2008, our Foundation received recognition from the following charities: Kids Eat Smart Foundation, Canadian Hard of Hearing Association - Newfoundland and Labrador and a "President's Vote of Thanks" award from the Newfoundland and Labrador Lung Association.

At our December luncheon, charity recipients received the proceeds of our 2008 fundraising efforts, which totaled \$75,000. All donations to the Foundation are tax deductible and funds raised are returned to charities. In addition to the work of our Foundation, NLCU also contributed approximately \$140,000 in sponsorships and in-kind donations to various organizations.

Our youth are our future, therefore, NLCU supports programs that advance education, entrepreneurship, leadership and personal growth. In 2008, NLCU once again was proud to work with Junior Achievement (JA) as the platinum sponsor for the JA Business Hall of Fame. We also continued our sponsorship of the YMCA-YWCA Enterprise Centers' school programs and Newspapers in Education. A third annual \$3,000 scholarship, named "The Owen Grimes

Memorial Scholarship" was implemented in 2008. The scholarship recipients were Edward Moakler, Victoria Diana Ralph and Julie Warren. All three are outstanding young leaders, whom we are proud to support in their educational endeavors.

In closing, a sincere thank you to our Board of Directors, our employees and owners. I look forward to the opportunities that we will embrace in 2009 and the pleasure of working with you as we continue our journey of success and innovation.

Respectfully submitted,

Allison Chaytor-Loveys

Chief Executive Officer and Treasurer

Celhaytor - Loveys



#### **ANNUAL ROD BENSON MEMORIAL GOLF TOURNAMENT**

Cheque presentation to the YMCA-YWCA Strong Kids Campaign from NLCU CFC at the 7th Annual Rod Benson Memorial Golf Tournament August 27, 2008. L-R: Craig Rowe, Chair of the Board of Directors, YMCA-YWCA; Michelle Northover, Director, YMCA-YWCA and Raymond Piercey, NLCU Board Representative, NLCU CFC.

#### **Awards**



#### KATHERINE SEYMOUR AWARD

Michael W. Boland, President (centre) and Glenn Bolger, Chief Operating Officer (right) of Newfoundland and Labrador Credit Union, present Yvonne Parsons, Manager, Member Services, Labrador City, with the Katherine Seymour Award in recognition of service excellence.



# OUTSTANDING SCHOOL AND COMMUNITY INVOLVEMENT SCHOLARSHIP WINNER

Winner of the Outstanding School and Community Involvement Scholarship in memory of past Director, Mr. Owen Grimes, Julie Warren of Riverwood Academy, Wing's Point. Presenting the cheque is Allison Chaytor-Loveys, Chief Executive Officer.



# OUTSTANDING SCHOOL AND COMMUNITY INVOLVEMENT SCHOLARSHIP WINNER

Winner of the Outstanding School and Community Involvement Scholarship, Victoria Diana Ralph of Carbonear Collegiate, Carbonear. Presenting the cheque is Allison Chaytor-Loveys, Chief Executive Officer.



#### **BRIAN F. MCDONALD SCHOLARSHIP**

Winner of the Brian F. McDonald Scholarship, Edward Moakler of O'Donel High School, Mount Pearl, the son of Rose Moakler, Member Service Consultant, Mount Pearl. Presenting the cheque is Margaret Ann McDonald, wife of the late Brian McDonald.

#### PLATINUM SPONSOR – 2008 Junior Achievement Business Hall of Fame

For over 50 years, Newfoundland and Labrador Credit Union has contributed to innovation and success in Newfoundland and Labrador. We are proud to support Junior Achievement as it inspires innovative young people to reach their full potential.

# **NLCU Service Awards**

At Newfoundland and Labrador Credit Union our people make the difference. We are proud to acknowledge the dedicated service of our biggest asset – our team. These individuals have accomplished many personal achievements throughout their careers at NLCU, and working together they take great pride in helping each and every owner reach their financial goals.

#### **5 YEARS**



Back L-R: Peter Bishop, Shawn Loder, Susan Manuel, Lorne Robinson, Tony Young, Jim Mayo. Front L-R: Lorna Boone, Nicole Parrott, Natasha Canning, Jackie LeDrew. Missing from Photo: Cara Green.

#### **10 YEARS**



L-R: Evelyn Cardwell, Cindy Szabo, Rae Barnes, Margie Beaton, Cathy Mattsson, Trish Sears.

#### **15 YEARS**



L-R: Lori Quigley, Brian Beson, Michelle Dinn. Missing from photo: Lynn Roche.

#### **20 YEARS**



L-R: Joanne Ballard, Donna Gallant.

#### **25 YEARS**



L-R: Sandra Healey, Mary Fardy, Lisa Loveridge, Maureen Daley.

#### **35 YEARS**



Allison Chaytor-Loveys.

# NLCU Charitable Foundation Corporation – 2008 Donees

AIDS Committee

ALS Society of Newfoundland

Alzheimer Society of Newfoundland and Labrador, Inc.

Autism Society of Newfoundland and Labrador

Boy Scouts of Canada

Boys and Girls Club of Newfoundland and Labrador

Buckmasters Circle Community Centre Burry Heights Foundation - Bethany Pike

Canadian Diabetes Association Newfoundland and Labrador

Canadian Liver Foundation
Newfoundland and Labrador

Canadian Mental Health Association Newfoundland and Labrador Division

Canadian Red Cross Newfoundland and Labrador

Cara Transition House

Central Northeast Health Foundation

Choices for Youth

**CNIB** 

Community Food Sharing Association

Community Youth Network

Computers for Schools

Co-operative Development Foundation of Canada

Corduroy Brook Enhancement Association (Annual Owen Grimes Memorial Walk)

Crohn's and Colitis Foundation of Canada - Eastern Avalon Chapter

Daffodil Place

Dr. H. Bliss Murphy Cancer Care Foundation Discovery Health Care Foundation

Easter Seals House

Eating Disorders Foundation of Newfoundland and Labrador

**Emmanuel House Community Centre** 

Epilepsy Newfoundland and Labrador

Gander Boys and Girls Club

Grenfell Foundation - Labrador West

Habitat for Humanity

Health Care Foundation

Heart and Stroke Foundation of Newfoundland and Labrador

Iris Kirby House

Janeway Children's Hospital Foundation Children's Miracle Network Telethon

Juvenile Diabetes Research Foundation of Canada

Kids Eat Smart Foundation, St. John's, Corner Brook, Clarenville, Grand Falls-Windsor and Stephenville

Kids Help Phone

Lung Association

Newfoundland and Labrador

**Mazol Shriners** 

Meals on Wheels

Ministerial Association - Food Bank Labrador West

Multiple Sclerosis Society of Canada -Newfoundland Chapter

Muscular Dystrophy

Newfoundland and Labrador Down Syndrome Society

Newfoundland Chapter Hard of Hearing

Parkinson Society Canada,

Newfoundland and Labrador Chapter

Peter Barry Duff Memorial Park Commission

Reginald H. Brown QC Memorial Scholarship

Rotary Club of Northeast Avalon

Salvation Army - Christmas Appeal

School Lunch Association

Seniors' Resource Centre

Rotary Club of St. John's

Shalloway

Single Parents Association of Newfoundland and Labrador

SPCA Clarenville, St. John's

St. John's Therapeutic Riding Association (Rainbow Riders)

St. Vincent de Paul Society

Stephen Hopkins Memorial Foundation

Teachers on Wheels

The Arthritis Society Newfoundland and Labrador Division

The Association of New Canadians

The Duke of Edinburgh's Award Newfoundland and Labrador Division

The Gathering Place

The Murphy Centre

The Royal Canadian Legion

Tourette Syndrome Foundation of Canada - Newfoundland and Labrador

Toys for Joy

Trinity Conception Placentia Health Foundation

Tuckamore Festival

Vera Perlin Society

Western Regional Health Pediatric Unit YMCA-YWCA of Northeast Avalon



The NLCU Charitable Foundation Corporation distributed more than \$75,000 to over 75 charities throughout the Province. Allison Chaytor-Loveys, Chair of the NLCU Charitable Foundation Corporation, presented charities with cheques in the St. John's metro area on December 12, 2008.

## **Our Services**

#### YOUR MONEY

#### CHEQUING SERVICES

- Personal Chequing Accounts
- MasterPlan Chequing Packages
- Prime Account
- U.S. Dollar Chequing Accounts
- Student Chequing Accounts
- Self-Serve Electronic Transaction Packages

#### **SAVINGS**

- Equity Shares
- Incentive Shares
- Plan 24
- Advantage
- Fat Cat®
- HeadStart®
- Monthly Savings Plan
- Online Savings Accounts

#### MASTERCARD®

- GLOBAL PAYMENT™ MasterCard
- Gold GLOBAL PAYMENT MasterCard
- CHOICE REWARDS® Points Program Available
- CHOICE REWARDS MasterCard

#### **ELECTRONIC SERVICES**

- Automated Teller Machines
- Interac<sup>®</sup>/Plus<sup>®</sup>
- Interac® Direct Payment
- Automated Teleservice®
- MemberDirect® Online Access
- Credential Direct®\* Online Trading
- eSwitch®
- E-Statements
- Mobile Banking

#### ADDITIONAL SERVICES

- Travelers' Cheques
- Safety Deposit Boxes
- Payroll Deduction/Direct Pay
- Legal Witnessing
- World Currency Centre
- Night Depository
- Bill Payment
- Safekeeping
- Teleservice
- · Grad Package

#### YOUR FINANCING

#### LOANS AND MORTGAGES

- Personal Loans
- Mortgage Loans
- Energy-Efficient Mortgages
- NLCU Student Loans & Education Trust Services Lines of Credit
- Home Equity Loans
- Personal Lines of Credit
- Chequing Overdraft Protection
- RRSP Loans and RRSP Lines of Credit

#### YOUR FUTURE

#### INVESTMENT PRODUCTS AND SERVICES

- Debentures
- Term Deposit Receipts
- Registered Retirement Savings Plans
- Monthly Registered Retirement Savings Plans
- Self Directed Registered Retirement Savings Plans
- Registered Retirement Income Funds Income Tax Preparation

- Registered Education Savings Plans
- Tax-Free Savings Accounts
- · Mutual Funds\*, including the family of Ethical Funds® (available through Credential Asset Management Inc.)
- Index Linked Term Deposits
- · Canada Savings Bonds

#### **INSURANCE**

- · Credit Term Life Insurance
- · Credit Life and Disability Insurance
- Mortgage Insurance (including job loss and disability)
- Travel Insurance
- Home and Auto Insurance

#### FINANCIAL MANAGEMENT

- Income Tax Preparation
- Wealth Management
- Financial Planning \*\* through Credential Financial Strategies Inc.

#### **YOUR BUSINESS**

#### COMMERCIAL SERVICES

- · Commercial Leasing through Concentra Financial
- Corporate Accounts
- Commercial Loans
- Commercial Lines of Credit
- CUETS Financial Business MasterCard
- Merchant MasterCard
- Small Business Insurance
- · MemberPlan Group Insurance
- \*Mutual funds are offered through Credential Asset Management Inc. Online brokerage is offered though Credential Direct®, a division of Credential Securities Inc. operating as a separate business unit. Unless otherwise stated, mutual funds, other securities and cash balances are not covered by the Canada Deposit Insurance Corporation or by any other government deposit insurer that insures deposits in credit unions. Credential Securities Inc. is a Member-CIPF. °Credential Direct and Credential are registered marks owned by Credential Financial Inc. and are used under licence. \*Ethical Funds is a registered mark owned by Ethical Funds Inc. and is used under licence.
- \*\*Credential Financial Strategies Inc. is a member company under Credential Financial Inc., offering financial planning, life insurance and investments to members of credit unions and their communities. °Credential is a registered mark owned by Credential Financial Inc. and is used under licence.

GLOBAL PAYMENT and CHOICE REWARDS are trademarks of FIA Card Services, National Association used pursuant

MASTERCARD is a registered trademark owned by MasterCard International Incorporated and is used under licence.

<sup>®</sup>Authorized user of the marks.

Standard & Poor's® and S&P® are trademarks of The McGraw-Hill Companies Inc.

## **Our Contact Information**

#### **BOARD OF DIRECTORS**

Michael W. Boland, President\*
Raymond Piercey, 1st Vice President\*
Maureen Singleton, 2nd Vice President\*
Daniel LaVallée\*
Patrick Collins
Allan Skanes
Raymond Hawco
Damian Ryan
Murray Loveless
Allison Chaytor-Loveys, Treasurer+
Glenn Bolger, Secretary+
Barbara Freake, Recording Secretary

\*Executive Committee \*Appointed

# MANAGEMENT, CORPORATE OFFICE

Allison Chaytor-Loveys, Chief Executive Officer Glenn Bolger, Chief Operating Officer Elizabeth Duff, Chief Financial Officer Barbara Freake, Executive Assistant Shane Flight, Director, Information Systems Kent Farrell, Director, Credit Sherri Fogwill, Director, Marketing and Communications Tony Young, Director, Wealth Management Services Deann Dillon, Manager, Call Center and Marketing Support Jim Mayo, Director, Accounting and Corporate Governance Tanya Ivany, Director, Human Resources Michelle McGrath, Regional Manager Judy Abbott, Regional Manager

#### MANAGERS, MEMBER SERVICES

John Morris, Freshwater Road, St. John's
Lyndon Combdon, Corner Brook
Lisa Loveridge, Grand Falls-Windsor
Yvonne Parsons, Labrador City
Fred Power, Carbonear
Sheila Hynes-Brenton, Mount Pearl
Brian Beson, Gander
Darren Pitcher, Fall River Plaza, St. John's
Fred Philpott, Conception Bay South
William Farrell, Clarenville
Sandra Healey, Stephenville
Cathy Mattsson, Water Street, St. John's

# CREDENTIAL FINANCIAL STRATEGIES® INC. REPRESENTATIVES

Gregory Murray 341 Freshwater Road, Suite 101 St. John's, NL A1B 1C4 738-6333 gmurray@credential.com

Peter Bishop 1 Pinsent Drive Grand Falls-Windsor, NL A2A 2S8 489-1842 pbishop@credential.com

Lorne S. Robinson, CFP, B.Th., CLU 38 Main Street, Suite 101 Corner Brook, NL A2H 6Z7 634-9030 Irobinson@credential.com

# WEALTH MANAGEMENT ADVISORS

Tony Young, CFP, Director, Wealth Management Services 240 Water Street St. John's, NL A1C 1B7 758-8258 (office) 690-0922 (cell) tyoung@nlcu.com

Darren Chislett, CFP 51 Commonwealth Avenue Mount Pearl, NL A1N 1W7 747-9415 (office) 690-9498 (cell) dchislett@nlcu.com

Don Halleran, PFP, FICB 341 Freshwater Road St. John's, NL A1B 1C4 758-8253 (office) 693-4110 (cell) dhalleran@nlcu.com

Mary Rose Blackmore, PFP, AICB, CFP 132 Bennett Drive Gander, NL A1V 2H2 256-3537 (office) 424-8282 (cell) mblackmore@nlcu.com

Gilda Saunders, CFP 38 Main Street Corner Brook, NL A2H 6Z7 634-5341 (office) 632-0363 (cell) gsaunders@nlcu.com

#### **NLCU LOCATIONS**

240 Water Street St. John's, NL A1C 1B7 754-2630 (Corporate Office) 722-5824 (Water Street Branch)

341 Freshwater Road St. John's, NL A1B 1C4 754-2312

38 Main Street Corner Brook, NL A2H 6Z7 634-5341

1 Pinsent Drive Grand Falls-Windsor, NL A2A 2S8 489-9051

Labrador Mall, 500 Vanier Avenue Labrador City, NL A2V 2W7 944-7701

119 Columbus Drive Carbonear, NL A1Y 1A6 596-5044

51 Commonwealth Avenue Mount Pearl, NL A1N 1W7 747-9415

Gander Mall, 132 Bennett Drive Gander, NL A1V 2H2 256-3537

Fall River Plaza, 272 Torbay Road St. John's, NL A1A 5B5 726-4013

120 Conception Bay Highway, Suite 107 Conception Bay South, NL A1W 3A6 834-9520

263 Memorial Drive, Suite 102 Clarenville, NL A5A 1R5 466-4590

69 Main Street Stephenville, NL A2N 1H9 643-2111

Teleservice 1-800-563-3300 Automated Teleservice® 1-800-963-4848 Website: www.nlcu.com Member*Direct®* Online Access www.nlcu.com

