



**Pelican State**  
credit union®

Your Financial Family for *Life*<sup>sm</sup>

**2019**  
ANNUAL REPORT



Federally Insured by  
**NCUA**



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# REPORT FROM THE BOARD CHAIRMAN



*Gary Z. Crockett*

Gary Crockett  
Chairman

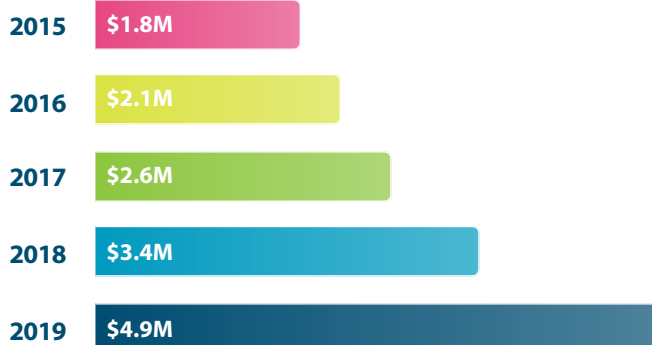
Over the past several years, Pelican has continued to grow in regards to membership, branches, and commitment to excellence in serving its communities. 2019 was no exception, and this growth proves that doing right by the people is one of the best business decisions you can make.

I've had the pleasure of volunteering my time on Pelican's Board of Directors for 29 years. Throughout my time on Pelican's Board, I have seen the consistent care and dedication the team has for our members firsthand. This is the main component in the growth Pelican sees.

At Pelican, our accomplishments come down to one thing: making investments in people first. As a not-for-profit credit union, any profits we make go directly to the benefit of our members. We take our profits and give them back to members in the form of high dividend payments on our checking and savings accounts and low interest rates on loans and credit cards.

Pelican members received over \$4.9 million in dividends in 2019!

## Dividends Paid to Members



Our goal at Pelican is to make our members feel safe and secure. Our entire team shares in the mission and vision of our credit union, and we are always happy to help and find ways to improve your Pelican experience. We partnered with Labarre Associates and began the construction of our new Corporate Campus, which will include a second full-service branch for our members in Baton Rouge.

Due to our growth, we added more Pelican team members to better serve you. We ended 2019 with 292 team members across the state, and we strive to invest in each of them so they can better invest in you. We believe that by taking care of our team members, they will continue to provide world class service to all of our members.

We were proud to accept the title of being one of the "Best Places to Work" for the sixth straight year in 2019. Beyond the continued investment we make in our team, whether it's training, competitive pay, our exceptional 401k program, or the vacation and sick time we provide to our full-time and part-time team members, we continue to find ways for the Pelican team to continue their personal and professional growth.

Team members across the state took part in Rick Olson's "Out of This World Member Service" to learn better ways to serve our members. Our staff dedicates time to join internal book clubs to learn and discuss ways for us to grow individually and as a whole. Our staff also celebrated the fantastic milestone of having our 200th Dale Carnegie course graduate. These investments are made to make our team and our members' lives better, with the goal of us being the best version of ourselves that we can be for our members.



# 2019 BOARD OF DIRECTORS



Janelle Folse  
*1st Vice President*



David Gill  
*2nd Vice President*



Linda Lochbrunner  
*Treasurer*



David Colvin  
*Director*



Samuel McDaniel  
*Director*



Aryon McGuire  
*Director*



William Mullinnix  
*Director*



Shannon Thorne  
*Director*



Tawana Carmouche  
*Associate Director*



Brad Colwell  
*Associate Director*



Jonathan Phillips  
*Associate Director*

## SUPERVISORY COMMITTEE

Jonathan Phillips - *Chairman*  
Brad Colwell  
Sue Tolbert

## EMERITUS MEMBERS

Linda Brassette  
Lorain Cazenave  
Austin Glass  
Bob Wilson



# MESSAGE FROM THE PRESIDENT/CEO



Jeffrey K. Conrad  
President/CEO

On behalf of the entire credit union team, I am honored to present Pelican's 2019 Annual Report. We are humbled to have experienced yet another year of tremendous growth. The successes and milestones achieved were done so with hard work, cohesiveness, and passion, and we are proud to reflect on them.

Our asset size grew from \$367 million to \$396 million, and we ended the year with 55,563 members. I'm extremely excited to see us serving more members than ever, offering competitive loan products and financial services to many more people in the state of Louisiana.

This year we gave away \$15,000 in college scholarships to high school seniors in our branch communities, helping tomorrow's generation of professionals with their college expenses. Our investment in our communities has also expanded significantly. We hosted events across the state, including two free kids' bike races in Monroe and Denham Springs, participated in 186 community events, and invested \$141,566 in local events and sponsorships.

On top of all this, we remain as dedicated as ever in helping our members achieve their financial goals. Our team of seven full-time credit counselors has been assisting members across Louisiana with

their finances. They held 1,847 individual credit counseling sessions for Pelican members and conducted 144 Financial Wellness Workshops during the year, which saw an attendance total of 4,515 Louisiana residents. Guests that attended the workshops learned an array of financial topics such as understanding credit reports and scores, the home buying process, and more.

We added 48 new businesses to our list of companies that partner with Pelican this year, which set an all-time record for the most new partners in a single year.

It's outstanding to see the amount of businesses that want to focus on their employees' financial well-being continue to grow year-over-year. We joined forces with Pelican partners on 259 events in 2019, helping with benefit enrollments, employee appreciation days, and much more.

I'd like to thank each member of the Pelican team for their continued dedication to professional and personal development. Each of you puts so much care into what you do, and you are the reason why we're able to grow and serve more people.

To the Board of Directors, I extend my thanks and utmost appreciation for your engagement and heart for service that you demonstrate by volunteering your time for our members and their best interests.

Of course, we wouldn't be able to do what we do without our members. On behalf of the entire credit union, thank you for choosing Pelican. Without each of you spreading the word about how Pelican is impacting lives across the state of Louisiana, we would not be able to help as many Louisiana residents live better lives.

**Since the program started in 2008, we have awarded \$80,000 in scholarships to 130 members graduating high school!**



## Loans to Share Comparison

**Pelican: 92.88%**

**Peers: 76.89%**

## Return on Assets Comparison

**Pelican: 1.02%**

**Peers: 0.73%**



# 2019 LEADERSHIP TEAM



Annette Thames  
*Chief Operations Officer*



Melissa Ott  
*Chief Financial Officer*



Leigh Porta  
*Senior Vice President of  
Marketing & Outreach*



Michael Morgan  
*Senior Vice President of IT &  
Facilities*



Paige Corcoran  
*Senior Vice President of  
Lending*



Ben Manry  
*Vice President of Risk  
Management & Member  
Solutions*



Lindsey Richard  
*Vice President of Project  
Management*



Michelle Ford  
*Vice President of Human  
Resources*



Sharon Collins  
*Assistant Vice President of  
Operations*



Chelsea Gstohl  
*Assistant Vice President of  
Marketing*



Matthew Rabalais  
*Assistant Vice President of IT*



# STATEMENT OF INCOME

For the 12 months ended December 31,

	2018	2019
<b>INTEREST INCOME:</b>		
Loans to Members	\$22,630,292	\$24,685,529
Investments	604,333	1,039,603
Total Interest Income	23,234,625	25,725,132
<b>INTEREST EXPENSE:</b>		
Members' Share and Savings Accounts	3,417,616	4,972,874
Net Interest Income	19,817,008	20,752,258
<b>PROVISION FOR LOAN LOSSES:</b>		
Provision for Loan Losses	6,042,199	6,086,954
Net Interest Income After Provision for Loan Losses	13,774,809	14,665,304
<b>NON-INTEREST INCOME:</b>		
Fees, Charges, and Other Miscellaneous Income	21,913,412	22,847,063
<b>NON-INTEREST EXPENSE:</b>		
Compensation and Employee Benefits	17,797,887	18,865,456
Operating Costs	6,607,253	7,484,096
Occupancy Costs	1,720,170	1,921,167
Other Costs	2,275,659	2,565,289
Loan Servicing Costs	1,458,848	1,474,283
Professional and Outside Services	970,491	1,167,504
Gain/Loss on Investments/Assets	29,006	9,370
Total Non-Interest Expense	30,859,315	33,487,165
<b>NET INCOME:</b>	<b>\$4,828,907</b>	<b>\$4,025,202</b>

In our opinion, the financial statements referred to above present fairly, in all material aspects, the financial position of Pelican State Credit Union as of December 31, 2019, in conformity with accounting principles generally accepted in the United States of America.



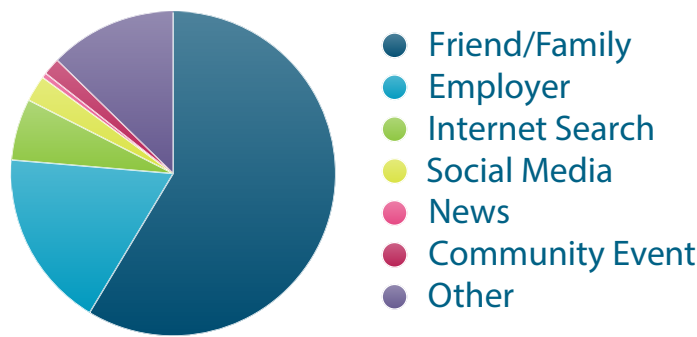
# STATEMENT OF CONDITION

	As of December 31,	
	2018	2019
<b>ASSETS:</b>		
Cash	\$25,295,370	\$29,136,678
Investments:		
Available for Sale	4,580,901	2,990,118
Other	2,324,392	482,512
Loans to Members, Net of Allowance for Loan Loss	300,165,803	320,023,432
Accrued Interest Receivable:		
Investments	33,870	25,738
Loans	1,569,665	1,657,218
Prepaid and Other Assets	10,963,949	15,715,247
Property and Equipment	19,326,545	23,052,374
NCUSIF Deposit	3,005,788	3,394,485
<b>TOTAL ASSETS:</b>	<b>\$367,266,283</b>	<b>\$396,477,802</b>

	As of December 31,	
	2018	2019
<b>LIABILITIES:</b>		
Members' Share and Savings Accounts	\$324,211,036	\$349,599,135
Interest Payable	572,729	586,217
Accounts Payable and Other Liabilities	3,419,778	3,120,939
Total Liabilities	328,203,542	353,306,291
Commitments and Contingent Liabilities		
<b>MEMBERS' EQUITY:</b>		
Regular Reserves	4,701,161	4,701,161
Undivided Earnings	34,428,760	38,453,963
Unrealized Gain/Loss Investments	(67,180)	16,387
Total Members' Equity	39,062,741	43,171,511
<b>TOTAL LIABILITIES AND MEMBERS' EQUITY:</b>	<b>\$367,266,283</b>	<b>\$396,477,802</b>

# TRENDS IN MEMBER EXPERIENCE

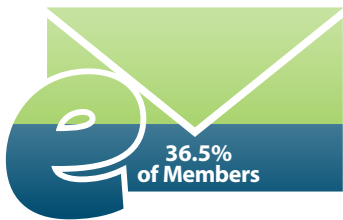
How did members hear about us?\*



Why did members choose us?\*

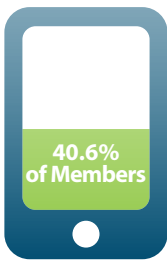


eStatement Recipients



Members enrolled in eStatements increased by 16.0% in 2019.

Mobile Banking Users



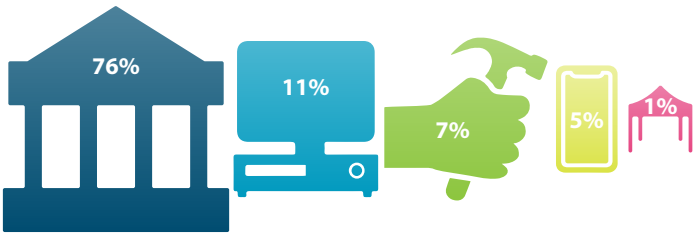
Members enrolled in PelicanMobile increased by 18.0% in 2019.

What products were most popular?



Loans were adopted by more members than checking accounts and electronic services in 2019!

Where did members apply?\*



More members applied at a physical Pelican branch location than anywhere else in 2019!

Member Satisfaction Breakdown\*

When asked if they would recommend Pelican to their family and/or friends, 99.1% said yes—an increase from 98.5% in 2018!



\*Data taken from new Pelican members surveyed within an average of 2 days of joining the credit union in 2018 (1,305 members) and 2019 (1,023 members).

# SPREADING FINANCIAL WELLNESS ACROSS THE STATE

Pelican and its team of seven full-time credit counselors are committed to helping members across the entire state of Louisiana take control of their financial health at no cost! Our credit counselors help members learn what it means to be financially well, equip them with the knowledge and tools needed to make financially sound decisions, and, in some cases, consolidate debt or improve credit.

In 2019, Pelican made a significant impact on the state of Louisiana through spreading financial wellness:



## 433

Members joined  
the Financial  
Wellness Program.



## 19

Members  
**graduated** the  
Financial Wellness Program.



## 1,847

Individual counseling  
sessions were held  
with members.



## 324

 loans totaling  

## \$2,084,008

were received by members who were previously  
unqualified to borrow before entering the  
Financial Wellness Program.



## 14

 real life budgeting  
simulations were hosted for

## 604

 middle, high school,  
and university students  
at Louisiana schools.

## 144

 community and  
organizational workshops were  
held for 

## 4,515

  
members and non-members.

## 17

 videos and blog posts  
in the #AskPelican series  
were launched, amassing  

## 391,562

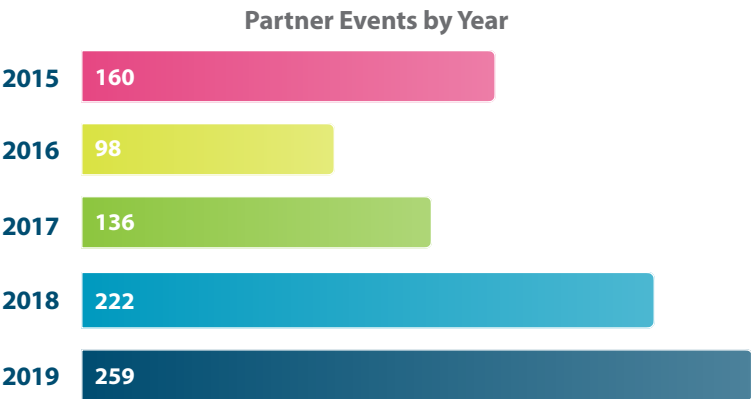
 views.



# GROWING OUR PARTNERS AND COMMUNITIES

## SUPPORTING OUR PARTNERS

When a company partners with Pelican, it grants its employees eligibility to join the credit union and take advantage of our awesome products and services. This is a FREE addition to the company's benefits package. Pelican is a true partner and offers free on-site Financial Wellness Workshops, attends the company's benefit fairs, and sponsors employee appreciation events!



Pelican joined forces with our partners on **259** events in 2019, which brought **722** new members to the credit union!



Pelican recruited **48** new partners with **9,376** employees in 2019!

### Companies that partnered with Pelican in 2019:

- Alexandria Housing Authority

Ascension Parish Library

Big Brothers, Big Sisters

Caffeinated, LLC/PJ's of New Orleans

Calumet Packaging

Capital Area Agency on Aging

Cenla Community Action Committee

City of Walker

Commcare Corporation

COX Communications

Cypress Pointe Hospital

First Choice Auto Auction

Garcia Roofing

Geaux Chiro

H. Brown, Inc.

Jefferson Davis Parish Library
- JS Clark Leadership Academy

Lake Charles Memorial Hospital

Lake Charles Poultry

Launch Therapy Center

Madison Parish Hospital

Madison Parish Policy Jury

Milestones Behavioral Services

Music Mountain Water

New Day Personal Care Services

Newman Ace Hardware

Octapharma Plasma, Inc.

Omni Environmental Solutions

Options

Pipe & Steel Industrial

Prairieville Family Hospital

Prevost Memorial Hospital
- Professional Cleaning & Maintenance

Regina Coeli Child Development Center

Renaissance Home

Restoration House Pregnancy Resource Center

Rittiner Equipment Company

Southeast Advocates for Family Empowerment

Satsuma Valve & Controls, LLC

Skinner & Associates

Something Professional, Inc.

St. Landry EMS

Stephen's Media Group

TM Contractors

Town of Gloster

Town of Woodville

University Academy

University Donuts



Pelican's Opelousas team attends the St. Landry Parish District Attorney's Annual Meeting. We're always happy to be a part of such an enjoyable partner event!



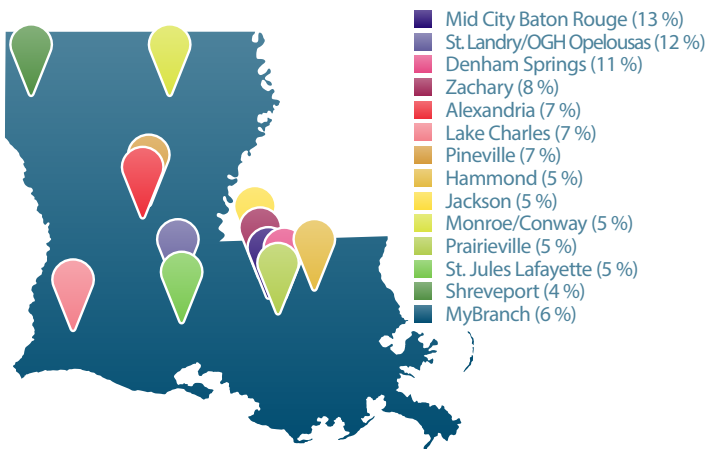
We hosted a membership enrollment drive for the Town of Woodville! We love getting to see familiar faces and meet potential members at our enrollment events.

# GROWING WITH OUR COMMUNITIES



We hosted grand opening celebrations for the cities of Jackson and Opelousas, Louisiana, in 2019! Pelican hosted a BBQ bash to celebrate the relocation of its branch in Jackson and a crawfish boil to celebrate the opening of a second branch in Opelousas. We kicked off the event with a ribbon cutting ceremony and provided giveaways, prizes, and free breakfast and lunch to members.

## Member Breakdown by Branch



Pelican team members attended 324 networking and community functions such as committee meetings, ribbon cuttings, and charity events in 2019!



# EXPANDING THE PELICAN STATE OF MIND

Pelican's blog and social media platforms have grown tremendously over the years and play a key role in how we serve our members and communities. Through these channels, we answer our members' financial questions on #AskPelican, give away thousands of dollars in prizes, showcase the culture and personalities of team members from across the state, provide unique and valuable financial information, share personal stories from our members, and so much more.

Pelican gave out **\$19,961** in cash and prizes to members throughout the year through special promotions and social media giveaways!

**Blog Page Views by Year**



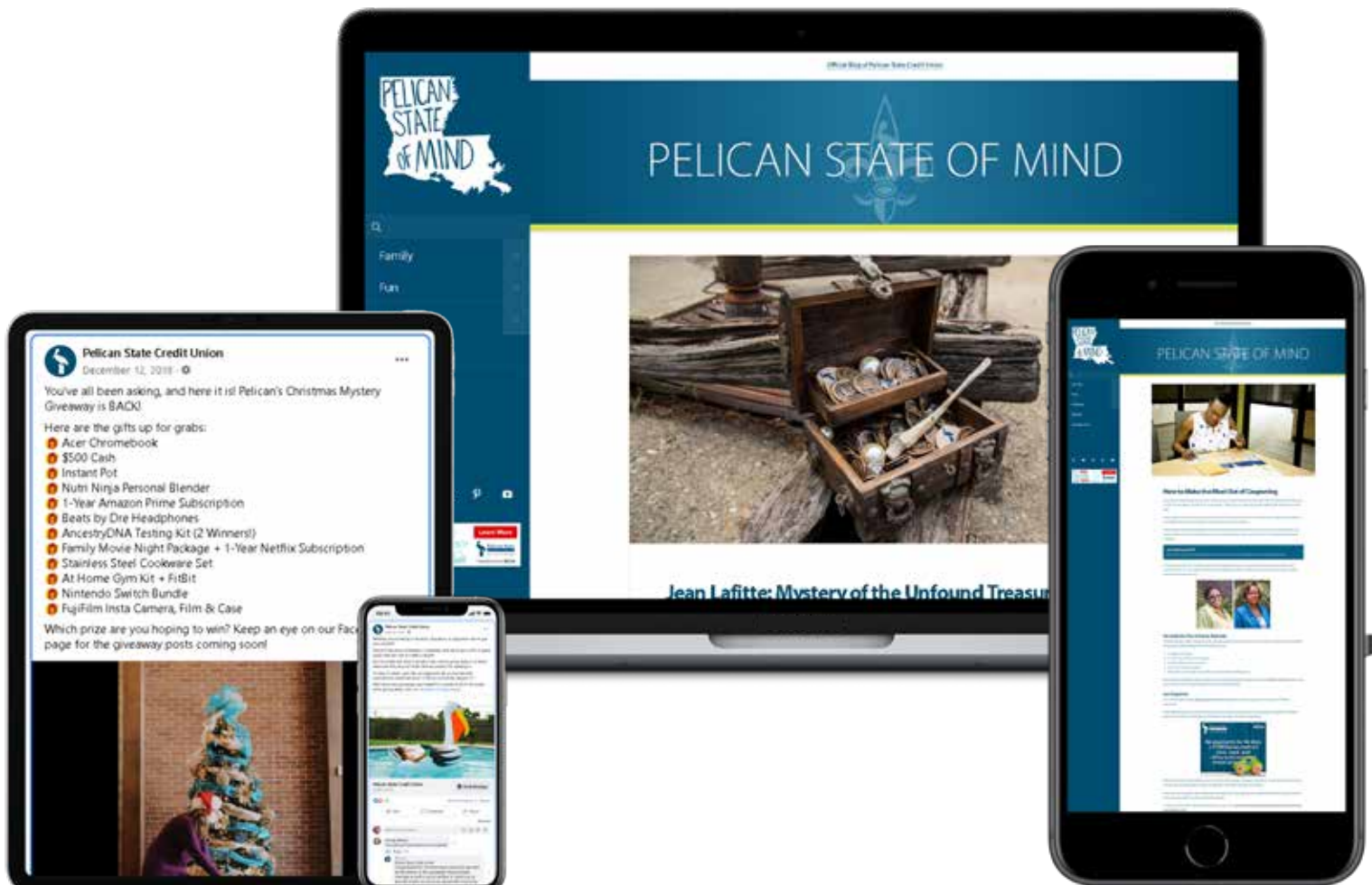
**Social Media Followers by Year**



In 2019, Pelican State of Mind was read a total of **84,357** times, which was an increase over 2018's total page views of **43%**!

Our social media channels grew **39%** in 2019, with a combined total of **37,639** followers.

**24** Louisiana companies have been put in the spotlight since 2016.  
**42** articles were published in 2019.





# DISPLAYING OUR HEART FOR SERVICE

Each year, Pelican's fundraising committee, Beak Squad, epitomizes Pelican's **Heart for Service** in giving back to our communities and supporting local charities. From organizing fundraising events to volunteering at festivals for our branches across the state, the Beak Squad is always working to make sure Pelican is the best version of itself it can be.



During our 2019 Family Reunion, Pelican joined forces with local nonprofit Life of a Single Mom to build teddy bears for children of single mothers all across Louisiana. Over 275 bears were stuffed and personalized by Pelican team members!



Pelican's Beak Squad kicked off a new initiative called "Coins for Kids" in 2019. The Beak Squad placed an empty jug at every department and branch for Pelican team members to donate cash. With combined efforts from the branches as well as our departments at our corporate office, the Pelican team raised a total of **\$10,733.12** with this one fundraiser!



The Pelican family chose Our Lady of the Lake Children's Hospital as its 2019 Charity of the Year. Together, Pelican team members donated an astounding **\$17,591.55!** This record-breaking total was accomplished with the help of Beak Squad and various fundraising events throughout the year.

## Beak Squad Fundraiser Totals by Year



# INVESTING IN OUR TEAM MEMBERS



If you ask anyone that works at Pelican, they'll tell you that Pelican is like their second family. We believe that by operating within a culture that encourages growth and positivity while working toward one common goal, our team members will take even better care of our members. And we're proud to be named one of the top two best large companies to work for in Baton Rouge!



We held 63 internal hands-on training courses for team members in 2019, 57.5% more than 2018! Pelican was also the host site of 23 LANTEC training classes ranging from Excel, Stress Management, Coaching and Mentoring, and more!

2019 was an exciting year for Pelican and the Dale Carnegie Training Course. This course has helped strengthen personal and professional relationships all over the world for more than 100 years. Since it was founded in 1912, the course has graduated over 9 million people in over 80 countries. With great pride, Pelican reached the milestone of graduating **200 team members** from Dale Carnegie at The Winner Institute in 2019!

As of 2019, Pelican has graduated a total of 203 employees from Dale Carnegie, which is the **most of any company** since the two partnered in 2014!



Pelican's Wellness Committee is responsible for promoting and implementing a healthier culture for our workplace to ensure top-level physical and psychological well-being. Their mission is to make the pursuit of health and wellness a priority for everyone.

In 2019, Pelican's Wellness Committee organized a number of events such as Wellness BINGO, 3 blood drives, walks around Corporate HQ for National Take a Walk Day, and a Smart Shopping Seminar.

The Step Challenge was a huge hit yet again in 2019 in which over **3 million** steps were recorded.



# PELICAN FAMILY IN ACTION













# 2019 EMPLOYEE OF THE YEAR

Since Payne started at Pelican, he's always been willing to help, and over the last year he's taken that desire to help to the next level. He's rolled up his sleeves and volunteered in his community from the beginning, and he's highly active in LCUL Young Professionals Network. He participates after hours and on weekends from networking events with the team to Beak Squad trivia nights to community events.

Payne is always willing to go above and beyond for his coworkers. He recognizes them through positive emails and handwritten notes, and he is known to give the most thoughtful gifts (such as personalized mousepads) to those inside and outside of his department.

He has a deep understanding of both Pelican's brand and culture, and he goes the extra mile to ensure everything complements it. Payne motivates everyone through their book clubs, and he meticulously hand-cut hundreds of bookmarks for his team to hand out as they split up to visit each of our branches across the state. He expressed how important these visits were and how he grew so much in his relationship with the branches through this project.

He prides himself in ensuring that each and every piece of communication that goes to our members is not only compliant but also easy for our members to understand.

Payne does not shy away from a challenge. He was the first one to receive a couple of specific compliance certifications at Pelican, and he holds the certifications for NAFCU Certified Compliance Officer, Certified Bank Secrecy Officer, and Certified Anti-Money Laundering Specialist. He is a wealth of knowledge, and he has shown great confidence in growing into a big role in such a small period of time.

Payne is a champion of Pelican. He is a true example of someone who wants to be their best self. And while he's doing that, he's ensuring that our credit union and everyone around them work toward being their best self as well.







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[pelicanstatecu.com](http://pelicanstatecu.com)