



Pima Federal Credit Union

The President's Message

Jim Valvano, the former basketball coach at North Carolina State, passed away from cancer in 1993. Before he passed away, he said, "How do you go from where you are to where you want to be? I think you have to have enthusiasm for life. You have to have a dream, a goal, and you have to be willing to work for it."

I am sure many of you have goals and aspirations to do more, to be more and to have more; and as your financial institution, we are here to help you reach those goals.

As your credit union, we too have goals – goals that will make an impact on our membership, our community, and even our environment. As was recently announced, we rolled out our new Green Lending Program that was designed to reduce Southern Arizona's carbon footprint. You can read more about this program and the discounts offered to members on the previous page. Our IMPACT (Individuals Making Pima A Community Tool) Team has also been working relentlessly in the community to spread the word on the importance of financial literacy. For more details on our youth program, please visit our website and click on the "Young Investors" tab.

As we emerge from the economic downturn, I can't help but be proud of our strong financial position throughout this past recession. Moving forward, we trust you will continue to look to the credit union to fulfill your financial goals and aspirations. As we move through 2010, we will keep you posted of any new and exciting news from your credit union. An easy way for you to stay updated is to sign up for our e-updates by clicking the "Sign up for eUpdates" link at the bottom left of the credit union's home page.

As always, thank you for your membership!

Nathanael Tarwasokono

