



Texas Credit Union League™

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Texas Credit Union League CEO Dick Ensweiler Earns Leadership & Vision Award

Honored for Passion and Commitment to Hispanic Outreach

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Monday, February 22, 2010 – (Dallas, TX) – Texas Credit Union League (League) president and CEO Dick Ensweiler has received from the Network of Latino Credit Unions and Professionals (NLCUP) the 2010 Leadership and Vision Award. NLCUP Chair Maria Martinez says Ensweiler was selected for this award in honor of his steadfast commitment toward empowering the Hispanic community.

“Hispanics are growing not just in numbers, but also in political and social influence. Dick has demonstrated exceptional leadership in educating and influencing America’s credit unions to recognize both the business and philosophical benefits of serving this emerging market,” says Martinez. “For his leadership and vision in helping bridge the gap between credit unions and the Hispanic community, NLCUP is proud to recognize him with the 2010 Leadership and Vision Award.”

Under Ensweiler’s Leadership, the League created in 1999, the Texas/Mexico Credit Union Relationship Committee. This diverse group of credit union leaders was charged with strengthening our relationship with the largest credit union in Mexico, Caja Popular Mexicana (CPM), and identifying credit unions on both sides of the border whose members would mutually benefit from the long-term relationship with their credit union. In this same year, the League helped to fund a CPM consumer confidence campaign in Mexico, a campaign aimed at ensuring the public that their money was safe in the credit union.

In 2000, Mexico’s President-elect Vicente Fox is concerned about the high cost of remittances and discovers credit unions as a more affordable alternative. The World Council in partnership with the Texas and California Credit Union Leagues and Vigo develop the International Remittance Network (IRnet). GECU of El Paso was the first U.S. credit union to successfully transfer funds from Texas to Mexico using IRnet.

In that same year, Ensweiler lead a group of League officials and members of the Texas/Mexico Credit Union Relationship Committee on a trip to Mexico City, where they met with Fox to outline how Texas



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credit unions are well-positioned to serve Mexican immigrants. Impressed with Ensweiler's commitment to ensuring Hispanics have the opportunity to build family wealth and secure financial stability, Fox asked Ensweiler to serve as an Advisor to his Transition Team.

Also under Ensweiler's leadership, through the World Council of Credit Unions (World Council) in 2002, and in collaboration with the California Credit Union League, the League signed a "people to people" partnership with the CPM. Demonstrating the true cooperative nature of credit unions, the Leagues, credit unions in Texas and California, and CPM shared best practices in the areas of technology, internal policies and controls, marketing, youth program development, risk-based lending, board governance, financial literacy initiatives, and others.

For more than 10 years Ensweiler has shown his passion and commitment to Hispanic outreach. In 2005, the League created the Richard L. Ensweiler Community Investment Fund. The fund has helped support League Hispanic outreach initiatives including its Juntos Avanzamos (Together we Advance) program, as well as credit union programs and initiatives aimed at bringing the unbanked and underserved out of the shadows and into financial mainstream. To this day, both the fund and the outreach program continue to empower credit unions to make a difference in their communities.

Of earning the 2010 Leadership and Vision Award Ensweiler says, "Historically, credit unions have made their central focus improving the financial lives of all consumers. We are about people, not profit. We are fortunate to have exceptional leadership in our movement, and these individuals have certainly made an impact and are deserving of this award. It is a tremendous honor."

Ensweiler will accept the 2010 Leadership and Vision award tomorrow in Washington, D.C. The award reception is being held in conjunction with the Credit Union National Association's Governmental Affairs Conference and will take place at 3 p.m., at the National Press Club. Hundreds of credit union leaders across the country will seize this opportunity to share the credit union message with lawmakers.

About Texas Credit Union League™

The Texas Credit Union League is the official trade association for credit unions within the State of Texas. The League represents, on a state and federal level, over 500 credit unions state-wide, which are owned by 7.2 million members (about one-third of the state's population). Organized in 1934, the League protects credit unions and promotes their growth, strength and unity. It accomplishes the mission through advocacy services, regulatory and compliance advice, training and event activities, marketing and public relations actions, and by delivering innovative, high value and profitable business solutions to the members. For more information, visit www.tcul.coop and www.creditunionmember.org; write to us at 4455 LBJ Freeway, Suite 1100, Dallas, Texas 75244, or call us at 469-385-6400. Texas credit unions - strong, safe, and secure for 75 years.