



Conexus Credit Union

October 25, 2011

As part of Saskatchewan Co-operative Association's ongoing series of co-operative profiles, we interviewed Jacques DeCorby, Interim Executive Vice President, Marketing and Communications at Conexus Credit Union. Conexus is Saskatchewan's largest and Canada's sixth largest credit union.

Conexus Credit Union
PO Box 1960 Stn. Main
Regina, SK S4P 4M1
Toll Free: 1-800-667-7477
Email: information@conexus.ca
www.conexus.ca

What is Conexus Credit Union? How did it develop?

Conexus is a Latin word which means "connection-union-joining together." Since 2003, Conexus has joined together with other credit unions across the province to become Saskatchewan's largest credit union and Canada's sixth largest. Conexus offers a comprehensive line of products and services including financial services, wealth management, trust, mortgage brokerage and insurance brokerage services.

When was Conexus established? Why?

Conexus' roots can be traced back to September 27, 1937, when the Regina Co-operative Savings and Credit Union (name changed to Sherwood Savings and Credit Union Limited in 1945) received its Charter Number 4. With 30 members, \$200 in assets and a secretary-treasurer, the new credit union opened in the back office of the Co-operative Grocery Store.

Approximately 73 years later, on January 1, 2003, Assiniboia Credit Union, once known as the largest agricultural-based credit union in the world, Moose Jaw Credit Union, the oldest existing credit union in the province, along with Sherwood Credit Union, the largest credit union in Saskatchewan, united to form a new entity called Conexus.

Another merger occurred January 1, 2006. Conexus, Heartland, Prince Albert and Moosomin Credit Unions came together to form an even stronger financial entity, and it was decided that the new organization would operate under the name Conexus.

How many members does your credit union have? Staff?

Conexus has \$4.4 billion in total funds managed and approximately 118,000 members. More than 900 staff and sales professionals serve at 59 locations throughout the province. This includes 46 credit union branches, as well as Conexus Insurance and CENTUM Canada Mortgage Direct Ltd. locations.

What are the benefits of banking with Conexus over banking in a non-credit union system?

Credit unions are a vibrant part of communities across our province, contributing in every way to the make-up of our social fabric. Credit unions have evolved over the last number of years, but the pillars of our success remain the same; member service and a commitment to the wellbeing of our communities.



“Conexus is a home-grown Saskatchewan company and we believe in putting our members, customers and communities first . . .”

Another advantage credit unions have over banks is the tenet of membership. Membership is valuable at Conexus. When you purchase a member share, you become a credit union owner. As an owner, you may be eligible for a patronage payment. In 2010, Conexus allocated \$5.45 million dollars to members through the Conexus Member Equity Program. The Conexus Member Equity Program as it exists today was implemented in 2003, and since that time \$35.63 million dollars has been allocated to members. When we do well, we share our success with our membership.

Co-operative values, such as voluntary and open membership, remain strong throughout credit unions. Member service and commitment to community growth and vitality are also important. At Conexus, we're proud to be a part of the community; after all, Saskatchewan is our home too.

What are the benefits of having a credit union in Saskatchewan communities?

Credit unions in Saskatchewan have a long and proud history. 'People helping people' is a consistent theme no matter where you are in our province. Conexus is a home-grown Saskatchewan company and we believe in putting our members, customers and communities first. With 59 locations, members get the service they need, when they need it, throughout Saskatchewan.

Building communities is something Conexus employees do with pride. In 2010, Conexus staff committed over 33,800 personal volunteer hours towards community initiatives and our community investment program invested more than \$1,291,000 in community-based, charitable and volunteer organizations and scholarships.

Member service and a commitment to community building are the pillars of our success. We look forward to continuing to do our part in the places we call home – now and into the future.

What is the community investment program? How does this work?

Conexus is committed to the communities we serve. The Conexus Community Investment Program is designed to provide funding to non-profit, charitable organizations that will directly benefit our many communities. Events, programs, activities and projects are all eligible for funding. Support from Conexus can be in the form of cash donations, donation of promotional items and employee support.

To be eligible for financial support from Conexus, a funding request must align with at least *one* of our key investment priorities:

1. Youth Development – Learning and development opportunities for youth (up to 19 years of age) in the areas of healthy lifestyle, education and leadership.
2. Community Revitalization – Initiatives to improve the viability and social well-being of our member communities.
3. Self-Reliance – Initiatives to reduce the economic vulnerability of individuals.

To qualify for support, a project or program must then meet our community investment eligibility guidelines and if that is successful, the request will be evaluated and a decision will be made.

What has been the greatest success of Conexus?

There are a number of accomplishments that come to mind.

1. Being a *50 Best Employer in Canada* for seven years in a row.

2. Being a leader in the financial industry (first credit union in Canada to offer ATMs and first credit union in Canada to offer chip card technology).
3. Being recognized with numerous business awards throughout Saskatchewan. For example, 2010 Business of the Year from the Regina Chamber of Commerce, 2011 Community Involvement Award from the Humboldt Chamber of Commerce, and the 2011 Pioneer Award from the Moose Jaw Chamber of Commerce.



What place do you envision credit unions will have in Saskatchewan in the next five years?

We see the connections that credit unions have made with communities strengthening and by partnering with local people and groups, we can ensure the economic

and community development of our province. Everyone is buzzing about what Saskatchewan has to offer – our population is increasing, our unemployment rate is one of the lowest in the country, there is a healthy level of housing construction and continued strength in housing prices.

How can people find out more about Conexus Credit Union?

They can go to our website, www.conexus.ca, call us at 1-800-667-7477, or speak to our regional board members.