



Shake IT UP!

WHAT'S NEW

At NWGACU, we are always looking for better ways to serve our members. In 2014, you will have two new ways to access your NWGACU accounts. First, we will be installing an **ATM at the Dean Avenue location** in 2014. Keep an eye out for announcements about the specific date. Second, you can now **un-bank from your mobile phone** with our downloadable apps! Mobile banking makes it easy to check balances, view transaction history, transfer money between NWGACU accounts, pay bills, set up text alerts, and find information about NWGACU, all from your mobile phone. Look for our apps in the App Store and in Google Play. Log on to www.nwgacu.org for more information.

Chairman's Report

I have the privilege, as Chairman of the Board, to address you on behalf of the Board of Directors. The members of the Board are volunteers who work for all of the members of Northwest Georgia Credit Union.

Northwest Georgia Credit Union, your credit union, continues to thrive and grow, despite the economy. One measure to the health of the credit union is the total assets. The assets of the credit union have grown from \$61,684,426 in 2012 to \$64,308,070 in 2013; a 4% growth for the year. A second measure of the pulse of the credit union is loan volume and total loans made during the year. In 2013 a total of \$17,265,080 were made in loans. The success of Northwest Georgia Credit Union is due to the loyalty of its members, leadership of the administration, direction set by the Board, courteous service provided by the staff members and the creative products that the credit union provides its members.

Looking to the future, in order for the credit union to remain vibrant in 2014, the members must think of the credit union as their primary financial institution and utilize all of the services provided by the credit union. The credit union provides its members a safe place to invest their money, free checking, ATMs, credit cards, competitive dividend rates, and especially loans. The members who utilize all of the services and take out loans provide the lifeblood for the credit union...Thank YOU!

The brand of our credit union is "Unbank" with Northwest Georgia Credit Union. You have seen this campaign motto on billboards, radio spots, fliers, and TV commercials. The message that this slogan conveys is that we are different from other financial institutions. Our members are owners, not simply numbered accounts. Our Board is made up of member volunteers, not elite stockholders looking for a quick return. Our mission is providing member services and the future of the credit union is secure and bright.

The Board has three officers who currently are Chairman (Dr. Robert Young), Vice Chairman (Rita Odom), and Secretary (Kelly Barnes). There are eight (8) standing committees which help monitor and evaluate the operations of the credit union: (alphabetically) Asset Liability Management (ALM), chaired by Mr. David Holcombe; Building and Grounds Committee, chaired by Mr. David Fussell; Credit Committee, chaired by Dr. Lucian Harris; Education Committee, chaired by Mrs. Mardi Jackson; Executive Compensation Committee, chaired by Mrs. Rita Odom; Nominating Committee, chaired by Mr. Tracy Hardy;

Policy Review Committee, chaired by Mr. Scott Moody; and the Supervisory Committee, chaired by Mrs. Susan Paul.

As you can see, every Board member either is an officer of the Board or chairs a committee. Board members also serve as members of at least one other committee as well. Your Board members work very hard for you, the membership of Northwest Georgia Credit Union. In addition to the standing committees, there are other ad hoc committees which are assigned intermittently as the need arises. All of the committees I just mentioned are filled by Board members and other volunteers. If you are interested in serving your credit union, one of these committees might be your calling. If any of this interests you, give President Mrs. Michelle Stricklin or Vice President Mr. Walter Merkle a call; they can help get you in contact with a committee chairperson to talk about how you can apply your skills.

Annually, there is a strategic planning retreat held in October. At this retreat, the Board, administration, and staff meet to develop a Five-Year Strategic Plan for the operations and services of the credit union. The group first takes a careful look at what has been accomplished from the prior year's goals: What has been accomplished, what needs to be completed, and what has yet to be started? Once the analysis of the prior year's goals is completed, a "Gap Analysis" is conducted. What are we doing that we need to continue to do? What are we doing that needs to be modified? What are we doing that we need to stop? And, what are we not doing that we need to start? These questions go for services, policies, and practices in all aspects of the credit union operation.

Northwest Georgia Credit Union makes every effort to find ways to meet members' financial needs by offering a variety of service locations. In addition to online financial services, your credit union has two locations, Redmond Road and Dean Street. There are four (4) Automatic Teller Machines (ATMs): Redmond Road main office, Shorter Avenue, River Bend and Redmond Regional Hospital locations.

Your credit union is more than just a financial institution; it is also a good community steward as well. Northwest Georgia Credit Union sponsors quite a number of programs in the Rome and Floyd County area: recognition programs, fun activities, professional district leadership, special services, and financial training.

The credit union annually sponsors recognition for Teachers and Support Staff of the Year and other

academically focused programs. During the Annual Credit Union Recognition week, the credit union sponsors various activities for its members including the Bar-B-Q lunch served at both locations. Our youngest members enjoy activities such as: Cutest Kid Photo Contest, Halloween Costume Contest, and Kid's Clubs Easter Egg Hunt.

The leadership team is also deeply involved in the professional community; Mrs. Stricklin and the leadership team participate in the Credit Union Chapter and serve as officers in this important professional organization.

Particularly important this winter was the Coat Drive. The credit union collected winter coats and worked with the school system social workers to deliver the coats to students who needed them.

In the way of providing additional financial services to the community, the credit union has expanded its online banking services for its members, to include mobile banking. Additionally, selected credit union staff members go to elementary and secondary schools to teach financial lessons to the students in the Rome City and Floyd County Schools.

The relationship between the members, administration, Board, and staff makes Northwest Georgia Credit Union a trustworthy and responsible place to manage financial accounts. The Northwest Georgia Credit Union is owned by every member and is only as financially healthy as its members. Therefore, I urge you to look at your personal financial situation and take stock of your assets. There are five ways you can help make the credit union stronger. 1) Use the credit union as your primary financial institution. 2) When you need a loan, apply first with the credit union. 3) Make sure all of your accounts are processed with e-Statements. 4) Encourage your family members, friends, and co-workers to have their financial account at the credit union. And 5) you can become a credit union volunteer.

Your Credit Union is growing and becoming stronger while some other financial institutions are weakening and being bought out. So, when you decide to take out a loan, make it with your credit union: Northwest Georgia Credit Union. The rates are competitive, the loan payments could not be easier, and you will be helping make your credit union more vibrant. The choice is clear. Northwest Georgia Credit Union is YOUR credit union. It was here yesterday, it is here today, it will be here tomorrow.

Dr. Robert Young, Chairman

Minutes from the 51st Annual Meeting

On February 26, 2013, the 51st Annual Meeting of Northwest Georgia Credit Union was held at the Rome Civic Center. The meeting theme was "Here's the Scoop." Credit union President/CEO Michelle Stricklin welcomed members and guests as they enjoyed refreshments from Bruster's Ice Cream. Ms. Stricklin recognized the credit union employees and the Board of Directors.

Ms. Stricklin invited Dr. Robert Young, Chairman of the Board of Directors, to conduct the business portion of the meeting. Dr. Young called the meeting to order. Dr. Young asked Kelly Barnes, Secretary of the Board, if there was a quorum. She determined there were more than 25 members in attendance. A motion was made from the floor to approve the minutes as presented in the annual report. There was a second from the floor. There was no discussion. The motion carried.

Dr. Young turned the program over to Rita Odom, Nominating Committee Chair.

Ms. Odom explained that Board members serve a three year term. Directors may choose to run for election for an additional term. However, if the number of candidates does not exceed the number of vacant seats, the credit union is able to fill these seats by appointment instead of an election. Therefore, our vacant seats will be taken by David Fussell, Susan Paul and Dr. Lucian Harris, all incumbents.

Ms. Odom turned the program back over to Dr. Young to give the Chairman's Report.

Dr. Young told the membership that NWGACU continues to thrive in spite of the fact that the economy was, to say the least, challenging. The success of the credit union is due to the loyalty of its members, the leadership of the administration, the direction set by the Board, and the work ethic of the staff members.

Our brand is "Unbank" with Northwest Georgia Credit Union. The message that this slogan conveys is that we are different from other financial institutions. Our members are owners, not simply numbered accounts. Our Board is made up of volunteers, not deep pocketed stockholders looking for a quick return. Our mission is member services, not bankrolling the stockholders. Our future is secure and bright, not waiting for the next buyout or merger and name change.

The Board has several active committees which help monitor and evaluate the operations of the credit union: Credit Committee and Nominating Committee, chaired by Mrs. Rita Odom; Supervisory Committee, chaired by Mrs. Susan Paul; Asset Liability Management (ALM) Committee and Building and Grounds Committee, chaired by Mr. David Fussell; and Policy Review Committee, chaired by Robert Young. There are other ad hoc committees which are assigned intermittently as the need arises. Each of the aforementioned committees is filled by Board members and other volunteers. If you are interested in serving your credit union, one of these committees could be your calling. If this interests you, give President Mrs. Michelle Stricklin or Executive Vice-President, Mr. Walter Merkle, a call; they will get you in contact with a committee chairman.

Annually, in October, the Board, administration, and staff meet to develop a Five-Year Strategic Plan for the operations and services of the credit union. During this Planning Session, the group first takes a careful look at what has been accomplished from the prior year's goals. What has been accomplished, what needs to be completed, and what has yet to be started? Once the analysis of the prior year's goals is completed, a Gap Analysis is conducted. What are we doing that we need to continue to do? What are we doing that needs to be modified? What are we doing that we need to stop? And, what are we not doing that we need to start? These questions go for services, policies, and practices in all aspects of the credit union operation.

Your credit union makes every effort to find ways to meet your financial needs. In addition to online financial services, Northwest Georgia Credit Union has two locations, Redmond Road and Dean Street. There are five Automatic Teller Machines (ATMs): Redmond Road main office, State Mutual Stadium, Shorter Avenue, River Bend locations and our newest ATM located inside Redmond Regional Hospital in the main lobby.

Your credit union sponsors quite a number of programs in the Rome and Floyd County area. The credit union annually sponsors recognition for Teachers and Support Staff of the Year and other academically focused programs. During the annual International Credit Union week, the credit union sponsors various activities for its members. In October this year, the credit union sponsored the Cutest Kid Photo Contest and a Halloween Costume Contest as well. The leadership team is also deeply involved in the professional community; Mrs. Stricklin and the leadership team participate in the Credit Union Mountain Empire Chapter and serve as officers in this important professional organization.

In the way of providing additional financial services to the community, the credit union is expanding its online banking services for its members. Additionally, selected credit union staff members go to elementary and secondary schools to teach financial lessons to the students in the Rome City and Floyd County Schools.

Northwest Georgia Credit Union truly embodies the old phrase, "the whole is greater than the sum of its parts." The interaction between the administration and staff filters to the interaction between the staff and the membership. This relationship makes Northwest Georgia Credit Union a trustworthy and responsible place to manage financial accounts. The Northwest Georgia Credit Union is owned by every member and is only as financially healthy as its members. Therefore, I urge you to look at your personal financial situation and take stock of your assets. Make strong personal financial goals and make wise financial decisions. Strengthening yourself also strengthens your credit union. An automatic transfer from your checking account into your savings account is an easy way to increase your savings without having to think about it. You can take this another step by helping your children become financially responsible by setting up a savings account in their name as well.

Your Credit Union is growing and becoming stronger when other financial institutions are weakening and being bought

out. So, when you decide to take out a loan, make it with your credit union: Northwest Georgia Credit Union. The rates are competitive, the loan payments could not be easier, and you will be helping make your credit union stronger. As we are constantly reminded by new signs around town, banks come and go. Their priority is clear as we read in the paper about the huge bonuses the boards give themselves. At the same time, they find new ways to charge members for services that should be free. The choice is clear. Northwest Georgia Credit Union is YOUR credit union. It was here yesterday, it is here today, it will be here tomorrow. Choose to use the friendly and dedicated staff at Northwest Georgia Credit Union in managing your accounts and make us your primary financial institution and help keep us all financially strong.

Dr. Young turned the program over to Ms. Stricklin for the President's Report.

Ms. Stricklin discussed this year's meeting theme, Here's the Scoop. This theme is quite appropriate as we head into 2013 for it underscores the credit union's focus on member relationships and our commitment to providing low-cost, beneficial products and services that meet the needs of our members. She said that NWGACU has tried to be responsive to the economic woes such as higher gas prices, a weakened dollar and fewer jobs. Since the credit union's beginning in 1961 we have worked with members to improve their financial situations, tailoring lending and savings plans to their needs. The credit union focus is on the member relationship and our ability to adapt to the changing economic environment.

Even as the credit union grows, we will keep our focus on doing what's right. We will remain focused on member relationships and our commitment to providing low-cost, beneficial products and services that meet the needs of our members. We will seek to help more people in our community get on solid ground through financial education and our charitable activities. This is what makes your credit union different and strong.

Ms. Stricklin thanked the members personally for their trust in us. She asked the members to give the credit union their loyalty in doing their financial business. She stressed that loans are our primary source of income, and your loans with us are very important. She also noted that loans made elsewhere were like removing a shingle from the credit union's financial house. This takes income away from the credit union, which ultimately reduces our ability to offer affordable rates and services. She encouraged members to let us be their primary financial institution. She thanked the volunteers again for their continued leadership and support.

Ms. Stricklin adjourned the business portion of the meeting. Then, cash door prizes were drawn for members. All members were given a commemorative gift as they left for the evening.

Respectfully submitted,
Kelly Barnes, Secretary of the Board

Supervisory Committee Report

During 2013, the Board of Directors and staff completed training for the Bank Secrecy Act. The Supervisory Committee continued to review loans and other financial documents monthly for procedural compliance. The Committee also performed unannounced cash counts of teller stations. The tellers perform their duties with acceptable accuracy. The Supervisory Committee

employs an outside accounting firm to conduct our annual audit to insure the accuracy of all accounts. The firm has found all accounts to be properly presented in 2013. The Supervisory Committee, the Board of Directors, and the credit union management carefully consider all conclusions and recommendations presented by our auditors. Our credit union remains in good shape both financially and structurally.

With the combined efforts and dedication of the employees, credit union management, the Supervisory Committee, and the Board of Directors, we are confident that Northwest Georgia Credit Union is prepared for the 2014 challenges that we will face.

Susan Paul, Chair





Credit Committee Report



During 2013, our Financial Services Department had a banner year by approving 1,978 loans for a total disbursement of \$17,265,080.13; an increase of 7.73% over 2012. It is significant to note that the amount of loans issued every month exceeded one million dollars. The months with the highest loan volume were April through September, with May being the highest at \$1.8 million. January was the lowest with \$1.1 million. Our Financial Services Department with the assistance of all of our other employees is to be commended for a job well done! The record is clear that Northwest Georgia Credit Union is committed to providing the best financial assistance to all of its members.

The credit committee would like for its members to know that Northwest Georgia Credit Union is a very sound financial institution with a wide variety of loan options. We will continue to strive to offer the best possible rates on loans for all of your financial needs. We hope you will take advantage of the opportunity to talk with our loan officers and consider Northwest Georgia Credit Union as your primary lending institution when you need a loan. Please be assured, our loan officers are willing to take the time to assist you in meeting your financial obligations.

We want to take this opportunity to thank our employees for their dedication and hard work which resulted in another great year. We challenge them to keep up the good work!

Lucian Harris, Credit Committee - Chairperson

Rita W. Odom, Credit Committee - Asst. Chairperson



Giving Back

Northwest Georgia Credit Union is an avid champion of needs in the Greater Rome community, as well as national causes that have a direct, local impact. In 2013, your credit union and its staff proudly provided monetary support or gifts in kind to the following organizations and programs:

- American Red Cross
- Armuchee/Glenwood Education Foundation
- Berry College Theatre
- Berry-Shorter Basketball Classic
- Children's Miracle Network
- Criminal Justice Foundation
- East Central Elementary School
- Floyd County Public Works
- Floyd County Relay for Life
- Floyd County Schools New Teacher Program
- Floyd County Schools Teacher of the Year Program
- Fraternal Order of Police Shop with a Cop
- Garden Lakes Elementary School
- Georgia Credit Union Foundation
- Georgia Northwestern Technical College Education for Work Program
- Glenwood Primary School
- Greater Rome Chamber of Commerce
- Greystone Crafters
- McHenry Primary School
- March of Dimes
- Mount Berry Square Mall Summer Fun Days
- National Night Out
- Noonday Optimist Club
- North Heights Elementary School
- NWGACU Scholarship Program
- Open Door Home
- Pepperell Elementary School
- Rome City Schools New Teacher Program
- Rome City Schools Spelling Bee
- Rome City Schools Teacher of the Year Program
- Rome High School Diamond Club
- Rome High School
- Rome SAC Celebrity Dance Challenge
- Sara Hightower Regional Library Summer Reading Program
- Seven Hills Rotary Club Holiday Festival Basketball Tournament
- Shorter University Football
- South Rome Redevelopment
- Southeast Elementary School
- The Sweet Cocoon
- Toys for Tots
- United Way of Rome-Floyd County
- Vision and Voice Conference
- West Central Elementary School
- Women of W.O.R.T.H. Clinic



FINANCIALS

STATEMENT OF INCOME AND EXPENSES as of December 31, 2013

Interest on Loans	\$1,881,042.66	TOTAL OPERATING EXPENSES	\$3,461,502.25
Income from Investments	\$110,723.80	Income Before Dividends	\$142,763.81
Fees and Charges	\$804,715.01	Dividends	\$29,867.47
Misc. Operating Income	\$807,784.59	Gain on Disp of Assets	\$(1,828.37)
		Gain (Loss) on Investments	-
TOTAL OPERATING INCOME	\$3,604,266.06	NET INCOME	\$111,067.61

STATEMENT OF FINANCIAL CONDITION as of December 31, 2013

ASSETS		LIABILITIES	
LOANS		Accounts Payable	\$398,550.46
Total Loans	\$36,068,274.01	Other Liabilities	\$523,885.87
Allowance for Loan Losses	\$(153,124.76)	Total Liabilities	\$922,436.33
Allowance for Courtesy Pay			
Allowance for Loan Loss CUL	\$(14,120.12)		
Net Loans	\$35,901,029.13	SHARES	
		Shares	\$26,855,845.84
CASH	\$3,150,834.60	Share Drafts	\$14,624,064.09
		Money Markets	\$11,656,723.29
INVESTMENTS		IRA Accounts	\$2,102,491.88
		Christmas Club	\$192,100.44
Catalyst Corporate	\$4,722,591.69	Certificates	\$1,591,747.92
Certificates	\$18,406,000.00	TOTAL SHARES	\$57,022,973.46
Federal Agency Security	\$0.00		
GCCU Capital Shares	\$197,906.43		
CSI	\$25,250.00	REGULAR RESERVES	\$1,578,927.78
Other Investments	\$5.00	UNDIVIDED EARNINGS	\$4,783,732.65
Accrued Incomes	\$88,107.34	NET INCOME	-
Prepaid Expenses	\$126,579.64	TOTAL EQUITY	\$6,362,660.43
		TOTAL LIABILITIES & EQUITY	\$64,308,070.22
FIXED ASSETS			
Land & Main Office Building	\$429,073.69		
Land & Branch Office Bldg.	\$458,315.64		
Furniture & Equipment	\$136,978.11		
Leasehold Improvements	-		
Other Assets	\$69,138.66		
NCUSIF	\$596,260.29		
TOTAL ASSETS	\$64,308,070.22		

