



SAN MATEO CREDIT UNION'S CHERI MORA HONORED FOR ASSISTING SMALLER CREDIT UNIONS

*Mora Recognized at the California Credit Union League's Annual Meeting and
Convention in San Francisco*

November 17, 2008

Cheri Mora of San Mateo Credit Union in Redwood City has received the 2008 Kim Bannan Eternal Flame Awards in the individual category for her work with smaller credit unions. She was recognized during the California Credit Union League's Annual Meeting and Convention, held at the San Francisco Marriott, November 5-7.

"From the beginning, Cheri has been instrumental in helping Shapiro credit unions by lending her talents and tireless efforts to the Credit Union Bay Area Executive Coalition (CUBAEC)," said Jon Hernandez, Shapiro Group Advisory Committee chairman and CEO of Mattel Credit Union in El Segundo, CA.

Mora helped create CUBAEC more than four years ago. It has grown to an organization of more than 50 proactive Northern California credit union CEOs, most of them have fewer than \$75 million in assets. CUBAEC members meet every other month to network and find solutions to the many challenges of running a smaller credit union. The group shares information and resources to help each other succeed. Mora also helped the coalition begin development of a credit union service organization (CUSO), now in its final stages, to help smaller credit unions achieve quantity of scale. Combined, members of CUBAEC manage \$1.5 billion in assets and serve more than 200,000 credit union members.

"CUBAEC is responsible for its own success," Mora said. "Its members provide support to one another and collaborate to avoid 'recreating the wheel'. I provide administrative support as needed. The group has grown over the years by word of mouth and its members choose topics and speakers that help them find answers to the many challenges they face as smaller credit union CEOs."

Mora has worked in the credit union industry for more than 40 years, most of them with San Mateo Credit Union. She is best known for her work as a credit union advocate.

The Kim Bannan Eternal Flame awards—presented by the League's Shapiro Group—recognize organizations and individuals who assist smaller credit unions. They were named after the League's former vice president of credit union development and research and information. The Shapiro Group is a cooperative effort to pool the

resources of the credit union community to help small credit unions operate efficiently and effectively.

The California Credit Union League represents more than 400 credit unions in California and Nevada, representing more than nine million members and about \$100 billion in assets. There are more than 8,000 credit unions in the U.S., with more than 90 million members.

PHOTO CAPTION: L-R: California Credit Union League President and CEO Bill Cheney, Kim Bannan Eternal Flame Award recipient Cheri Mora of San Mateo Credit Union, and 2007-2008 California Credit Union League Board Chairman and Spectrum Federal Credit Union CEO Lynn Athens

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