

# A Recipe for Success.



building financial futures, *together.*



# Food for Thought.

What is our recipe for success? It's over 250 dedicated staff members, who always go the extra mile to serve our members' best interests. It's a network of Branch Delegates and a Board of Directors who continually push us to go further, think bigger and do more for our neighbours. It's putting dollars back into the communities we live and work in, so we can all share in the success of banking local. It's over 50,000 members strong and growing; people from all walks of life and local businesses who've embraced a better way to bank. The Northern Way.

Building financial futures together - that's our recipe for success. This booklet will help you taste it.

# The Right Ingredients.

## A MESSAGE FROM OUR PRESIDENT AND CEO - AL SURACI


When we look back at the many achievements of 2011, it all came down to the recipe. Coming out of a successful year in 2010, we were all keenly focused on coming up with the right formula to encourage Northern Credit Union's continued growth and positive member experiences for the next several years. And to help us achieve that, we needed to put all the right ingredients to work.

As you know, certain ingredients can be finicky to work with. That was certainly the case with our banking platform conversion, which surely wasn't without the bumps and bruises you'd expect from such a large project. But care of all the hard work and commitment shown by our staff, we pulled it off together.

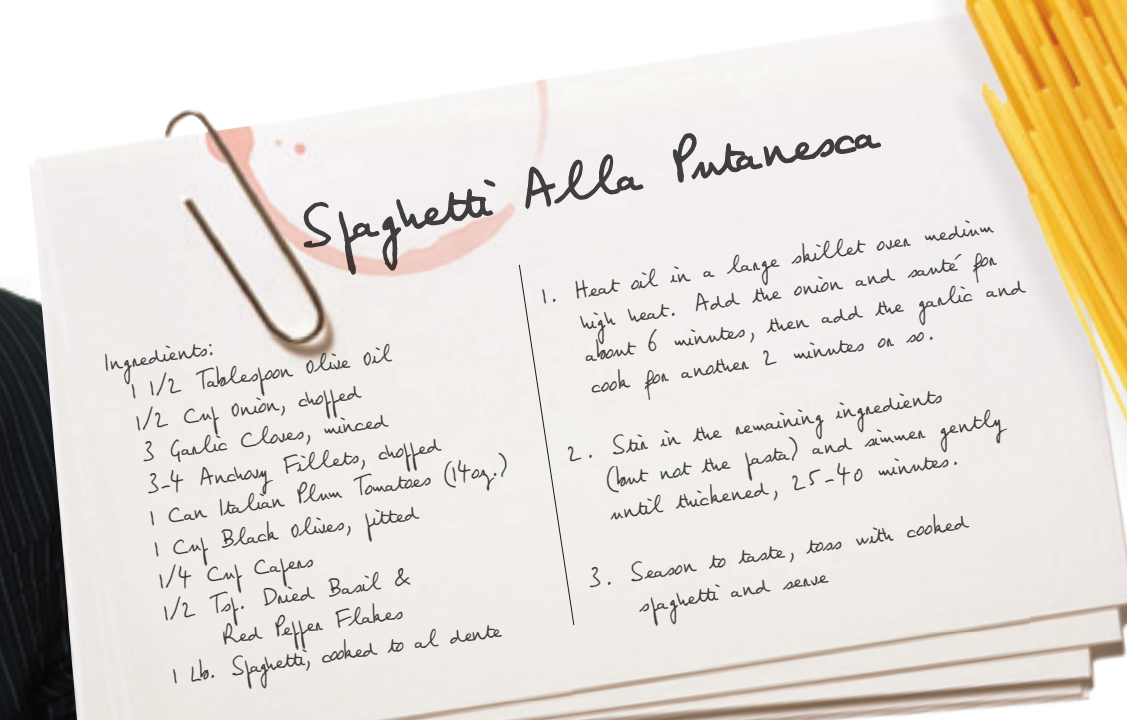
Thanks to the conversion, we are now able to provide our members with the best customer service, security and access to products available in the market today. Simply put, our staff has been given all the tools they need to provide personalized advice and solutions based on a member's complete financial picture. In an industry that's often more concerned with numbers than the people behind them, this is something we're truly proud of.

Moving forward, we have set the groundwork to earn more of our members' trust and consequently, their business. Switching to the new name "Northern Wealth Management" in 2012, our financial planning arm will continue to introduce a growing number of members to the bright future we can build together. We will continue to partner with local businesses, and give everything we can to support the health and well-being of the communities we serve. And of course, we will continue to do everything we can to help our members navigate the confusing financial times we face today.

Stronger member partnerships, better service, ongoing Director training and a Board that's focused on the future - these are just some of the many highlights you can look forward to for 2012 and beyond. Top to bottom, we've got all the right ingredients on the table. Now, it's time for us to get cooking!



Al Suraci | PRESIDENT AND CEO







<b>ARNPRIOR</b>	211 Madawaska Blvd. (613) 623-3103
<b>BARRY'S BAY</b>	19630 Opeongo Line W. (613) 756-3097
<b>CAPREOL</b>	10 Vaughan St. (705) 858-1711
<b>CHAPLEAU</b>	34 Birch St. (705) 864-1841
<b>CONISTON</b>	110 Second Ave. (705) 694-4741
<b>DEEP RIVER</b>	87 Deep River Rd. (613) 584-3355
<b>EGANVILLE</b>	237 John St. (613) 628-2244
<b>ELLIOT LAKE</b>	289 Hillside Dr. S. (705) 848-7129
<b>ENGLEHART</b>	50 Fourth Ave. (705) 544-2248
<b>GARSON</b>	3555 Falconbridge Hwy. (705) 693-3411
<b>HORNEPAYNE</b>	84 Front St. (807) 868-2471
<b>IRON BRIDGE</b>	22172 Hwy. 17 (705) 843-1169
<b>KIRKLAND LAKE</b>	13 Government Rd. W. (705) 567-3254
<b>NORTH BAY</b>	525 Main St. E. (705) 476-3500
<b>PEMBROKE</b>	432 Boundary Rd. E. (613) 732-9967
<b>RED ROCK</b>	65 Salls St. (807) 886-2247
<b>RICHARDS LANDING</b>	1193 Richard St. (705) 246-3081
<b>SAULT STE. MARIE</b>	280 McNabb St. (705) 949-2644
<b>SAULT STE. MARIE</b>	612 Second Line W. (705) 942-2333
<b>SUDBURY</b>	2380 Long Lake Rd. (705) 522-2111
<b>THESSALON</b>	186 Main St. (705) 842-3916
<b>THUNDER BAY</b>	560 W. Arthur St. (807) 475-5817
<b>THUNDER BAY</b>	697 Red River Rd. (807) 767-1300
<b>TIMMINS</b>	70 Mountjoy St. N. (705) 267-6846
<b>WAWA</b>	208 B Mission Rd. (705) 856-2322

## Convenience.

From Thunder Bay to the Ottawa Valley, we've made it convenient for members to bank across rural settings, growing townships and busy city streets. In Sault Ste. Marie, the design of our flagship branch on McNabb Street inspired a shift towards a more casual, open banking atmosphere. In Thunder Bay, our move from Frederica to Arthur Street is the latest example of this shift, complete with a drive-thru ATM and a sit-down teller wicket for added comfort. And with our successful transition to a new advanced banking system, you can expect even more from Northern.

## Where it Counts.

### Face-to-Face

With convenient locations in every community we serve, Northern makes it easy to put a face to your banking. Wherever you happen to be.

### Canada-Wide ATMs

With over 1,000 Exchange ATMs across Canada, you don't have to pay any added fees to access your money. Visit [www.the-exchange.ca](http://www.the-exchange.ca) for the ATM nearest you.

### Online & Mobile

Bank anywhere using your computer or mobile phone, and enjoy all the convenience and features of daily banking while you're on the go.

### By Phone

You can always bank by phone 24/7, or you can call your branch during open hours and deal with someone who knows you well. Either way is fine by us.

# What can we do to earn more of your business?

That's the question we're posing in 2012, and it's something we hope to answer with every positive service experience, piece of advice and product we offer. Understanding that many of our members have accounts with other financial institutions, it's up to us to prove that we're better - one member at a time.

### MEMBERSHIP IS OWNERSHIP.

As a member of Northern Credit Union, you're also an owner. Members elect Delegates to represent their branch at the credit union's Branch Annual Meeting, who go on to elect the Board of Directors at the Annual General Meeting, who in turn hire the Chief Executive Officer. In the end, everyone plays a hand in steering the credit union in the right direction.

### MEMBERS PROFIT FROM OUR GROWTH.

Unlike the banks, our profits aren't hoarded away in a giant vault - they're used to help grow the credit union and give back to the communities we serve. In turn, the growing strength of our membership has made it possible for Northern to offer some of the best mortgages, loans and investment products around. As members continue to move more products over and new members sign up, the benefits of belonging to Northern Credit Union are only getting better.

### SUCCESS ISN'T THE ONLY THING WE SHARE.

From providing one-on-one strategies for investing, saving and reducing debt, to continuing with the hugely successful financial boot camps that have helped so many of our members grow; our investment in financial literacy continues to pay dividends for everyone involved. Here are three ways to feed your brain:

**GET THE BOOK**  
Packed full of tips and strategies for financial success, Northern Cents is a 68-page guide for managing virtually every aspect of your money. Get your copy free at any Northern Credit Union branch.

**FINANCIAL BOOT CAMPS**  
Gathering members in an open forum, we provide step-by-step financial seminars on a wide variety of topics, including retirement strategies, investing and debt reduction. Ask your local branch for details.

**NORTHERNCENTS.CA**  
Bringing our communities together in one place online, Northern Cents provides an outlet for our members and their branches to ask questions, share insights and otherwise connect with each other.





# “We’ve been with the credit union since 1968. I think that says it all.”



When I joined Porcupine Credit Union back in 1968, I liked the service so much that I joined the Board. Merging with Northern Credit Union in 1985, I liked the service so much that I just kept going. We’ve been with this credit union for over 40 years now, and two of the ladies here have been around for 35 of those years. You just can’t find service like this anymore. We feel right at home.

Nick Jacksic  
TIMMINS BRANCH

## Catalina Chicken

### Ingredients:

- 3 Chicken Breasts (Boneless & Skinless)
- 1 Small Bottle of Catalina Dressing
- 1 Pkg. Dry Onion Soup Mix
- 1 Can Cranberry Sauce (14oz.)

1. Wash and pat chicken dry, then place in roasting pan.
2. Mix together Catalina dressing, dry onion soup mix and cranberry sauce, then pour over chicken.
3. Cover roasting pan with lid and bake at 350 degrees for 1.5 hours or until chicken is done. Serve with rice.

# What’s Cooking at Home?

## PERSONAL BANKING AT NORTHERN.

Will Europe’s debt crisis be resolved in 2012? Probably not. Will this election year in the United States spark optimism or pessimism in global markets? It’ll definitely be one of those two. As much as we all like to predict the future, all we can change is what’s happening right here at home. Now more than ever, choosing the right ingredients for your success is key. And that’s precisely where we come in.

### INGREDIENTS:

- Chequing Accounts
- High-Interest Savings Accounts
- Tax-Free Savings Accounts
- U.S. Funds Accounts

### DIRECTIONS:

The average Canadian today saves little more than 3% of their annual income. By showing you how to make small changes in your life and moving more of your debt into better products, we’ll help you build the kind of savings account that’s anything but average.

- Mortgages
- Lines of Credit
- Basic & Specialty Loans

With the trends we’re seeing today, lending products aren’t likely to lose popularity anytime soon. Working together, we can help you plan for (and pay off) life’s big moments - from mortgaging your home, to preparing for the unexpected.

- RRSPs
- RRIFs
- RESPs
- Term Deposits & More

Whether you’re planning for retirement, sending the kids to college or just looking for ways to make your money work harder, our financial planners can show you more than a few ways to balance today’s needs with tomorrow’s goals.





# “Our business relationship with Northern Credit Union can be summed up in one word: fantastic.”

In the five years we've been with Northern, their services and fees have been nothing short of amazing. They're always coming up with ideas to help our business, from direct-debited accounts to credit solutions that have really worked for us. It's always a pleasure to go into the credit union and deal with everyone, and we've honestly enjoyed every aspect of our relationship.

Jennifer & Steven Dashnay  
KILLALOE FRESHMART - PEMBROKE BRANCH



## Crockpot Cider Pork Stew

### Ingredients:

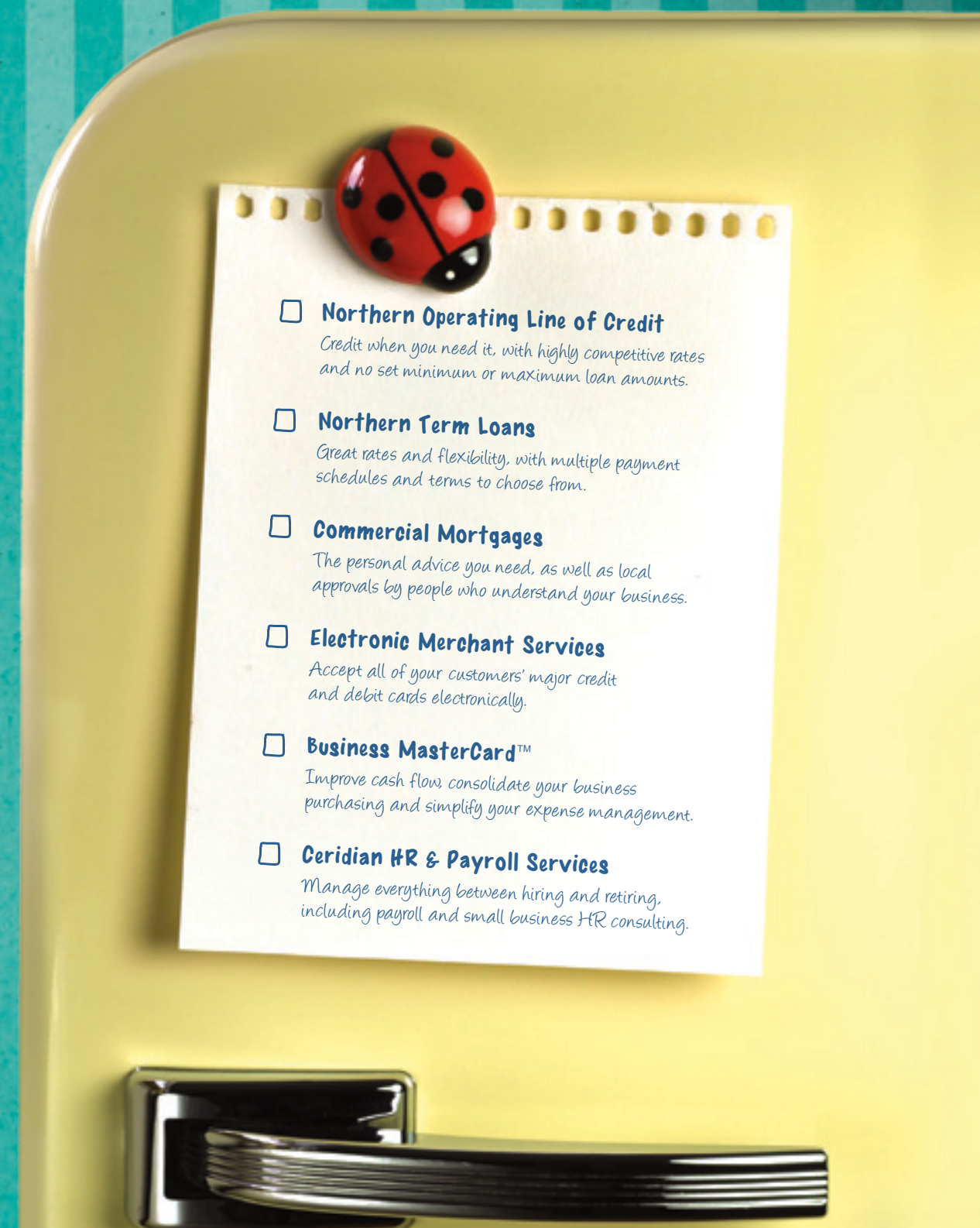
- 2 Lbs. Pork, cubed
- 3 Tbsp. Flour
- 1 Tsp. Salt
- 1/4 Tsp. Dried Thyme
- 1/4 Tsp. Pepper
- 6 Carrots, sliced
- 4 Potatoes, quartered
- 2 Onions, sliced
- 1 Apple, chopped
- 2 Cups Apple Cider
- 1 Tbsp. Vinegar
- 1/2 Cup Cold Water
- 1/4 Cup Flour

1. Combine 3 tbsp. flour, salt, thyme and pepper, then toss with cubed pork.
2. Put carrots, potatoes, onion and apple in cooker. Top with meat cubes, then combine apple cider with vinegar and pour over meat. Cover and cook on low for 10-12 hours.
3. Turn cooker to high. Blend 1/4 cup flour with 1/2 cup cold water and blend well. Stir into liquid in crockpot, cover and cook 15 minutes (or until sauce is thickened). Season and serve!

# Dollars to Doughnuts.

## BUSINESS BANKING AT NORTHERN.

As the go-to financial partner for hundreds of local businesses large and small, Northern Credit Union is no stranger to the unique challenges faced by owners in these tough economic times. Working together, we've helped businesses ride their ups and downs many times over, and we've never left their side. Because when you've got the right people in your corner and the right products to serve your business, success becomes much easier to focus on.



- Northern Operating Line of Credit**  
*Credit when you need it, with highly competitive rates and no set minimum or maximum loan amounts.*
- Northern Term Loans**  
*Great rates and flexibility, with multiple payment schedules and terms to choose from.*
- Commercial Mortgages**  
*The personal advice you need, as well as local approvals by people who understand your business.*
- Electronic Merchant Services**  
*Accept all of your customers' major credit and debit cards electronically.*
- Business MasterCard™**  
*Improve cash flow, consolidate your business purchasing and simplify your expense management.*
- Ceridian HR & Payroll Services**  
*Manage everything between hiring and retiring, including payroll and small business HR consulting.*



# “In the six years I’ve been with Northern, their advice has made all the difference in the world.”

Loans, mortgages, investment advice, strategies for growing my savings and paying off debt - over the years, Northern has always been there for me. This last year alone, they helped me save up \$8000, just from making small changes in my life. Thanks to them, my wedding’s almost paid off and it’s not for another 8 months! They just make you feel like family.

**Peter Grey**  
SAULT STE. MARIE - MCNABB ST. BRANCH



PIES
CAKES
BREADS

## Grandma D's Banana Bread

**Ingredients**

3 Large Bananas	1 1/2 Cups Flour
3/4 Cup White Sugar	1 Tsp. Baking Soda
1 Egg	1 Tsp. Baking Powder
1/3 Cup Oil	Pinch of Salt

1. Mash 3 large bananas with 3/4 cups white sugar
2. Add the egg and 1/3 cup of oil. Mix until smooth, then sift in 1 1/2 cups of flour, 1 tsp. baking soda, 1 tsp. baking powder and a pinch of salt.
3. For a dozen muffins, bake at 350 degrees for 20 minutes. For a loaf, bake at 325 degrees for 30 minutes

## Success: What's in Your Recipe?

### A NORTHERN PLAN CAN HELP.

When you combine challenging markets with a cookie-cutter approach to financial planning, all you get is a bad taste in your mouth. At Northern Credit Union, a good financial plan begins and ends with you - from your current savings and debt load, to your future investment goals and plans for retirement.

Understanding that no two people are alike, every Northern Plan is built from the ground up. Working with one of our expert Northern Guides, you'll develop a plan that balances the needs of today with your goals for tomorrow; leaving room to enjoy your life, as well as everything it throws at you.

PLAN
ACHIEVE

**Net Worth**  
Investments, lifestyle assets, life insurance, liabilities - updated annually, your Net Worth statement should provide you with a taste of where you're at and where you're going.

**Cash Flow**  
Includes employment and investment income, less lifestyle expenses, taxes, employment/business expenses, debt expenses and a budget for getting to the point where you spend less than you earn. This is your management tool.

**Retirement**  
Includes retirement goals, life expectancy, annual needs at retirement, inflation allowance, return rates, available assets, assumed savings and required savings. This is your path to tomorrow.

**Action Plan**  
This includes all the steps you need to take to fix or sustain your Net Worth, Cash Flow and Retirement Plan.

**RRSPs**  
At Northern, we don't believe in a "set it and forget it" strategy when it comes to investing in your retirement. Together, we'll develop a strategy that evolves over time and makes the most out of every opportunity.

**RRIFs**  
When it's time to retire, your Northern Guide will work with you to navigate the various tax implications and keep your money growing by transitioning to Registered Retirement Income Funds (RRIF).

**RESPs**  
With tuitions on the rise (yearly), it's never too early to start saving for your child's education. By taking advantage of every available government contribution and program, we can help you build your RESP faster.

**TFSAs**  
With no taxes on gains, too many people are letting their available TFSA contributions go to waste. We can introduce you to a number of investment options, and show you how to make a TFSA really work for you.

### START WITH A FREE, COMPREHENSIVE FINANCIAL REVIEW.

How are you doing financially? If the answer to that question is "I have no idea," we can help. Just book a free financial review at a Northern Credit Union branch near you, and get the full story on your current savings, debt load and overall investment strategy. You'll be glad you did.

NORTHERN CREDIT UNION COMMUNITY REPORT 2012 | 10



# “Thanks to hearts the size of Northern Credit Union, we’re improving the health of our local communities.”



Over the last five years, Northern Credit Union has donated more than \$30,000 in support of Heart & Stroke projects in Ontario. With their help, we’ve been able to keep our free community blood pressure program operational, while putting more money into vital research and resources that are saving lives in our communities.

Dan Ingram  
HEART & STROKE FOUNDATION OF ONTARIO  
COMMUNITY PARTNER

## Apple Blueberry Compote

### Ingredients:

- 3 Apples (about 1 lb), peeled and cored
- 3 Tbsp. Orange Juice
- 1 Cup frozen Wild Blueberries
- 2 Tbsp. Pure Maple Syrup

1. Cut apples in 1 1/2 inch chunks and place in saucepan. Add orange juice and bring to simmer over medium heat. Cover and cook until apples are very soft (about 5 minutes).
2. Stir in blueberries and maple syrup. Cook for about 3 minutes, or until blueberries have softened. Plate and serve.

Tips: for a smooth sauce, puree the mixture using a food processor or immersion blender. Try it using different kinds of apples - McIntosh, Empire or Ida will give you a smoother sauce, whereas Northern Spy, Cortland and Crispin apples will have a firmer texture.

### ARNPRIOR

We donated a total of \$3800 to the community, including a \$1000 bursary for post-secondary education and \$250 to the Robotics program at the Arnprior and District High School, \$500 to the Arnprior Public Library for the Children's reading Program, \$450 to the Food Bank and \$500 to the Children's Snowsuit Fund.

### EGANVILLE

We raised \$1500 in the Walk for Cancer, provided Lunch & Learn Boot Camps at the Eganville Seniors Centre and contributed many volunteer hours to the Child Identification Program.

### RICHARDS LANDING

Our annual "Pennies for Piggy" fundraiser continues to raise an average of \$1000 a year for the local Food Bank. We also created a bursary for Central Algoma Secondary School, made a contribution to the Ernie Eddy Memorial Fishing Derby and hosted our Annual Shredding Day to recycle paper and assist local businesses.

### BARRY'S BAY

All together, we were able to contribute over \$10,000 to the Relay For Life Walk. We also participated and donated to numerous worthwhile projects throughout the year, including the Special Olympics, Stone Fence Theatre, the Santa Claus Parade and St. Francis Memorial Hospital Foundation.

### ENGLEHART

President and CEO Al Suraci personally delivered an official donation of \$5000 to the Englehart Clinic expansion project, and staff contributed their time to the Day in the Park, the Christmas Unveiling and the Northland Christmas Train.

### SAULT STE. MARIE

Our donations for the year included Big Bike for Heart & Stroke, Program Read, Northern Storm Aquatic Club, the Public Library Children's Department, Rainbow Children's Entertainment, Community Safety Net, Beer & Beethoven (Sault Symphony) and volunteering at the food tent for the Terry Fox Run.

### CAPREOL

Our contributions included the Curling Fun Spiel, curling with grades 4-8 and Kidz Biz at CR Judd School, sponsorship of coaching clinics and 3 minor hockey tournaments, the Foodbank and over 175 mitts, hats and scarves for families in need.

### GARSON

We lent our support to the Relay For Life, the Food Bank, Meals on Wheels, the Kids Fit Program, the Children's Christmas Telethon, the Children's Aid Society, the Pajama Drive and participated in Heart & Stroke's Big Bike and the Spring Home Show.

### SUDBURY

Our Long Lake branch held numerous Boot Camps throughout 2011, where participants made donations to the United Way. We also took part in the Relay For Life, Heart & Stroke Big Bike Ride, Junior Achievement, Meals on Wheels and donated blood to Canadian Blood Services.

### CHAPLEAU

We presented 4 bursaries to our two local high schools, provided \$500 worth of turkeys for those less fortunate, participated and donated to our local Relay For Life event and assisted our three local elementary schools with their breakfast programs.

### HORNEPAYNE

Contributions this year included bursaries, donations of winter clothing, the Youth Enterprise Camp, the Penny Drop Off for the local Food Bank, the Terry Fox Run, Community Spirit Day, the Education for Excellence Awards, the Community Christmas Party and Winter Fest Sculpture Contest.

### THESSALON/IRON BRIDGE

Bake sales and silent auctions aside, we hosted many Boot Camp events last year - including an evening dinner paired with a Wills & Power of Attorney seminar, a session on the importance of saving for grade 7 & 8 children, a luncheon on budgeting and a seminar on mortgages with three guest speakers.

### CONISTON

We were involved in many community projects including the Coniston Fair and Winter Carnival, the Pajama Drive, Meals on Wheels, the Playground Association, Toe Blake Arena, Coniston Minor Hockey and the Seniors Association. We also contributed three bursaries to local schools.

### KIRKLAND LAKE

The branch helped to organize Gold Days in support of local businesses in Kirkland Lake, and focused much of the year on financial literacy - spending three days at the local trade show, giving three presentations on financial planning at Northern College and a presentation at Small Business Week.

### TIMMINS

The branch sponsored many causes including the Timmins High and Vocational School Boys Hockey Tournament, the Timmins Navy League and the NOVA Awards. We also held barbecues for the Brain and Seizure Association and the Canadian Diabetes Association, and sponsored local golf tournaments.

### DEEP RIVER

Our community efforts included pledges totaling \$2187 for the Heart & Stroke Big Bike Ride, \$13,000 for the Deep River and District Hospital, the PJ Santa campaign and donations to the Food Bank, Senior Long Term Care Centre and breakfast programs for local schools.

### NORTH BAY

Our annual Charity Golf Tournament raised over \$6500 for the New North Bay General Hospital's MRI unit, we collected pajamas for the Children's Aid Society, sold teddy bears in support of the Children's Special Olympics, donated Christmas Hams and participated in the Kumon program.

## Feeding Community

### ELLIOT LAKE

At Elliot Lake Secondary School, we provided bursaries for two students attending post secondary institutions. We also continued to lend our support to local Rotary Club projects and Rotary Radio Days, as well as St. Joseph's General Hospital.

### PEMBROKE

Our community contributions include \$2100 for the Canadian Cancer Society's Relay For Life, as well as donations of \$500 to the Pembroke Salvation Army, Food Bank and Regional Hospital. We also gave away a bursary and donated \$200 to the Petawawa Heritage Village Golf Tournament.

### THUNDER BAY

After winning the People's Choice Award as the favorite credit union in Thunder Bay, we sponsored the "Power of Women" and "Enter the Den" events. We also supported Breast Cancer Research, the Thunder Bay Special Olympics athletes, the new M.J.L. Black Library and Thunder Bay Shelter House.

### RED ROCK

We held a fundraiser BBQ, sold chili during the Winter Carnival and staff volunteered in support of the Red Rock Folk Festival, hosted the Community Christmas Party and held an in-branch meet and greet with the Smokettes Ladies Hockey Team as our special guests.

### WAWA

We supported many causes last year including the Missanabie Local Services Board, Ducks Unlimited, the Beland Family Fundraiser, WAVS, the Rotary Radio Auction and donated \$5000 to repair our local Wawa Goose Statue. Delegates made numerous donations to local athletic, education and charity programs.



# A Winning Recipe.

## A MESSAGE FROM OUR BOARD CHAIR - MAC DAVIDSON

2011 was another incredibly active year for Northern Credit Union and its Board. We're given the responsibility of governing the credit union, and we take dealing with your money very seriously.

Because well-trained Directors make better decisions for their members, the Board made training a high priority in 2011 and will continue to do so. Northern is now on the leading edge of Director training, and we're wholeheartedly on board with putting more of our energy into education and future strategic thinking.

In 2012, we want all of our members to know that Northern is worthy of your trust and has the expertise to be the financial institution for all your needs. A major focus for us now and in the future will be Northern Credit Union's growth, and we believe the best way to grow is to provide you with more of the services you need and want. Many of our members have products with other financial institutions, and it will be up to us to do more in terms of informing you about the many products and services that make us better.

One major step in the right direction last year was the institution of our new computer banking platform. With this new platform up and running, we will be able to build better relationships with you, our members,

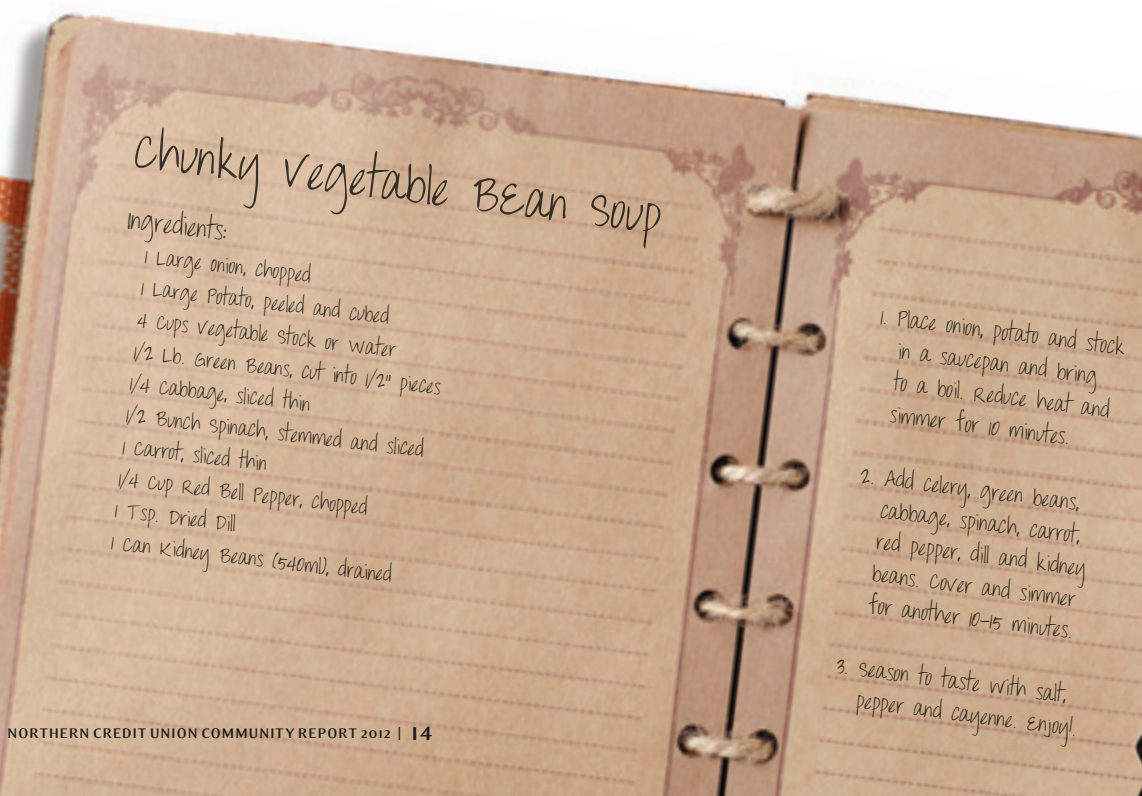
and expand on the already stellar level of service that Northern can provide for you. That's the real advantage of our new banking platform - the ability to work with you, make timely suggestions and respond quickly to your needs.

Last but certainly not least, I would like to express the Board's appreciation for the work that our Delegates and staff do in each of our communities; growing the money they are given into larger donations, contributing to community organizations and being Northern's ambassadors. You have made so much possible in the communities we serve, and you are the reason why our members consistently cite the quality of our service when asked what they like best about banking with Northern Credit Union.

This year promises to be an exciting one for the Board, our Directors, our staff and the members who inspire us to work harder every day. From the bottom of my heart, I truly believe that we have the winning recipe.



Mac Davidson | BOARD CHAIR



# Let's sit down together.

What can we do to earn more your of business? We can start by sitting down and having a good chat with you - sharing stories, advice and dreams for the future. We can introduce you to a full roster of products and services that fit your life perfectly, and we can go the extra mile to support you every step of the way. Seated side by side, we can build your trust as we build your financial future. **Together.**

[WWW.NORTHERNCU.COM](http://WWW.NORTHERNCU.COM)



CORPORATE OFFICE  
280 McNabb Street,  
P.O. Box 2200  
Sault Ste. Marie, ON P6B 1Y6

1-866-413-7071  
[www.northerncu.com](http://www.northerncu.com)



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