

WPCCU NEWS

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WPCCU Awards Former CEO, Robert Rose, with Lifetime Achievement Award

LOS ANGELES, Calif., March 25, 2010 – Water and Power Community Credit Union (WPCCU) honored its former president and CEO, Robert Rose, with the 2010 lifetime achievement award during the credit union's annual meeting on March 24.

Rose began his five-year tenure at WPCCU in 1985. Under his leadership, he nearly doubled the credit union's asset size from \$122 million to more than \$225 million. He also ushered the credit union into the electronic age with ATMs, bank by telephone, ACH and remittance processing.

WPCCU not only honored Rose for his in-house achievements, but also as a trailblazer in the credit union industry. Rose began his career in 1961 with Staley, an Illinois agricultural products company. Seven years later, he was manager of the newly formed Staley Employees Credit Union. By 1974 he was senior vice president of the California Credit Union League. Rose also served as CEO of the Financial Service Center Cooperative. He then started his 15-year career as CEO of the CO-OP Network. Before retiring from CO-OP in 2005, Rose helped form Credit Unions for Kids, a collaboration of credit unions, leagues, chapters and businesses that raise money to benefit the Children's Miracle Network (CMN). CMN supports more than 170 Children's hospitals nationwide.

WPCCU is an active participant in Credit Unions for Kids and is a member of the Credit Unions for Kids Advisory Board at Childrens Hospital Los Angeles. The WPCCU Board of Directors selected Rose as the 2010 lifetime achievement award recipient based on his philanthropic efforts with Credit Unions for Kids, his leadership at WPCCU and his achievements within the credit union industry.

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Editors: Photo of Robert Rose is available upon request. Call 213-580-1783 or email to info@wpcu.org.

About Water and Power Community Credit Union

Founded in 1936, WPCCU is a full-service financial cooperative celebrating 74 years of service to members in the Los Angeles area. The credit union has more than 54,000 members, and holds \$468 million in assets. From its six branches located in Los Angeles downtown, the San Fernando Valley, San Gabriel Valley and the Westside, WPCCU and its partners offer members a complete array of products and services, including free checking; savings accounts; consumer, mortgage loans and savings certificates; as well as 24/7 account access through the Internet and phone. Under its California State Charter, WPCCU members come from the employee and retiree associations of the Los Angeles Department of Water and Power, more than 60 other sponsor organizations, and people who live, work, attend college, or worship in the greater Los Angeles area. For more information, visit wpcu.org. The credit union is federally insured by the National Credit Union Administration.