

2010 Annual Report

Statement of Condition
Statement of Operations

December 31, 2010

The logo for Genisys Credit Union features a green swoosh above the word "GENISYS" in a dark red, serif font. Below "GENISYS" are the words "CREDIT UNION" in a green, sans-serif font.

GENISYS
CREDIT UNION

Where you come first.

Mission Statement

Meeting Financial Needs –
“Your Way”

Values:

- Trustworthy
- People Focused
- Quality Service

2010 Reports Report from the Chairman

2010 was a year of continued growth for Genisys Credit Union. This continued growth was evidenced not only by year-end assets, but also through the accomplishments of a dedicated staff and management team who embrace the philosophy of putting the member first. Quality service continues to be a focus, along with providing a full range of competitive products. Our members have given us a 96.79% satisfaction rating, while our Net Promoter Index score continues to be very high at 92%. NPI is a customer loyalty metric with a score of 50% or more considered acceptable amongst the best companies.

To further enhance service to our members, we relocated two branches in 2010, our Chesterfield Twp., Michigan and Blue Bell, Pennsylvania facilities. As a result of these relocations, both facilities have experienced great growth for the organization and expanded community involvement. Additionally, Genisys launched Remote Deposit, Mobile and Text Banking in 2010 to provide our members with easy access to their accounts at Genisys.

As in the past, the Genisys staff has devoted significant amounts of time and energy to the communities we serve. In total, Credit Union staff and families donated over 2,428 hours of their own time to 326 community events that Genisys helped to support in 2010. Examples of the community support includes packing holiday food boxes at the Baldwin Center in Pontiac, supporting local events in all the communities where Genisys has a branch presence, and sponsoring events such as the Oakland Livingston Human Service Agency's Annual Walk for Warmth. For more information about Genisys community involvement initiatives, be sure to check the Making a Difference page on the Genisys Credit Union website.

Genisys also received several noteworthy awards in 2010. The Genisys staff voted the Credit Union as one of the Top Places to work in Michigan through the annual Detroit Free Press contest. The Oakland Press and Pennsylvania Times Herald readers selected Genisys as the “Best of the Best” in the categories of Credit Union and Mortgage Lender in 2010. Corp! Magazine also awarded Genisys the “Best of Michigan Award” and the “Michigan Economic Bright Spot Award”.

Genisys will continue to evaluate opportunities to enhance our members' credit union experience. Whether through new products and services or improving our current offerings, the Board of Directors, Management Team and Staff at Genisys are committed to providing our members with unsurpassed financial services. I am extremely pleased to report that your credit union continues to be financially strong and totally committed to serving our members. The staff and volunteers of Genisys appreciate your business and look forward to continuing to serve you for years to come.



Mark Churay
Chairman of the Board

Report from the Supervisory Committee

The Supervisory Committee, as appointed by the Board of Directors, shares the Board's responsibility for: determining that management practices are protecting the member's assets; properly administering the Board's policies and procedures; safeguarding against fraud and conflict of interest.

In fulfilling its responsibilities, the Supervisory Committee retained the accounting firm of Plante & Moran, PLLC to perform an annual audit of the financial statements and to conduct a verification of member accounts for the year, which ended December 31, 2010. Their complete audit report is available upon request.

Based on the result of audits, examinations, and on-going internal control reviews, the Supervisory Committee can assure members that Management and the Board of Directors have acted in their best interest to ensure continuance of a sound financial institution.



Glenn E. Voorhess
Chairperson

Report from the Chief Executive Officer

Although 2010 was a year of continued economic hardship for many of our members, and change in the financial services industry, Genisys Credit Union ended the year with over \$1.3 billion in Assets and continues to have a very strong capital to asset ratio of 11.52%. Once again Genisys received a Five-Star rating from the independent rating firm Bauer Financial. This is the best possible rating for a financial institution.

During 2010, Genisys not only experienced growth in terms of assets, but the Credit Union also expanded its' field of membership. Genisys is now able to serve all 68 counties in the lower peninsula of Michigan, and we added the counties of Anoka, Hennepin, Scott and Washington in the State of Minnesota to our field of membership. We continued to reach out to our younger members through our new partnership with FamilyMint.com, which allows kids to take control of their finances by setting savings goals, allocating their savings and doing transactions, while the parent acts as the banker. We are pleased to provide this program to all Genisys members at no cost.

To help our members pursue a higher education, Genisys now offers private student loans to help cover the costs associated with college attendance. In addition to this new student loan offering, in 2010 Genisys entered into a partnership to provide our members with a 20% discount on tuition at Cleary University. This program is available to all members of Genisys Credit Union and is designed to provide an educational opportunity at an affordable cost. Cleary University is one of America's foremost applied-business universities offering degrees and programs in over twenty business related areas.

The Financial Statement for 2010 consolidates Genisys Credit Union and its Subsidiaries. The year-end totals for December 31, 2010 are:

Assets	\$ 1,330,592,526
Deposits	\$ 1,147,539,039
Net Loans and Mortgages	\$ 710,483,666

Genisys Credit Union continues to be well positioned to serve its more than 122,000 members in meaningful ways through challenging economic times and through good times. With the strong leadership provided by the Board of Directors, as well as the dedication and hard work of the Genisys Team, Genisys will continue to focus on meeting the financial needs of our membership through outstanding quality service, convenient service delivery channels, and competitive rates.



Jacqueline Buchanan
Chief Executive Officer

Where you come first.

Consolidated Statement of FINANCIAL CONDITION

December 31, 2010

ASSETS

Cash and cash equivalents	\$25,411,083
Investment securities:	
Available for sale	516,209,111
Held to maturity	604,541
Time deposits with other financial institutions	53,972
Loans to members	710,483,666
Accrued interest receivable	2,166,169
Premises and equipment	28,198,140
NCUSIF deposit	10,987,280
Federal Home Loan Bank stock	5,582,600
CenCorp member capital share deposit	455,329
Other assets	30,440,635
Total Assets	<u>\$ 1,330,592,526</u>

LIABILITIES AND MEMBERS' EQUITY

Liabilities:

Members' shares and savings accounts	\$ 1,147,539,039
Borrowed funds	17,500,000
Accrued interest payable	870,257
Accrued and other current liabilities	10,987,852

Total Liabilities

1,176,897,148

Members' Equity

153,695,378

Total Liabilities & Member Equity

\$ 1,330,592,526

Consolidated Statement of OPERATIONS

December 31, 2010

INTEREST INCOME

Loans	\$ 43,376,447
Investment securities	13,476,838

Total Interest Income

56,853,285

INTEREST EXPENSE

Members' shares and savings accounts	11,144,089
Borrowed funds	1,064,294

Total Interest Expense

12,208,383

Net Interest Income

44,644,902

Provision for Loan Losses

14,725,695

Net Interest Income - After provision for loan losses

29,919,207

Noninterest Income:

Fees and charges	7,406,522
Other	7,534,754

Total Noninterest Income

14,941,276

Noninterest Expenses:

Compensation and benefits	21,723,856
Operating expenses	11,864,689
Occupancy	3,162,930
Loss on sale of assets	682,218
NCUA premium assessment	1,364,620
Loss on write-down of available for sale securities	236,005
Corporate credit union capital impairment	78,915
Temporary corporate credit union stabilization	1,456,146

Total Noninterest Expense

40,569,379

Net Income

\$ 4,291,104

Board of Directors

Mark Churay – Chairman

Thomas Healy – Vice Chairman

Gregory Melega – Secretary

David Stolk – Treasurer

Robert Gracely

Kathleen Kalis

John A. Schulte

Patrick Shaffer

Gary Wallen

Brian Zabowski

Supervisory Committee

Glenn Voorhess – Chairman

Steve Branch

Peter DeVita

Debra Ehrmann

Barbara Pasciolla

Senior Management Listing

Chief Executive Officer

Jacqueline Buchanan

President/Chief Operations Officer

Thomas Alter

SVP/Member Services

Christine DeWitt

SVP/Chief Investment Officer

Gerald Strausbaugh

SVP/Chief Financial Officer

Wilma Wells

VP of Public Relations

Lonnie Bone

VP of Marketing

Darren Cameron

VP of Human Resources

Andria George

VP of Sales and Service

Jerry McIlrath

VP of Lending

James Reinhart

VP of Information Technology

Jennifer Robert

Your savings federally insured to at least \$250,000
and backed by the full faith and credit of the United States Government

NCUA

National Credit Union Administration, a U.S. Government Agency

Where you come first.

Michigan Branches

Auburn Hills

2100 Executive Hills Blvd., Auburn Hills 48326
248-322-9800 x3205

Chesterfield Township

49692 Gratiot Ave., Chesterfield Twp. 48051
586-598-1786

Clarkston

7357 Deer Lake Rd., Clarkston 48346
248-620-3278

Commerce Township

2445 Union Lake Rd., Commerce Twp. 48382
248-363-3539

Macomb Township

50786 Romeo Plank Rd., Macomb Twp. 48044
586-412-5758

Marysville

207 Huron Blvd., Marysville 48040
810-364-9290

Orion

4055 S. Lapeer Rd., Orion 48359
248-370-0530

Ortonville

250 N. Ortonville Rd., Suite B, Ortonville 48462
248-627-8600

Oxford

168 S. Washington, Oxford 48371
248-236-8135

Plymouth

13000 Haggerty Rd., Plymouth 48170
734-453-5440

Pontiac

44400 Woodward Ave., Pontiac 48341
248-858-2323

Rochester Hills - Crooks

2881 Crooks Rd., Rochester Hills 48309
248-299-5400

Rochester Hills - Avon

55 W. Avon Rd., Rochester Hills 48307
248-608-2789

Shelby Township

49675 Van Dyke, Shelby Twp., 48317
586-323-7060

Troy - Big Beaver

363 W. Big Beaver, Suite 150, Troy 48084
248-528-0302

Troy - John R

4972 John R Rd., Troy 48085
248-740-5932

Waterford - M-59

7372 Highland Rd., Waterford 48327
248-666-9742

Waterford - Dixie

4416 Dixie Hwy., Waterford 48329
248-618-8065

Waterford - Walton

2960 W. Walton Blvd., Waterford 48329
248-618-0914

White Lake

3671 Highland Rd., White Lake 48383
248-887-1211

Wixom

160 Wixom Rd., Wixom 48393
248-926-0648

Ypsilanti

2820 Tyler Rd., Ypsilanti 48198
734-485-8000

Minnesota Branches

Eagan

1519 Central Parkway, Suite 110, Eagan 55121
651-994-4898

Roseville

1490 County Road B West, Suite B, Roseville 55113
651-633-8443

Pennsylvania Branch

Blue Bell

1510 DeKalb Pike, Suite A-9, Blue Bell, PA 19422
610-272-4900



www.genisyscu.org