

How DE Changed My Life

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DE was the spark that ignited my fire. I attended the DE program when I was just 23 years old, which was the perfect opportunity to mold my passion, heart, and vision. Being wide-eyed and fresh to the industry, coupled with the tactic of not uncovering names/positions during the session, I was able to immerse. I had no idea that my cohorts would turn out to be very powerful credit union industry players. I had CEOs and chairmen of national associations, foundations, CUs and more in my class, in my group, and sitting across the table! This was quite an eye-opener for me at just 23 years old.



DE had a tangible impact on my life. First, DE launched my network. Becoming a DE immediately connected me to colleagues from around the world. I was able to attend conferences and functions and have affinity with the industry. It also was the place I met some of my closest credit union friends.

Since I attended DE at the beginning of my career, it really gave me my understanding of the industry. Credit unions have a unique story. In order to truly serve our community, we must understand, respect, and live the philosophy of “people helping people”.

My DE experience inspired me to make a difference in the lives of members. This led me to my DE project: To translate, offer, and write educational modules in Spanish. We delivered staff education on the credit union difference, member education and financial literacy. Remember, this was a time before the widespread use of the interwebs! The initiative was based on the concept that people will learn more effectively when interacting in a primary language. We created the International Services division at MYDAS and worked with the Texas Credit Union League to support their ongoing commitment to credit unions in Mexico.

Next, I helped Judy McCartney and team at Orange County’s CU to develop Vida Prospera and begin accepting the Matricula Consular. This led to the modest means program at Ventura County Credit Union. We incented Spanish speaking staff and became involved in the Latino community.



Finally, World Council of Credit Unions and VCCU teamed up to have the first ever domestic project. We utilized the technology at WOCCU and delivered financial tools and transactions to the agricultural workers in Ventura County. The credit union brought the services to the members, meeting them at the factory and in the fields. These products were delivered in Spanish, mobile, and in real-time. My

involvement in DE impacted thousands of members in CA, NV, TX, Mexico and beyond! My efforts extended the credit union spirit by helping those credit unions who were truly reaching an emerging market and conducting business in areas where English is a second or third language for members.

It is hard to even imagine my career and development without DE. It is the foundation of my advancement. Today, we continue to work closely with the World Council of Credit Unions in an effort to advance women in leadership (Global Women's Leadership Network) and encourage young leader involvement (WYCUP). I have also remained involved in DE by serving as a mentor in 2016, attending many DE workshops over the years, and going to African DE in 2017.

DE helped me to find my purpose. My purpose on this planet is to energize people to be the best they can be. I would not be able to accomplish and inspire people without the support of my DE friends and family!