



LANGLEY FCU'S JEAN YOKUM HONORED BY LEAGUE WITH KIRSCH LIFETIME ACHIEVEMENT AWARD

FOR IMMEDIATE RELEASE:

May 12, 2010

CONTACT:

Lewis Wood
Virginia Credit Union League
Director of Public Relations & Communication
800.768.3344, ext. 629
lwood@vacul.org

Brett T. Noll,
Langley Federal Credit Union
SVP/CMO
757.643.8740
bnoll@langleyfcu.org

Langley Federal Credit Union President/CEO Jean Yokum, a living legend in the credit union movement, was honored May 7 by Virginia's credit unions with the prestigious James P. Kirsch Lifetime Achievement Award.

The Kirsch Lifetime Achievement Award is presented to deserving leaders in Virginia's credit union movement for their extraordinary service to their credit union and the greater credit union community. It recognizes those individuals who have unselfishly devoted their time and energy to ensuring a brighter, better future for credit unions. It is named in honor of the late James P. "Jimmy" Kirsch, a longtime credit union volunteer whose passion for the movement led him to leadership roles at the state, national and international levels.

Mrs. Yokum joined Langley Federal Credit Union as a teller in 1953. She rose through the ranks to become President/CEO in 1979 when LFCU had \$75 million in assets. The credit union now serves more than 176,000 members and has approximately \$1.5 billion in assets. Her 56-year career at Langley Federal gives Mrs. Yokum more tenure than any known active credit union professional.

-more-



Langley Federal Credit Union President/CEO Jean Yokum, a living legend in the credit union movement, was honored May 7 by Virginia's credit unions with the prestigious James P. Kirsch Lifetime Achievement Award. Presenting the award is League President Rick Pillow.



Yokum joined Langley Federal Credit Union as a teller in 1953. She rose through the ranks to become President/CEO in 1979. Her 56-year career at Langley Federal gives Mrs. Yokum more tenure than any known active credit union professional.

“I’ve always had a simple philosophy when it comes to leadership: lead by example, be strong, be true, be someone that others can believe in,” said Yokum. “I hope that others see the loyalty and passion that I have for our members, for this credit union and for our employees.”

Yokum said she feels particularly blessed to be a part of the credit union movement. “I think credit unions do so much for everyday people. I appreciate the fact we’re helping members do what they couldn’t do otherwise, whether that’s saving for a child’s college education or even purchasing a car.”

Under her leadership, Langley Federal has become a recognized leader in innovation within the credit union movement, with programs such as the Langley Saves Share Account, which offers younger and lower-income members the opportunity to build their savings in high-yield, low-balance savings accounts; the QuickCash Loan, an affordable alternative to payday lenders; CreditBuilder, a program designed to help members with no credit, little credit or unfavorable credit; and the Financial Learning In Progress (FLIP) program, which teaches young people money management basics.

She has also been an active volunteer at both the state and national levels, serving on various boards, including the Defense Credit Union Council, an association of credit unions with military-affiliated fields-of-membership, and the Credit Unions Care Foundation of Virginia, a non-profit launched in 2009 to aid Virginia’s credit unions in pursuing their educational, charitable and community development missions.

Yokum’s storied career and community service has been honored with a host of awards, including recent induction into the Credit Union Executive Society’s Hall of Fame, CEO of the Year honors in 2009 from the National Association of Federal Credit Unions, and the 2008 Humanitarian Award from the Virginia Center for Inclusive Communities. She has served on the board for the Virginia Air and Space Center, the Better Business Bureau, Peninsula Family Services, USO of Hampton Roads, and is active in the United Way.

“I hope I’ll be remembered as a passionate person who never put myself first,” said Yokum. “I feel blessed to have had the career I’ve had, to have known so many wonderful people in the credit union movement and beyond. As for my accomplishments; I credit God, family, board, staff, and members.”

“I never really aspired to be a CEO, but it certainly broadens one’s scope. It allowed me to teach people, to hopefully guide others toward success in their own careers. I hope I inspired others with my own simple philosophy to be the best wherever you are and in whatever you do.”