

# ***B I O G R A P H Y***

## **JEAN M. YOKUM**



Jean M. Yokum has dedicated her life and career to the service of others. She's positively impacted the lives of many members at Langley Federal Credit Union, provided leadership within her community and the national Credit Union Movement, and has been a tremendous supporter of the military. Initially employed as a teller in 1953, Jean rose through the ranks to her current position of President/CEO in 1979. Jean also currently serves as Treasurer of the Board of Directors. Her fifty-five plus years of credit union experience at all levels of LFCU, including three decades as President/CEO, have shaped a true professional credit union leader. Since becoming President/CEO, LFCU has grown from three branches and \$76 million in assets to nineteen branches with over \$1.5 billion in assets. The Credit Union currently serves over 170,000 members.

Throughout her career, Jean has been highly involved in the Credit Union Movement. Jean has served the Virginia Credit Union League on a state level for many years. She is the League's Legislative Representative and serves on the Governmental Affairs and Regulatory Response Committees. Under Jean's leadership, Langley Federal Credit Union has consistently held the top position in political action committee fund raising in Virginia. Nationally, Jean is a member of the Credit Union Executives Society and a graduate of the Credit Union National Association (CUNA) Management School. She currently serves on the Board of Directors for the Armed Forces Financial Network and is the immediate past Chairman of that organization. Jean also serves on the Defense Credit Union Council (DCUC) Board of Directors as 2<sup>nd</sup> Vice Chairman and is DCUC's Air Force Representative. Jean was selected as Professional of the Year in 1983 by the National Association of Federal Credit Unions (NAFCU) and is a recipient of the prestigious Credit Union Executives Society's Management Achievement Award. In November 2007, as a result of her exceptional career accomplishments, Jean was inducted into the Credit Union Executives Society Hall of Fame. In addition, Jean was honored to be named NAFCU CEO of the Year in 2009.

Jean's business acumen goes hand in hand with her generosity and tireless efforts to improve lives. In the past several years, Jean has built a Member Education Center at LFCU where financial literacy seminars are provided to Langley members and the public at no cost. She's implemented a highly successful payday loan alternative product that has served as a model program across the nation. She's introduced free financial counseling and created a CreditBuilder loan product to improve lives by improving credit scores. She's worked to establish relationships with residents of underserved communities, whose closest relationship to a financial institution is often a check cashing outlet. She's battled the negative savings rate by introducing the first credit union 'Saves' program in the country and directed staff to work with local school systems to teach children the importance of saving. As a result of these efforts, Langley FCU won the 2007 National Alphonse Desjardins Youth Financial Education Award. Jean's abilities are well recognized in the local business and military community. She is the President of the Board of Directors of the Virginia Air and Space Center. She has served as Chairman of the Board for

the Better Business Bureau, Peninsula Family Services, Inc., and the Peninsula Retail Merchants Association. Jean also serves on the Board of Directors, Executive Committee and is the Peninsula Representative for the USO of Hampton Roads. For her dedication to and support of the military, Jean was named Langley Air Force Base Honorary Commander of the Operations Group, and Honorary Commander for the 1<sup>st</sup> Comptroller Squadron, 1st Fighter Wing.

She is a charter member and Treasurer of the Langley Civic Leaders Association, formed in 2002. Jean is recognized as a staunch supporter of the United Way of the Virginia Peninsula, and has been a member of their Keel Club since 1989. As a result of her avid support of the United Way Program, Langley Federal Credit Union has been consistently named a Pacesetter organization by United Way.

Jean was also named Outstanding Business Leader of the Year and received the YWCA Tribute To Women In Business and Industry Award. She has been selected as Corporate Citizen of the Year by the Center for Child and Family Services and was recognized by the Business Community of Hampton Roads as one of the two outstanding professional women on the Peninsula in 2001.

She received the Distinguished Virginian Award from the Virginia District Exchange Clubs for her ability to enrich the lives of others. In June 2005 Jean was presented a Community Star award from Girls Inc. and in December 2005, she was one of 25 women to receive the Inside Business Women in Business Achievement Award. Jean was also honored to receive a 2008 Humanitarian Award from the Virginia Center for Inclusive Communities. The Humanitarian Award is presented to those individuals who have demonstrated a personal commitment to the promotion of respect and understanding among people of diverse racial, ethnic and religious backgrounds.

Among all these achievements, Jean still has found time to be an active member of her church and she also taught Sunday school for over 20 years. In addition, she cherishes her son Randy, his wife Sherri, and her precious grandchildren, Trevor and Miranda. Personally and professionally, Jean Yokum has served many and continues to serve as an inspiration to many more.