

F O L L O W

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# CRASHER



CRASH PROGRAMMING BY



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# CHAD HELMINAK

NATIONAL CREDIT UNION FOUNDATION



“There is massive value in Crashing and YP development. Sometimes that value is hard to quantify but I hope stories like mine – and many other Crashers - prove that there is tangible value for credit unions and our industry.”

Crash helped me realize the impact YP development could have within the CU movement. The entire industry is still trying so hard to get young adults outside of our walls excited about CUs. But at the time, we were doing very little to engage the young adults within our walls.

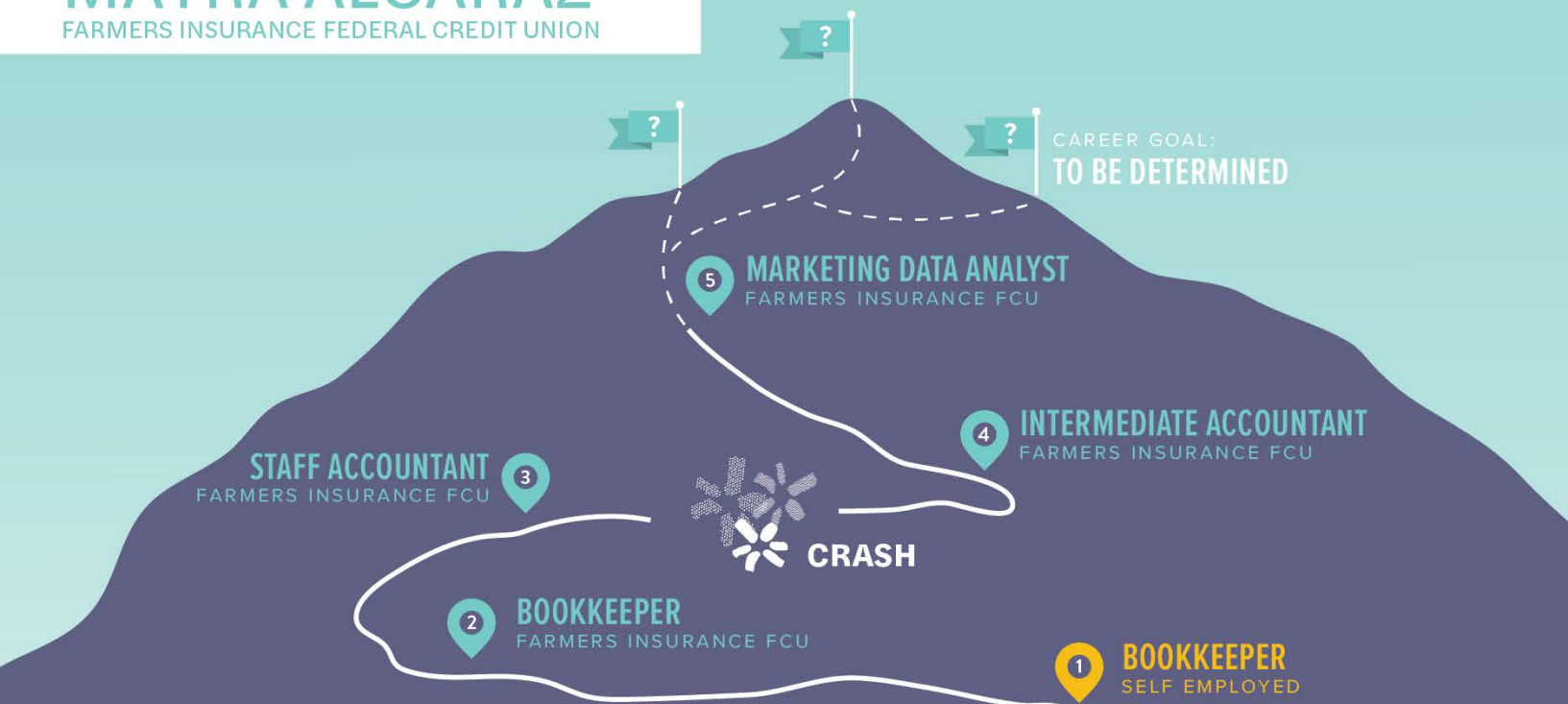
I came back from Crash with a focus to build our YP engagement efforts in Wisconsin. I worked with YPs in WI to evolve our advisory team into smaller, action teams that would help build our strategy and pathways for YPs. We started hosting Crash events, we built a YP event to complement our State Government Affairs Conference, and started hosting free-to-attend “YP Boot Camps” across the state.

Many of the YPs that helped build our network have continued to develop their careers and are now empowering others to do the same. The future leaders of yesterday have become the leaders of today, and that’s been a beautiful thing to see. My work also made me realize my passion for education and professional development, which is what I do in my current role as the director of the Foundation’s CUDE Program. So, in short, Crash changed my career trajectory quite a bit!

Crash provided me with a new perspective and a way to channel my energy into YP Development. It also drove home for me that I didn’t need to stick to existing structures in order to successfully deliver value for CUs. We could work together to build new structures. Thankfully, I had great leaders and mentors around me who supported that work.

# MAYRA ALCARAZ

FARMERS INSURANCE FEDERAL CREDIT UNION



“I encourage every YP in the industry to apply until they get to experience it at least once. I could go on for hours about what a great experience it will be but I would rather you experience it for yourself. Not only will you walk away energized and inspired, you will also walk away with a large network of peers, whom we like to refer to as the #CrasherFam, and this family will continue to support you throughout your career.”



To say that Crashing changed my career, is an understatement. Crashing led me to change my career goals but it also changed my overall perspective. My passion for credit unions grew. I thought to myself, “I am in the right industry, but what more can I be doing to support the “people helping people” concept?”

Upon my return from the Crash conference, I quickly set up a meeting [with my credit union president] to pitch an idea to her; a Young Professionals group did not exist in our organization and what better way to improve the careers and lives of our own staff than by allowing for others to have the same world wind experience I had had at my

Crash. Earlier this year, I presented my proposal to the management team for an internal YP Group and was given the green light. We now have a group of individuals coming together to learn, develop and improve our organization together. Don’t be surprised if you begin to see many more Crashers from Farmers Insurance Federal Credit Union!

After Crashing, I also began to explore other roles within my organization in order to expand my knowledge and experience and find different ways to serve our members. I was promoted to the Marketing Data Analyst position and I now focus on utilizing data to influence our campaigns, products and services as well as measure the profitability of them.

# CLARK DUNCAN

FORT KNOX FEDERAL CREDIT UNION



“Crashing has helped me become more innovative in many ways. To those who may be interested in the program: Just do it. Don’t hesitate and apply. It’s an eye-opening experience that will change your life. I cannot encourage it enough!”

Crashing has benefited my career trajectory exponentially. I started as a marketing and business development officer, then moved to a lending officer, then training coordinator, and now branch manager. Not only that, I have had the opportunity to be a breakout speaker at the 2017 Lending Conference on “Using Innovation to Attract Millennials”, I’ve been featured in CU Magazine as a 2017 Rockstar and made the top 5 of CUES Next Top Credit Union Executive competition.

I had no intention... to have a career in the financial industry but after Crashing, it helped open my eyes to the credit union difference and made me see I could truly make an impact. I loved the cooperation, collaboration, and passion behind the movement. I truly thank Crashing for opening my eyes, for helping ignite a passion for what we do daily, and for giving me the mindset and tools I needed to truly make a change.