

00:00

[Music]

00:04

You go to work every day and you feel

00:07

like you're really making a difference,

00:08

you're helping people, you're helping

00:10

employees grow, you're building the

00:12

economy. I think it's the best job I've

00:15

ever had I think it is a fantastic place

00:17

to work. The credit union culture is my most

00:22

favorite; I was in banks for 15 years

00:24

before I came to the credit union and I

00:27

love the philosophy and the approach to

00:31

quality of life for our members. As a

00:34

credit union, we are truly here to serve

00:35

the members and so that's what we do all

00:38

of our strategies have a member centric

00:41

component and we're also very employee

00:43

oriented you know our decisions as a

00:45

senior executive team are about what's

00:47

best for the members and what's best for

00:49

the employees. The CEO knows your name.

00:51

You meet the entire executive team

00:54

or senior team within your first week of

00:56

being here. You know, we tell our members

00:58

Love Where You Bank, we tell our staff

00:59

Love Where You Work. I think if I could

01:01

tell you one thing about what makes it

01:02

entirely possible entirely easy to Love

01:04

Where You Work here at Community First, we

01:06

are incredibly inclusive. It's not just

01:08

all the decisions are being made by

01:10

management, we can make suggestions we

01:13

can make decisions, so it really makes me

01:15

feel valued as an employee.

01:17

[Music]

01:19

You step into our new branches, and one of

01:21

the wonderful things about our design it

01:23

really is our core values in action so

01:25

the key one being collaboration. It's

01:27

collaboration in the design. We start off

01:29

with a blank sheet of paper and we have

01:32

a team that really went to kind of

01:35

discern what we feel like are the best

01:37

practices for the future, whether it's

01:39

the colors, the millwork, the desk.

01:42

Everything is by intention from this

01:45

original design team and that was all

01:47

our employees. Not only does the

01:50

management team believe in our mission

01:53

and what we're doing, we're a company that

01:57

tries to do good.

02:03

Many times whenever we are recruiting

02:06

for employees, one thing that says it

02:07

draws them here is our community

02:09

involvement. Yeah, when we talk about

02:10

Community First, I think of many many

02:13

different communities. You know, there's a

02:14

community of members but I think about

02:16

the community, even the people who are

02:18

not members, how we contribute toward

02:20

making their lives better, whether it's

02:22

their sponsorships, whether it's through

02:24

our Foundation. I'm super proud of the

02:27

Community First Cares Foundation, what

02:29

we've been able to do over the course of

02:31

the last three years, how many people

02:32

we've been able to help. The Foundation has

02:36

been there for me from day one. Not only

02:38

did they provide funding for us to get

02:40

Started,

02:40

they got all hands on deck, they came out

02:43

and helped us set up, they helped us with

02:45

drives. Being able to introduce this new

02:48  
exciting brand of baseball if you will  
02:51  
in Jacksonville with a partner like  
02:52  
Community First that's somewhat entrenched  
02:53  
here in our community, that was important to  
02:55  
us. We're both nonprofit corporations, so  
03:00  
at the end of the day, if we're  
03:02  
profitable, we put that money back into  
03:04  
the building, or back into more  
03:06  
programming, and the community benefits,  
03:07  
and the same is true of Community First  
03:10  
Credit Union. Before we do anything else  
03:12  
we have to thank our season sponsor  
03:13  
Community First Credit Union. We're  
03:15  
really proud of all of our partnerships  
03:17  
because it's two organizations coming  
03:19  
together to make Jacksonville and the  
03:21  
First Coast a greater place to live work  
03:23  
and play.  
03:23  
[Applause]  
03:26  
When we have a game like the Icemen and you  
03:30  
have 7,000 people and it's sold out, people are  
03:32  
having a great time and they have  
03:34  
some place to go and it's affordable and  
03:37  
if our name's attached to that, it really

03:40

does help us

03:41

I think communicate the value we want to

03:43

provide and our value of helping the community.

03:45

Community First has plenty of

03:47

opportunities for us to be able to help

03:49

with the community partners that we have,

03:51

and I love us as a company serving the

03:54

community that we work in. I have a lot

03:55

of pride in working for Community First,

03:57

as they are very supportive of their

03:59

members, very supportive of the community,

04:01

and that is something that I

04:03

feel very passionate about. Each and

04:05

every year I think there's more

04:07

opportunities for me personally but also

04:09

more opportunities for us as a

04:11

credit union. It's exciting to be here

04:13

because we are doing cool things and

04:15

work should be fun.

04:17