

# J.D. SALINGER

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Name(s)

Title(s)

Enterprise Credit Union  
12700 W Bluemound Road  
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Dear Name:

As the tenure of our current president comes to an end, the time has come for me to further my ambitions and pursuit of greater success and prosperity with Enterprise Credit Union as his successor. It is with great pride and confidence that I wish to convey my desire to ascend to the position of President.

My tenure with Enterprise Credit Union, spanning over eight years, has afforded me the opportunity to develop a foundation of knowledge and success in Credit Union management. It is upon this foundation of success that I am looking to build and chart an assertive, measured, and balanced course for the future of our organization.

I plan to focus on three principle areas to improve our organizations position and prosperity:

- ◆ **Leadership**

Providing capable, focused leadership is key to the success of Enterprise Credit Union. Working closely with Board, staff, and committees will result in better communication and overall direction of the Credit Union.

- ◆ **Growth**

By generating a tailored market penetration strategy, seek to capitalize on under-served demographics surrounding our branch locations to stimulate member base growth.

- ◆ **Cost-savings**

Through continued aggressive negotiation of vendor contracts and thorough analysis of operating expenses, drive down costs by improving rates and eliminating redundancies.

Of the successes I have enjoyed during my time with Enterprise, I count the advancement of all of Enterprise's technological offerings and the many cost-saving initiatives among the greatest and most significant. Through cross-departmental coordination and consultation with directors, we have identified numerous cost saving opportunities and continue to drive down expenditures. I am looking to direct this same tenacity toward generating substantial and sustainable growth to ensure the long-term viability of our organization.

The combination of skills, knowledge, and experience that I have gained throughout my tenure as Vice President have left me well equipped to assume all the responsibilities of President. I very much look forward to sharing my ideas with you in greater depth and to forging a brighter and better future for our organization.

Respectfully yours,

J.D. Salinger