



Contact: William Wille, (630) 983-3216

For Immediate Release

**Local CU exec named  
iBelong Campaign Representative of the Year**

Rockford, IL., September 18, 2008 – Karen Jurasek, president of Generations Credit Union, has been named the iBelong Chapter Representative of the Year. The award was recently presented at the Illinois Credit Union League’s (ICUL) Chapter Leaders Conference held this year at Starved Rock State Park in Utica, Illinois.

Jurasek was recognized for her commendable dedication to iBelong, ICUL’s statewide credit union public awareness campaign.

“Although new to this position, Karen has become a champion of iBelong in a short period of time and has applied her skills to maximize efforts in the Rockford Area Chapter,” said William Wille, ICUL public relations coordinator, who presented the award. “As a result of her loyalty, Karen has been able to consistently garner support for the program by the credit unions in her chapter and the chapter itself. “

She was also recognized for regularly attending chapter functions and effectively communicating the importance of iBelong in a multitude of ways, including face-to-face meetings and sending email reports to all the credit unions in her chapter on a regular basis to keep them informed up to the minute about what is happening with the campaign.

Jurasek is the iBelong representative for the Rockford Area Chapter of Credit Unions, which is comprised of credit unions and credit union officials in Boone, Eastern Lee, Eastern Ogle, and Winnebago counties. In the chapter, there are 13 credit unions with \$304.5 million in assets and 57,137 members. As an integral and functioning part of the ICUL, credit unions are united into chapters defined by geographic boundaries. There are 26 credit union chapters throughout Illinois.

A credit union is a not-for-profit financial cooperative that is owned by the members it serves. There are about 8,500 credit unions nationwide, counting more than 90 million consumers as members, and collectively hold about \$800 billion in assets. In Illinois, there are more than 430 credit unions with \$20.8 billion in assets, serving more than 2.7 million members.

###

**Note:** The Illinois Credit Union League (ICUL) is the primary trade association for credit unions in Illinois, which provides members with information, legislation and education. Membership is open to any credit union operating in accordance with the Illinois Credit Union Act or the Federal Credit Union Act.