

THE SHELBY REPORT *of the West*

APRIL 2025

CONGRATULATIONS

**STEVE
WEAKLEY**

2025 FOOD INDUSTRY HALL OF FAME





Steve Weakley
1974 - Bachelor of Science at USC
Cum Laude



CFCU Board of Directors



Gary Hammett
1977 - FIMP
1979 - BS
1983 - MBA



Pat Posey
1996 - FIMP



JoAnn Murdock
1999 - FIEP



Rick Williams
2023 - RMCP
2019 - FIEP

CFCU Executive Leaders



Donna Simpson
Former COO / EVP
1999 - FIMP



HeeSook Alden
Sr. Vice President
2003 - FIMP
2021 - MS in Food Industry Leadership



James Tomasso
CIO / SVP
2025 - FIEP

Giving Back to Education

Supporting Our Industry Partners

In Honor of Donna Simpson - Check Presentations



Illuminators



CGAEF



City of Hope



WAFC

The Shelby Report of the West

congratulates

Steve Weakley



on his induction into the



For Certified Federal Credit Union CEO, ‘real success’ lies in helping others

Steve Weakley had his first job in the grocery industry when he was 18, just before entering college. That was at Certified Grocers, unloading boxcars. After college, roles at Albertsons and Vons followed before he was able to merge two of his loves – grocery and numbers – with a role at the credit union at Vons. More than 35 years later, he continues to be passionate about offering competitive financial services to grocery industry employees.

His early experience as a union employee shaped his leadership philosophy. Given the opportunity to lead, he knew exactly the kind of leader he wanted to be. And by all accounts, he has succeeded. Those who know him describe him as genuine, caring, approachable, and someone who leads by example. He has cultivated a workplace that feels like family. His intelligence also stands out; colleagues have called him a genius and “the smartest man they have ever known.”

Beyond his professional achievements, Steve is a philanthropist, outdoorsman, yoga and martial arts practitioner, avid golfer, reader, traveler, as well as a devoted husband, father, and grandfather.

For all these reasons and more, Steve Weakley has earned his place in the Food Industry Hall of Fame.

What led you to this career path?

I worked as a Teamster for Certified Grocers in Corona while attending Riverside City College and USC. I enjoyed the grocery industry and knew that food is a necessity – there would always be career opportunities. The general manager at Certified later became the general manager for Albertsons in Brea. After graduating from USC, I reached out to him and started as a bakery cost accountant in their bakery plant. I enjoyed the role and eventually became assistant controller for the Southern California Division before moving to Vons.

The most interesting story since leading your company?

Seeing how the credit union has transformed so many members’ financial lives. We help members open a savings account, buy their first car, purchase a home, and save for retirement. It’s an honor to assist people at every stage of life – an untold story that deserves to be shared.

Funniest mistake when starting out, and what did you learn?

I accidentally parked in the general manager’s designated spot on my first day. Everyone made sure I knew that was a big mistake. Fortunately, I survived, and later he and I had a good laugh. Lesson learned:

always double-check where you park!

A particular person you’re grateful for?

I have to mention three mentors who shaped my career.

- Ken Olsen, President of Vons and part of the Vonder Ahe family, taught me the importance of leading from the top and giving back. He was a leader in supporting the City of Hope.

- Hy Stein, VP, Service Deli and Manufacturing at Vons, taught me the value of innovation when I ran the Deli Kitchen. He introduced Panda Express, Boar’s Head and sushi to Vons in the 1990s and later worked for Andrew Cherg at Panda after retiring. He had received a Purple Heart and a Bronze Star when he fought in the Philippines in World War II.

- Bob Haderler, SVP, Distribution and Manufacturing at Vons, was also chair of the credit union. He was a mentor when I first volunteered on the Credit Committee. His advice? “You never get in trouble for making money.” Maintaining the bottom line and controlling expenses solves many problems. He served in the Navy in World War II.

I grew up with this World War II generation. They were tough, hard-working people, didn’t really complain, just went to work, and they taught you a really great work ethic from a very early age.

And one thing I found out in the grocery industry

was that those who really did the best were all great with product, but they were also great with numbers. They knew how to cut a gross; they knew how to set up the right products. They knew how to handle their shrink. They knew how to deliver at the bottom line.

So all those that I’ve seen that have succeeded in the grocery industry, who worked their way up from the bottom, who maybe started as a produce clerk, they all were really good at numbers, because they had to make the money, but they also had to know how to price and everything else.

So these were all great mentors. I keep their pictures in my office for inspiration.

How do you handle stress before important events?

I was a member of Toastmasters while at Vons, which helped me become comfortable speaking in front of crowds. Learning that most people are empathetic – and paying a 5-cent fine for every “um” or “uh” – sharpened my delivery. Humor also helps connect with people.

I work out daily and practice yoga, which helps me stay focused and calm. Yoga’s emphasis on breath control is especially useful in high-pressure situations.



Goal is to serve all of California

Certified Federal Credit Union (CFCU) has grown by virtue of mergers over the years, typically when another credit union has sought them out.

Along the way, CFCU added Auto Club Credit Union in Costa Mesa; Metropolitan Water District Credit Union, representing employees that supply water for Southern California; and just last year, Prospectors Federal Credit Union, which serves Diamond Bar, West Covina and surrounding areas.

“Our main focus has been to concentrate on the grocery chains initially, Southern California and, of course, Nevada, because of Las Vegas, right? But over time, our goal is to serve the entire state of California.

“Recently, we were able to pick up Safeway Nor Cal (as a sponsor), and so our long-term goals are to be able to serve the rest of the northern part of the state as well. That’s one of our strategic goals.”

From the beginning of his tenure at the credit union, Weakley’s goal has been to build up the financial strength of the organization. He put together a 20-year plan to build capital, “which is our reserves,” he explained. “We had hardly any reserves when I first stepped in, so I slowly built it.

“We now have 20 percent of our assets in reserves. We use that money to give better rates and provide products and services to our members.”

Weakley went on to note that the credit union really believes in “sending people out to the stores to tell our story.”

“Over time, it just builds from store to store, warehouse to warehouse, it’s almost organic. HeeSook Alden, SVP, Marketing, Strategic Growth and Leadership Development, calls it the secret sauce. It costs a lot to send people out to the stores, but you’re really investing in them.”

Weakley emphasized that simply signing someone up and never following up isn’t effective.

“But when you go back into that store and someone’s facing an issue, they know exactly who to reach out to, our business rep is there for them,” he said.

“If they need a loan, we’re there. If they’re having a problem, we’re there. It’s more than just banking, it’s a community where everyone works together to support each other financially.”

Certified Federal Credit Union members also enjoy nationwide access to their funds, thanks to the credit union’s participation in the CO-OP Shared Branch Network.

“You can walk into nearly any credit union in California, or across the country, and use the ATM Network,” he explained.

Through the CO-OP Shared Branch Network, Certified members can also visit participating credit unions and handle their transactions just as they would at their home branch.



From page 21

Why is it important for a business to have a diverse executive team?

Bob Dylan said, “You better start swimming or you’ll sink like a stone, ’cause the times they are a-changin’”

Diversity isn’t optional but necessary, especially in Southern California. When I started attending credit union conferences in the 1990s, my credit union chair, Jan Faller, was often the only woman in the room.

Today we are proud that our CFCU Team and BOD reflects diversity.

My own experiences growing up reinforced my belief in treating everyone with respect. We’re all human. We need to help, not hate each other to survive as a species.

What does an executive do that’s different from other leadership roles?

An executive must:

- Set the vision and direction for the company.
- Weigh all variables and make tough decisions, regardless of the outcome.
- Understand that math and business are intertwined; if you don’t make the numbers, you don’t exist.

I always say that vision and the balance sheet are interdependent.

What is the biggest myth about CEOs?

That it’s all about you. It’s not. Stay humble. Your job is to serve as a guardian for the company and its people.

Please see page 24

Congratulations!



STEVE WEAKLEY

for being inducted into the
Food Industry Hall of Fame



Steve,

We at Business Data, Inc. have enjoyed our 30-year business relationship with you, and I can’t think of anyone more deserving of receiving the upcoming induction into the **Food Industry Hall of Fame**. The fact that **YOU** are the first Credit Union CEO/executive to receive this prestigious honor, speaks volumes about your accomplishments in the industry and the hard working and dedicated man you’ve always been.

All of us here at BDI are proud of you and wish you **MUCH** continued success working in an Industry that you truly love. Enjoy this special award and honor Steve!

With Best Regards

Paul Holtzman
President/CEO - Business Data Inc.

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Steve Weakley

2025 FOOD INDUSTRY
HALL OF FAME INDUCTEE



From page 23

What's the biggest difference between your job and what you expected?

The greatest reward isn't personal success; it's helping others succeed. Living our vision – helping people achieve financial stability and being the credit union for the grocery industry – is what truly matters.

Key traits for success?

- Strong work ethic
- Discipline
- Dedication
- Clear vision
- Ability to handle failure and difficult situations
- Fostering teamwork

How have you used your success to make the world a better place?

By helping people achieve financial security. Life is unpredictable. Job instability, family crises, health issues and inflation make it hard for working-class people to get ahead. Our credit union focuses on

Please see page 36



'Has earned our respect and admiration'

"Steve Weakley is an outstanding leader as president and CEO of Certified Federal Credit Union. Since I joined the board 35 years ago, Steve has led the credit union's growth from \$75 million to \$900 million in assets and has achieved this growth while maintaining excellent financial strength and outstanding customer service.

"Steve's vision to move our credit union from a single-sponsor credit union to an industry-leading credit union is a master class in how to best serve our members in an ever-changing industry and world.

"His hard work, integrity and positive attitude have provided a great example of leadership for our associates and volunteers to follow. Steve has earned our respect and admiration for a job well done. The future of Certified Federal Credit Union is bright and in good hands with Steve as our leader."



Gary Hammett
Chair, Certified Federal Credit Union Board of Directors

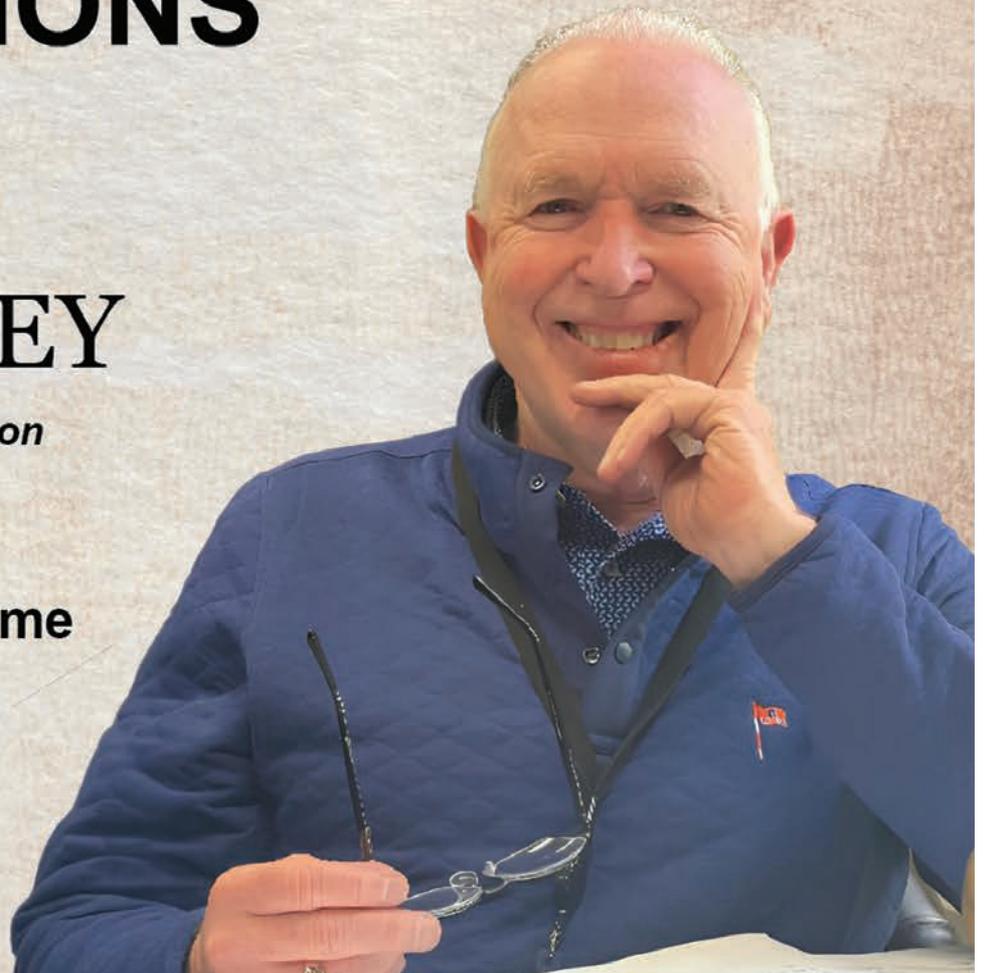
CONGRATULATIONS

to

STEVE WEAKLEY

CEO of Certified Federal Credit Union

for his induction into
the Food Industry Hall of Fame



Congratulations STEVE!

On being inducted into The Shelby Report of the West's Food Industry Hall of Fame.

Your dedication and leadership within our industry is unparalleled, thank you for continually helping our grocery community THRIVE.

From, Your WAFC Board of Directors Family



'More than a CEO: A mentor, friend and inspiration'

When Annie first joined the Certified Federal Credit Union (formerly Vons Credit Union), she began working directly under Steve as his administrative assistant. At the time, he was still relatively new in his role. "Steve had just started as the CEO about a year before I came on board," she recalled.

From the start, it was clear to Annie that he had a strong vision and a hands-on approach to leadership. "Whenever we're doing a campaign, he encourages us to create something innovative but already has a plan in mind. I believe it comes from wanting to ensure everything aligns with his vision and goals."

Annie adds, "He's not just a leader, but also has been a mentor and a true inspiration to me. He leads by example. No task is beneath him, whether it's staying late to meet a deadline or jumping in to help solve an issue, he's always the first to step up."

Steve has a caring nature. "He has a big heart. He's always thinking about others and takes great care of the staff at CFCU. He makes holidays fun for everyone, and for special occasions, he will have food brought in to make sure we all celebrate."

Steve is also very generous. Every summer, the credit union hosts barbecues to support local charities. Steve matches every dollar raised and has the money donated directly back to the cause. He's always looking for ways to give back and support the community.

Steve lives by the mind, body and spirit philosophy. He shares articles, news and interesting discoveries, not just about work, but anything he thinks might spark curiosity. "He remembers everyone's interests," Annie said. "If he comes across something he knows you'll find interesting, he'll make sure it lands in your inbox."

Steve is more than a boss to Annie. "He shaped my destiny," she said. "Without his guidance and belief in me, I wouldn't be where I am." "I've been so lucky to have Steve in my life – as a boss, a mentor, and a true friend. He is like family."



Annie Harrison
Marketing Director, CFCU

Congratulations!

The Shelby Report
Food Industry Hall of Fame

Steve Weakley

CEO • Certified Federal Credit Union

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Mergers



\$900 Million in Assets & Growing

- 1949** Certified Federal Credit Union established to serve the employees and families of CGC Certified Grocers, California's largest grocery wholesaler.
- 1954** Vons Employees Federal Credit Union was established to serve Vons employees and their families.
- 1984** Vons Credit Union built and opened a new headquarters in El Monte.
- 1989** Steve Weakley named President/CEO, marking a milestone as assets reached \$50 million.
- 2004** Vons Credit Union received National Association of Federally insured Credit Unions (NAFCU), National Credit Union of the Year, selected from more than 10,000 credit unions.
- 2008** Assets surpassed \$300 million. Donna Simpson was hired as EVP/COO.
- 2009** The El Monte Branch earned LEED Gold Certification from the U.S. Green Building Council.
- 2010** **Certified Federal Credit Union and Vons Credit Union merge, creating the largest grocers credit union in the western U.S.** The new name and website represented a vision for the future, while its commitment to members remained unchanged. Jons became a new sponsor.
- 2014** Gelson's, Northgate Markets, Super A Foods, and UNFI joined as new sponsors.
- 2015** Achieved an A+ Weiss Rating for the fifth consecutive year, placing Certified Federal in the top 0.03% of the industry.
- 2016** Super King, Vallarta, Superior, and El Super were added as new sponsors.
- 2017** Assets reached \$500 million, with 45,000 members. Cardenas and Bristol Farms joined as new sponsors.
- 2018** Merged with Metropolitan Water District FCU & Auto Club FCU. Smart & Final became a new sponsor.
- 2019** Assets grew to \$600 million, with 60,000 members. Stater Bros. was added as a new sponsor.
- 2023** Holiday Markets, SavMor Foods, and C&S joined as new sponsors.
- 2024** Safeway NorCal, Vallarta (Santa Clarita), Food4Less, and Rancho San Miguel NorCal became new sponsors. Prospectors FCU merged, adding \$108 million in Assets.
- 2025** **Assets surpassed \$900 million, 20% capital, and 72,000 members, placing Certified Federal in the top 1% of credit unions in the U.S.** HeeSook Alden, Grocery Industry veteran and former Gelson's executive, joined as Senior Vice President.

Steve Weakley

2025 FOOD INDUSTRY
HALL OF FAME INDUCTEE



A true servant leader

"In every organization, there are leaders who guide with authority, and then there are leaders like Steve, who lead with heart, vision, and an unwavering commitment to its business and people.

"Steve is not only one of the most intelligent individuals I've ever met, but also one of the most compassionate. He is incredibly well-read and deeply thoughtful; the kind of person who can sit with you and make even the most complex conversation feel engaging and enlightening. Every conversation with him leaves you thinking more deeply, feeling more informed, and, frankly, inspired.

"But what truly sets Steve apart is not just his intellect, it is his humanity. He is an empathetic servant leader in the truest sense. When you think about leadership through the lens of servant leadership, someone who puts people first, Steve stands out.

"He cares deeply, not only about the success of the credit union, but about the well-being of its members, employees and community.

He genuinely believes that everyone matters, especially those who often go unseen or unheard, like frontline workers who may not always have the same opportunities. He sees them, supports them and champions their worth.

"Steve leads with foresight and clarity. He is always thinking ahead, keeping in mind the long-term health and sustainability of the credit union. Yet his vision never loses sight of the people at the center of it all.

"His leadership is built on relationships – real, human connections. As a credit union serving the food industry, these relationships extend to grocery retailers, CPG companies and the diverse communities that rely on their services. Steve understands that strong businesses are built on strong relationships, and he invests in those connections with care and integrity.

"What I admire most, especially at this stage in my career, is how much Steve reflects the kind of leader I always aspire to be.

"Titles are one thing, but truly caring for people is something else. Steve lives that every

day. He believes a leader's job is not to be above others but beside them, sometimes leading from the front, sometimes from behind. His goal is always to help his team be happy and successful and to ensure the credit union thrives; not just in numbers, but in purpose.

"He is also a fierce believer in education and community. Whether supporting local programs or advocating for the broader industry, he never misses a chance to give back or elevate others.

"At the end of the day, Steve is simply a good human, and that is the kind of leader who makes a lasting difference."



HeeSook Alden
SVP of Marketing, Strategic Growth and Leadership Development, CFCU



**CONGRATS
TO STEVE WEAKLEY**



Inducted into
*The Shelby
Report's Food
Industry Hall of
Fame!*

**WELL
DESERVED!**

From your friends at City Hope!



Cornerstone
ADVISORS

Cornerstone Advisors is proud to congratulate **Steve Weakley** on his induction into *The Shelby Report's Food Industry Hall of Fame.*

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WE APPRECIATE YOUR PARTNERSHIP!

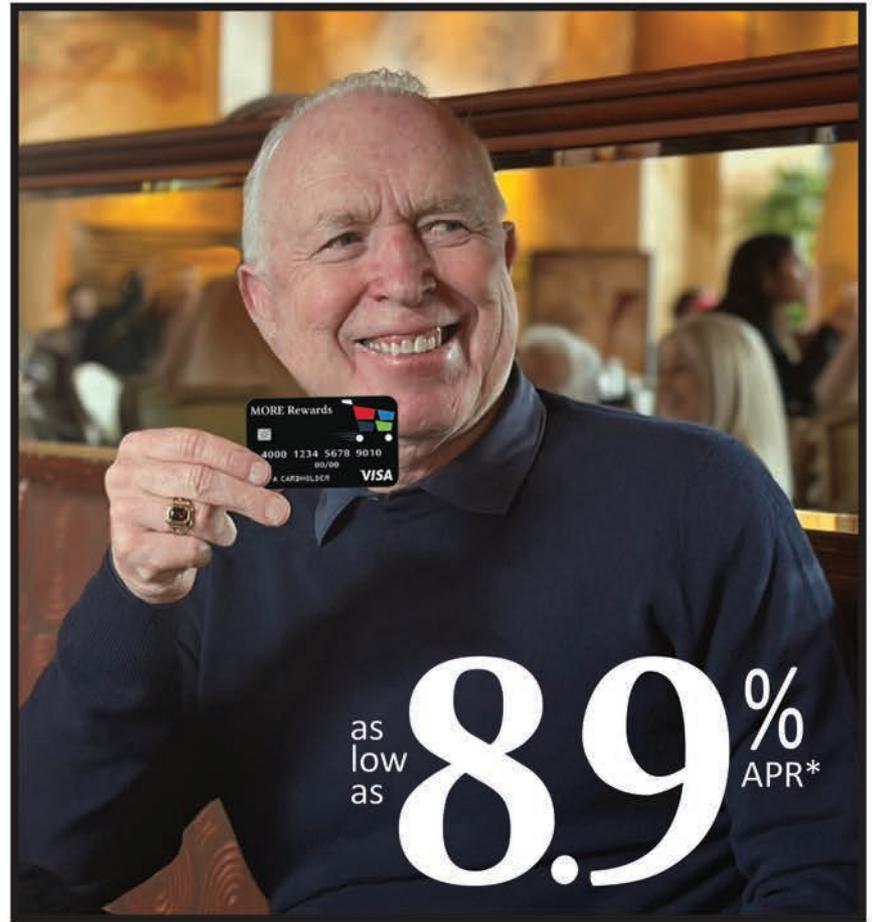


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Steve Weakley

2025 FOOD INDUSTRY
HALL OF FAME INDUCTEE



He 'always comes from a place of compassion'

"I first met Steve in the 1990s when I was managing a Pavilions store in Arcadia. Every Friday, he would come in and buy healthy snacks for his staff. Even back then, I remember thinking, he just really believed in the health and wellness of his employees.

"When our store got a Starbucks, he became a daily visitor. That's when I really got to know him. In all the years since, one thing has not changed, Steve has always been the kindest person. He is loyal too. He wanted to support the grocery stores, where many of the credit union's members had worked. He was always loyal to his grocery roots.

"One of the things I admire most is how Steve balances being friendly while still getting results. I've worked for people who don't balance that very well; they are all business and don't care about people. He really believes in people. It's something you know immediately when you work with him.

"I have seen him stay calm even in stressful situations. During a high-pressure time when some members were frustrated over changes at the credit union, Steve remained composed. He

apologized and said, 'I'm sorry. It's a big change,' and stayed so calm. That kind of grace under pressure isn't easy, but he made it look effortless.

"On a personal level, Steve's compassion shines even brighter. After going through the loss of loved ones, I experienced firsthand how deeply he cares. 'Lori, whatever you need, I'm here for you. The credit union is here for you. Take whatever time you need,' he told me. It wasn't just words, he meant it. He treats every employee with that same level of care. He just always comes from a place of compassion.

"Because of Steve, the credit union has a culture that you don't find everywhere. I think that's why people stay here a long time, honestly, because it's a great culture. He built it, not by policy, but by example.

"Steve is also one of the most disciplined people I know. Every day, he picks up his grande soy chai, stores it in the fridge, works out and then heats it up afterward. He is very regimented, but in a good way. It sets a standard. Even if we aren't quite as disciplined, he never holds it against us. He just quietly leads by example, showing what

consistency and commitment look like.

"One Valentine's Day, I bought him a special minestrone soup because I knew it was one of his favorites. True to who he is, Steve was genuinely grateful, even though deep down, he would have been just as happy with a simple can of Campbell's soup. That's Steve, humble and gracious.

"His passion for health carries into everything. Steve practices yoga twice a week and even earned his teaching certification to lead classes. When I was on the CFCU board, he would teach the classes. We had yoga here ... It was fun. Today, he continues to offer yoga in the gym, encouraging healthy habits for everyone.

"When I think about Steve, what stands out most is his kindness, his consistency and his true belief in people."



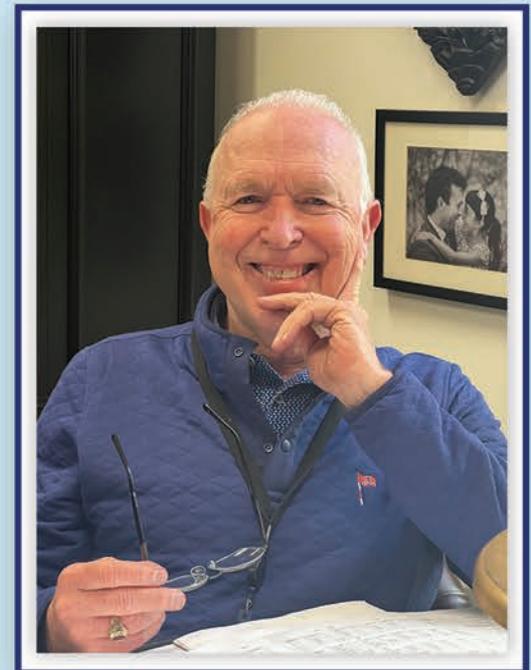
Lori Kunioka
VP Member Experience
and Employee
Development, CFCU



Congratulations Steve.

Your ability to lead and inspire is nothing short of extraordinary.

Here's to your incredible accomplishment!



STEVE WEAKLEY,
THE SHELBY REPORT'S
FOOD INDUSTRY HALL OF FAME

Congratulations

STEVE WEAKLEY

The Board of Directors of Certified Federal Credit Union proudly congratulates our President and CEO, Steve Weakley, on your induction into the Shelby Report Hall of Fame. This prestigious honor reflects the remarkable impact you've made throughout your career.

We celebrate this well-earned recognition and are honored to stand with you as you receive it.

*– The Board of Directors
Certified Federal Credit Union*



Steve Weakley

2025 FOOD INDUSTRY
HALL OF FAME INDUCTEE



'Bright, financially savvy professional'

"Steve and I share deep roots in the grocery industry, having early — and lengthy — careers at Vons Grocery Company. Though our paths took us in different directions within the industry over the years, I was fortunate to reconnect with Steve in 2012 when I joined Vons Federal Credit Union (now known as Certified Federal Credit Union) as a board director. It was an exciting opportunity to contribute to an organization that was not only exceptionally well-run but deeply valued by its members.

"Our president, Steve, is one of the brightest, financially savvy professionals I've had the privilege of working with. As a board member, I greatly appreciate his understanding of the importance of a board with diverse expertise, spanning marketing, human resources, finance, real estate, operations and beyond. The directors Steve has brought together function as a truly collaborative team, where every voice is heard and valued.

"Steve's unwavering commitment to his staff and his positive attitude

have been instrumental in the credit union's success. This was never more evident than during the heartbreaking loss of our COO, Donna Simpson. Steve guided the team through that difficult time with compassion and resilience, providing steady leadership that inspired us all.

"His dedication to the CFCU team, our industry and the communities we serve make this recognition well deserved. I couldn't be happier to see his efforts honored in such a meaningful way."

JoAnn Murdock
Certified Federal Credit Union
Board of Directors



Simpson's legacy not forgotten

Steve Weakley is one to give credit where credit is due (no pun intended).

He continues to recount the contributions of Donna Simpson, the late EVP and COO of Certified Federal Credit Union who passed away last August following a cycling accident in Idaho. She was like family to Weakley, who says they were the "best of friends."



At a Vons Foundation golf tournament when Simpson was a district manager for the grocer, Weakley ended up on the same foursome as her — and they had a great time, starting a lasting bond.

"You know Donna, she had a personality with such charisma that by the end of the day, she's everybody's best friend, so it just naturally grew to where I said, 'I want to get you on the board here at the credit union,'" he said.

She came onto the board and served for a long period of time, Weakley said, until the time was right for her to join the credit union staff.

"I always felt that she and I were like the yin and the yang, where she was the extreme extrovert and I'm more in the middle, but I love numbers. She was out there as what I called her, the ultimate rainmaker. But you talk about personalities; we were both Aries, so sometimes we would bang

heads, which you do sometimes in business, but then it's over and we would just move on.

"We had a great relationship from the very beginning," Weakley said. "To bring her over here was one of the best things that we ever did, because it got us somebody who was at a very high standard, very well respected in the industry, but a real go-getter who helped us really grow."

About the same time, in 2009, Vons Credit Union merged with Certified Grocers Credit Union.

"We always said that if we were going to merge with any credit union, we want to merge with Certified because it served all the grocery industry, and we wanted to serve all the grocery industry. So that was a transformative event at that particular time. I brought on Donna about the same time, and she was the one who unleashed all of that potential for us."

"'No,' was something that never, ever bothered her," Weakley added.



Her famous saying was, "'No' just means not today." One grocer in particular said "no" for five years, but she eventually got them on board.



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– VP of Operations, Sponsor Company

"I wanted to send you a quick email to thank you and your colleagues for helping my family and I refinance our home. Working with you and your team was a blessing for us. The experience from beginning to end was smooth and uneventful. I highly recommend working with you again. My recent experience has validated why I have been an active member for 22 years. Keep up the good work."

– Grocery warehouse employee, Sponsor Company



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CFCU Real Estate Team

Steve Weakley

2025 FOOD INDUSTRY
HALL OF FAME INDUCTEE



Prides himself on 'growing with strength'

"I've learned a lot from Steve. He's a great mentor and has taught me so much about the credit union business. He's just brilliant on the financial side. I really appreciate everything he's done for me, and I feel very fortunate to have someone like him.

"Steve is very genuine in how he is, and he truly wants to help people, not just his employees, but also our members. He's just very kind, a truly nice person.

"We play a lot of golf together. He really enjoys it, and he's improved a lot over the years. I remember when he first started playing golf ... it's night and day now; he would admit that. He has a real passion for it. He tries to get out whenever he can. Sometimes, before coming into work, he'll go play nine holes at six o'clock in the morning so he can still be here by eight.

"He's also a yoga instructor, and he tries to instill a lot of that in us. I've now started doing some yoga myself, which I never thought I would do, but it really helps with your golf game. It's actually a mental release for me. As an executive, we're always busy, and yoga allows your mind to get away for a little bit instead of constantly thinking about work.

"Steve has always prided himself on growing with strength. Under his leadership, our credit union has become very strong in both assets and capital. We grow organically; we don't pursue mergers just to get bigger, it

has to be a good fit.

"Since becoming CEO, Steve's philosophy has been that we need a strong balance sheet, and that's something he truly prides himself on. It really shows. Having that strong balance sheet and capital allows us to help our members, especially during tough economic times. "We saw that back in 2005, and again during the 2008 recession, we were able to help a lot of members during that time. We didn't feel the same impact as many other credit unions because Steve is very conservative, yet he grows with strength.

"I've been fortunate to be here for 33 years while Steve has been our CEO, and he has been tremendous in growing this credit union. Thanks to his leadership, guidance and philosophy, we are where we are today. When I started here, we had about \$60 million in assets, and now we're almost at \$900 million – which is fantastic."



Bill Rice
SVP of Consumer Loans, CFCU

corelation

**CONGRATULATIONS
STEVE WEAKLEY**

★ ★ ★

Corelation proudly celebrates Steve Weakley, CEO of Certified Federal Credit Union, on his induction into the prestigious Food Industry Hall of Fame. Your leadership and dedication have made a lasting impact –this honor is well deserved!

CONGRATULATIONS, STEVE!

It has truly been a privilege to serve you, your team, and the incredible members of Certified Federal Credit Union for over 20 years.

We are deeply grateful and honored to have earned your trust and been part of your remarkable, decorated career.

Here's to the lasting impact you've made!

- Your friends at Auto Expert and Altura CU.



Steve Weakley

2025 FOOD INDUSTRY
HALL OF FAME INDUCTEE



'Destined to be extraordinary leader'

"My relationship with Steve began in 1987 when I joined Vons Grocery Company and Steve was controller. From that first interaction, it was clear that Steve was destined to be an extraordinary leader, and he's never let me down.

"Steve's leadership skills were the foundation of his selection to lead the Vons Employee Federal Credit Union as president and CEO. When hired, what was then the Vons Credit Union was on the verge of adopting a growth strategy through acquisition and expansion of member services. Under Steve's flawless leadership – and with his capacity to scale business – expansion exceeded expectations. The Vons Credit Union became a major employee benefit for companies operating in the highly competitive retail/wholesale food industry.

"Through Steve's exemplary financial strategy and execution, management and staff adopted the new gold standard with rousing success. His leadership style and keen eye for talent created a healthy organization with sustainability and shared business values.

"Combined with Steve's philosophy of staying committed to members, community and giving back, the now Certified Federal Credit Union has achieved unparalleled success in growth and member services. His tenure is responsible for growing the key benchmark of assets to nearly \$1 billion – four times the size when he joined.



"Most importantly, Steve remained true to his core principles with the business acumen and exceptional leadership qualities that are recognized today. I am proud to extend my congratulations on this achievement – job well done."

*Dick Gonzales
SVP, Safeway Inc. (1999-2006)*

From page 24

supporting blue-collar workers so they can build better futures. That's real success – helping others.

Five things I wish I knew before starting:

1. Take the time to understand and connect with your colleagues.
2. Set boundaries with difficult people; they'll walk all over you if you don't.
3. Save money early; it makes life easier later.
4. Be grateful. Life moves fast; appreciate the moment.
5. Your setbacks can be strengths; you just have to see them that way.

How do you inspire a movement?

Encourage people to care for their bodies through exercise and read every day. Mind, body and spirit are interconnected. A positive attitude can change your life.

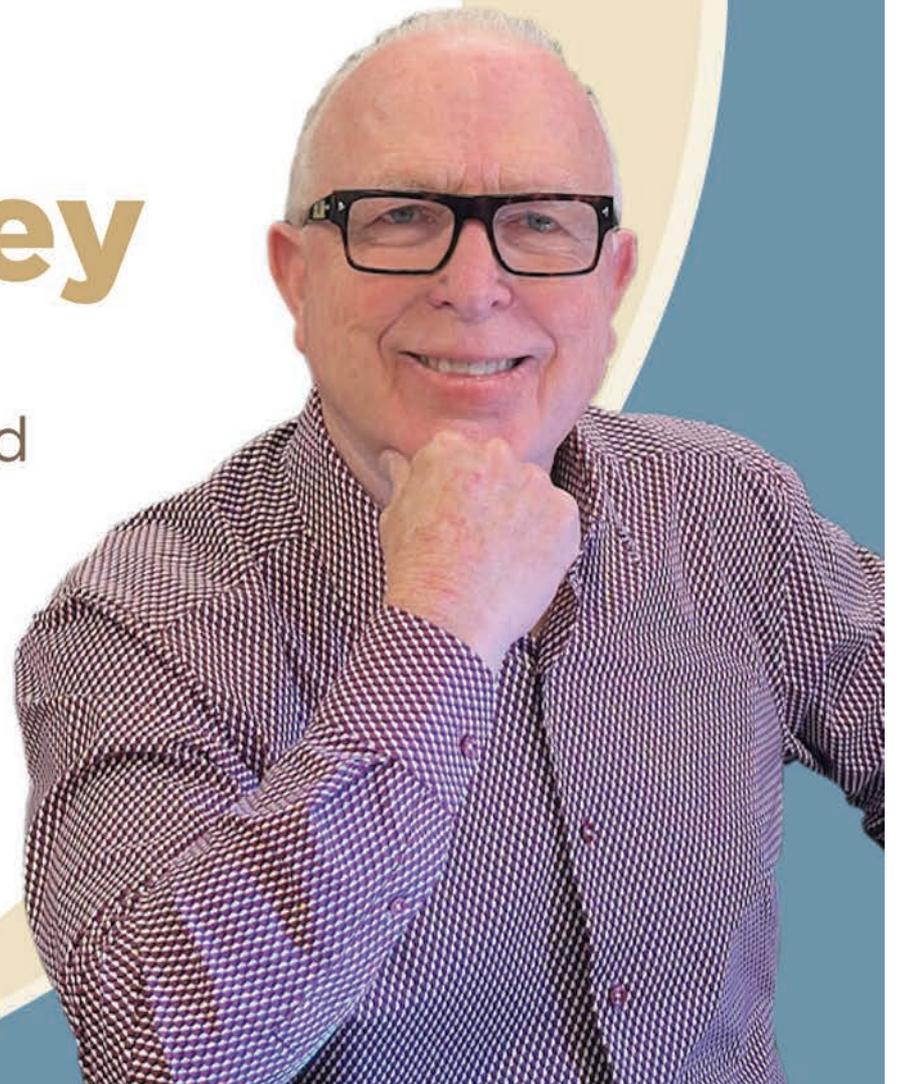
Favorite life lesson quote?

Actions, not words. Show your vision through what you do, not what you say.

Please see page 41

Congratulations to Steve Weakley

for his many years of financial service to the food industry and being inducted into the Food Industry Hall of Fame.



PROforma®

Graphic PrintSource, Inc.

Congratulates Steve Weakley

We at Proforma Graphic Printsource have had the pleasure and privilege of working with Certified Credit Union for 20 years. In that time have watched them grow and flourish under Steve's leadership. We have admired the work ethic and enthusiasm to be the best possible provider of financial services for their members, and that comes from the top and is ingrained in the entire team.

Steve and all of CFCU work together with a singular goal and their enthusiasm never wanes. Steve has proven himself to be the best kind of leader not only to his team, but to the grocery industry as a whole. We are honored to know and work with Steve and so proud to see him presented with this well deserved induction into the **Food Industry Hall of Fame**.



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VISIT US ONLINE

Steve Weakley

2025 FOOD INDUSTRY
HALL OF FAME INDUCTEE



Credit union offers perks for grocery workers

Banks are accountable to their stockholders; credit unions are owned by their members. But both are federally insured. Credit unions typically have a sponsor: teachers, military members, police officers etc. The largest is Navy Federal Credit Union; another major one, according to Steve Weakley, is PenFed, which serves Pentagon employees.

One of the largest in California is Golden 1 Credit Union in Northern California, which serves state workers. Certified Federal Credit Union primarily markets to grocers, helping them decide whether to offer this financial option to employees.

When the late Donna Simpson was COO, she hired people like Gary Vlcek, SVP of Business Development, and Lori Kunioka, a former store manager who is now VP of Member Experience and Employee Development.

"We brought in people who were excellent managers from the grocery industry but also really cared about the employees," Weakley said. "They know what it's like to work in a store, to be a retail clerk or a warehouse worker."

"They partner with management to sign people up as a financial benefit. They've been there, they've done the job. So, when they talk to employees, they speak directly and honestly about how they can help."

HeeSook Alden, who spent over 30 years with Gelson's, took on the role of SVP of Marketing, Strategic Growth and Leadership Development at

Certified Federal in January.

Once a grocer, or "sponsor," is on board, Certified's business development reps go into stores to meet employees and share the benefits of membership. The rep works with the district or store manager to set a visit time.

"It's like a village," Weakley said. "Word spreads, 'Hey, this is good.' The key is repetition – you just keep going back."

"It's like any store selling to customers. If you don't give them a great experience, they won't return. Like John Wooden said, 'One basket at a time.' Same for credit unions, each member matters, one at a time."

Sometimes credit union info is in new-hire packets; sometimes it's printed and placed in breakrooms; other times, it spreads by word of mouth.

"It's all about building personal relationships," Weakley said.



Congrats Steve! On behalf of IOA, I want to extend our heartfelt congratulations on your well-earned induction into the Food Industry Hall of Fame. Being the first Credit Union President to receive this honor is a true testament to your visionary leadership, unwavering dedication, and the remarkable impact you've made on the industry. Thank you for 15 years of successful partnership. It's a privilege to work with such an esteemed respected professional, and we are proud to have been part of your journey.

Your passion and integrity continue to inspire us, and we look forward to many more years of shared success.

With Appreciation, Your Benefits Advisor *Jessica Baca*

Jessica Baca, RHU® CSFS®
Employee Benefits Producer

📞 909.510.6300

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Improve morale, retention, and productivity by focusing on your people's wellbeing



Steve,

Your dedication to your credit union and its members is enviable. I've seen how those around you flourish and become the best versions of themselves under your leadership. I'm proud of the work, the golf, the yoga we've done together over these last 20 years, and I'm profoundly humbled to call you a friend.

Congratulations on this well-deserved recognition!

– Jozann and the entire team at TruStage



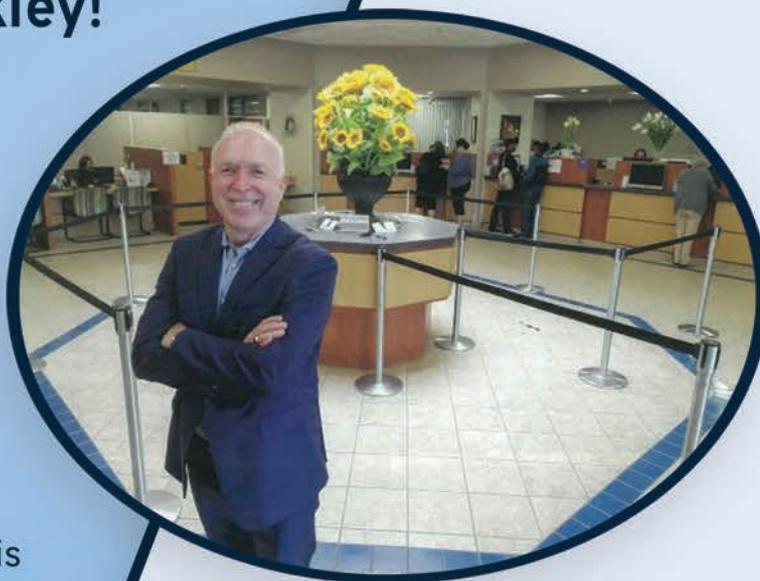
Gallagher Congratulates Steve Weakley!

Gallagher's Executive Benefits Team extends heartfelt recognition to **Steve Weakley, CEO of Certified Federal Credit Union**, on his induction into the Food Industry Hall of Fame!

It's no surprise to those who know Steve that he would be recognized for his dedication to serving others. He's a devoted husband, father, grandfather, and mentor, always leading with integrity and care.

As the **first-ever credit union CEO/executive** to receive this prestigious honor, Steve has set a new standard for leadership and innovation in both the credit union and food industries. His passion and vision have made a lasting impact, and we celebrate this well-deserved acknowledgment of his career achievements.

Cheers to Steve for this historic accomplishment!



Gallagher

Insurance | Risk Management | Consulting

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Congratulations, Steve Weakley

FROM YOUR FRIENDS
AT NCONTRACTS



NCONTRACTS

Steve Weakley

2025 FOOD INDUSTRY
HALL OF FAME INDUCTEE



Love of numbers, helping people

It's not surprising that Steve Weakley wound up in banking, a business based on numbers.

"I've loved numbers ever since I was a little kid," he says. "I used to keep track of all the baseball scores, all the numbers. My brain is more like a calculator.

"Numbers are the basis of the universe," he continued. "Everything – physics, quantum physics – is all tied together by numbers. It's all equations, it's all numbers. And ever since I was younger, I've been just fascinated by all of that.

"I just loved math, and it just so happened that I had taken some accounting classes in high school and really liked it. When the opportunity came to go into accounting, it was just a natural for me."

While there was a strong tendency toward law enforcement careers in his family – rangers, sheriffs and police – Weakley thought of going into social work, born of a desire to help people.

"That's how I ended up here at the credit union because I want to help people as well. It gave me an opportunity to help people with their financial lives, especially the people who are the backbone of our industry – the people who work in the stores, the people who work in the warehouse. It's primarily what you call the blue-collar workers, but they're the backbone of the grocery industry."

It's notable that Weakley has served as CEO of what is now Certified Federal Credit Union for 36 years, since 1989.

It's not that he hasn't been approached about running other credit unions or becoming a controller over the years, but he has been content working at the intersection of banking and grocery.

"I've always really loved the grocery industry. And there's something unique about credit unions," he said. "They're similar to banks, but banks are for-profit, owned by their stockholders.

"I had worked for Vons when it became publicly traded, but I felt with a credit union, they're helping the average person out there achieve the American dream, whether that's a car, whether it's a credit card, whether it's owning a house or whether it's saving for their retirement on top of their

pension... I always saw that. And it just continued to grow and grow and grow."

In 2001, Vons Employees Federal Credit Union changed its public name to Vons Credit Union and expanded its field of membership to those communities surrounding its corporate headquarters in El Monte, California, including South El Monte, Monrovia, Irwindale and parts of Temple City and Arcadia.

In 2010, Certified Federal Credit Union and Vons Credit Union joined together to become the largest grocers credit union in the western United States serving the grocery industry. They offer all the products and services offered at a big bank, but the not-for-profit, member owned organization returns profits to its members, not the bank.

"When we saw the opportunity to start serving others, we jumped at that opportunity," Weakley says of the joining of Certified Federal and Vons in 2010. Over the last 15 years, the credit union has grown from about \$300 million to nearly \$900 million in assets.

"Within a year or so, we will be \$1 billion in assets," Weakley says.



He is responsible for keeping culture strong

"We look at the world a lot alike, at least when it comes to the numbers. Even though he's a CEO, he's really a CFO at heart. When I approach him, it's always like I'm approaching another CFO, he's very much into numbers.

"When I talk to him, we speak the same language, so there isn't a lot of explaining that has to be done; he already understands what I'm saying. It makes communication a lot easier when it comes to the numbers.

"I've worked with many different CEOs. Not only worked with them, but also audited them. CEOs come from all different backgrounds. He's really different; he sees things very differently than a lot of other credit union CEOs.

"One of the biggest things I admire about Steve is that he always leads by example. I've been here for about 15 years. When I first started, I didn't report directly to him, but I still got to know Steve because he's very hands-on. He's always been approachable and easy to talk to. I don't think I've ever seen him upset or angry.

"He's a very patient person, and I really appreciate that about him. It's very difficult to find someone who cares about their employees as much as Steve does. That's another thing that really makes him shine as a CEO.

"Steve has always promoted healthy lifestyles. For example, he offers free yoga classes to employees. There's also a gym and a personal trainer available for those interested in getting fit. And he rewards us. We earn

points for minutes of exercise, and when you reach 90 points, you get a \$25 gift card. It's one of the things he's always encouraging. Every Friday, instead of bringing in doughnuts, he brings in fruit.

"Working in the credit industry for as long as I have, I've seen that a lot of credit unions, in my opinion, have lost the philosophy of what it means to be a credit union – people helping people. Many of them act more like banks than credit unions, and that's unfortunate, because that's not who we are.

"One of the things that drew me here – and has kept me here, not just because of Steve – is the philosophy this credit union maintains. This is one of the very few credit unions, as large as we are, that still holds onto the original philosophy of people helping people. One of the nice things about being here is that we don't forget who we are. We don't forget our roots.

"I hope Steve has many more years ahead of him running the show here, because he's been instrumental in keeping that culture strong in this company."



Hugo Sanchez
SVP/CFO, CFCU

From page 36

Who would you have breakfast or lunch with?

Dr. Cornel West. I may not agree with all his views, but I deeply respect his intellect and passion for humanity.

Within the industry, Dick Goodspeed is someone I would choose. Dick was mutually good friends with a good friend of mine, Al Plamann, who ran Certified Grocers.

A little while ago Pat Posey held a breakfast, and Dick Goodspeed was there, along with Jim Lee (former president of Stater Bros.) and Al Plamann. We were thinking to ourselves, why wasn't Donna invited? I responded, "Well, you know, you guys don't need me here; because you have Donna!" We were all kidding about that.

Within two months of this breakfast, both Al and Donna had passed.

So, it just tells you that when you have breakfast, you want to invite everybody who you want to spend time with and make sure you enjoy your time. You never know what tomorrow will bring.



We celebrate Steve's **exceptional leadership** and his continued contributions to all who have had the privilege of working with him.

Congratulations, Steve Weakley, on your well-deserved induction into the **Shelby Report's Food Industry Hall of Fame!**



From your friends at
CUAcceptance Group

Prioritizing his health and that of others

Despite being a busy CEO, Steve Weakley prioritizes his health and that of his team.

When the space at Certified Federal that once housed paper files was no longer needed for that purpose, Weakley led the effort to turn the space into a gym.

So Certified Federal Credit Union employees have access to the gym as well as a personal trainer three days a week – at no cost to them – at the corporate office in El Monte.

“To me, that’s a very inexpensive investment in your people,” Weakley says.



Yoga classes are held two or three days a week, drawing a large group of employees.

Every Friday, Steve makes it a habit to provide fruit, rather than doughnuts, for our employees and members.

Weakley’s early years contributed to his eventual focus on health. He had rheumatic fever when he was 3 and was bedridden for about six months. When he was a teenager, he read about President Theodore “Teddy” Roosevelt and the health problems he had overcome by working on building his physical strength.

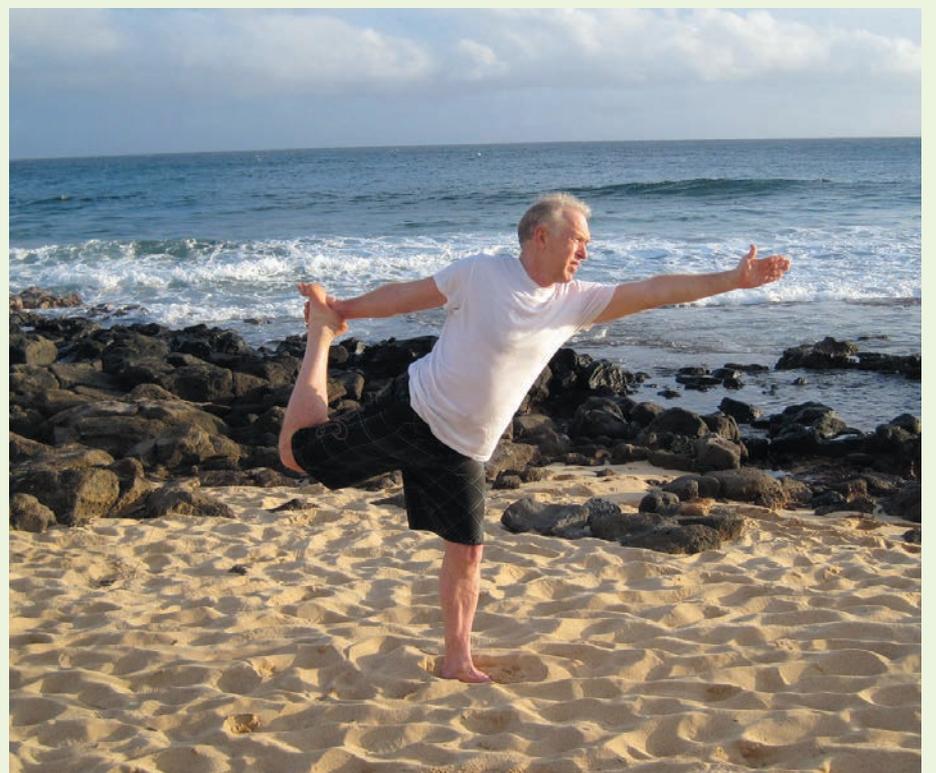
“Regarding my own physical condition, although I have a very strong heart, I felt I needed to make my heart stronger because of my health struggles when I was young. I focused on this as a teenager, and I’ve done it ever since.

“Teddy Roosevelt was an inspiration to me,” Weakley said.

Steve started working out around the age 16. He played football and was on the swim team. His brother, who had served in the Army in Korea, had learned Taekwondo and introduced it to him. Weakley started going to a Taekwondo studio and eventually earned his black belt.

“I was also interested in yoga because in some ways it’s the same – both are based on Eastern philosophy. I started to practice yoga, took up golf and continued to swim along with other activities.

“I’ve lived by the Greek philosophy of mind, body, spirit. You want to take care of all three of those things.”





'He's a great, stand-up guy'

"I liked Steve right from the beginning. Over the years, I've worked at several different companies, and not every leader stood out for the right reasons. Sometimes I questioned whether they were truly the right fit for their role.

"With Steve, it was the complete opposite. From the start, it was clear he was the kind of leader you could respect – and for me, respect is something that must be earned, not given. Steve earned mine immediately and continues to earn it every day. He's a great, stand-up guy."

"Steve is incredibly disciplined. Early on, he created a 30-year plan for the credit union. Four years ago, he completed it. That's a big reason why we're as financially strong as we are today. He executed it just like you would a personal finance plan: buy a house, save for retirement and, in 30 years, sail into the sunset. He had that same vision for the credit union and followed through on every step.

"We don't have to worry about the future. I explained it to my wife like this: If a financial crisis ever hit hard enough, we would be the last one standing.

When I first started, Steve and the late Donna Simpson told me, 'We do what's in the best interest of our members,' and gave me the freedom to figure out how to make that happen. They've always supported me and never got in the way.



Steven Campeau
VP of Real Estate, CFCU

"Over time, I realized Steve's a bit of a sly fox. By trusting you completely, he inspires you to put pressure on yourself. He never had to. And he always knew someone was watching over real estate."

Congratulations Certified Federal Credit Union Team

In remembrance of Donna Simpson and with thanks to the entire team at Certified FCU, your friends at Catalyst are proud to recognize Steve Weakley, Certified FCU CEO, for his induction into the Food Industry Hall of Fame.

Steve Weakley

2025 FOOD INDUSTRY
HALL OF FAME INDUCTEE



'He's always the smartest guy in the room'

"I've gotten to know him a lot better over the last 15 years since I've been working here, and I just really appreciate the culture that he's created at our credit union. He loves to celebrate everything, which I think is fantastic. He's still old-school in the way that he works, he expects you to do your job and show up. I appreciate that about him as well.

"You don't want to disappoint Steve. You want to go beyond his expectations whenever you can. I think the fact that he is the CEO of a company and demonstrates emotional intelligence on a level that few leaders do makes working for him such a joy and a pleasure, because he truly gets it. He's a people person.

"At the end of the day, he's extremely smart. He's always the smartest guy in the room when we sit in our meetings. I just admire him. He's been a great mentor to me and to other leaders in the credit union. He and the late Donna Simpson were the yin and the yang, and their relationship was truly special. I know he is missing her as much as I am. They were incredibly close.

"He makes money every single year. He's truly savvy when it comes to positioning the credit union into a very strong financial position. We're ranked in the top 1 percent in the nation for safety and soundness among credit unions – and that speaks volumes. He likes to say, 'growth through strength.' And he's very calculated when he's making decisions, especially when we're considering adding other credit unions. He's extremely tactical and strategic. He has guided this credit union into such a powerhouse. I see it every day; his mind is always turning.

"Steve is also very much into fitness, and he does yoga on a daily basis. He works out in the gym every day, too. We have a personal trainer at our credit union for employees who want to work out, and he's a huge believer in that. He's a leader among the team here at the credit union. He lives and breathes it, and we all aspire to be as fit as Steve is. It's fun to watch."



Gary Vlcek
SVP of Business Development, CFCU

'His leadership on display every day'

"In the relatively short time that I have known Steve, I have quickly realized he is a man of great integrity and financial knowledge. It's no mystery to me why the Certified Federal Credit Union has been so successful in the financial world and been able to help so many people in the grocery industry."

"Steve's passion to help our industry team members is broadcast daily. Steve will do anything that is in the best interest of our grocery team members. Steve doesn't like to say 'no' and his first response always seems to be, how can we say 'yes' to help."



"Steve's leadership is on display every day at Certified Federal Credit Union, and our industry is a better place because of Steve. I am honored to call Steve my friend and be able to learn from him daily."

Pat Posey
COO, Western Association of
Food Chains

CFCU honors late EVP with \$250K gift to support education in industry

Certified Federal Credit Union recently made a \$250,000 donation to the Western Association of Food Chains in memory of the late Donna Simpson, who had been the company's EVP and COO.

The credit union said it wanted to leave a legacy with WAFC because Simpson had been a longtime supporter of the organization and its programs.

Simpson, a 1996 alumna of the USC Food Industry Management Program, often shared that the experience had changed her life, providing direction and a pathway to success. She said it opened doors to opportunities she had never dreamed possible.

Simpson died Aug. 23, 2024, of injuries sustained during a cycling accident in Boise, Idaho. Described as "not just a dedicated industry veteran but a true leader," she spent 24 years with Vons in various management roles before two decades with the credit union.

In a statement, the WAFC said it plans to use the gift to honor the credit union and Simpson by making them honorary WAFC Legacy donors. The organization will "invest this great gift and use the annual profits ... to fund and champion your WAFC Legacy Donor Sponsorship and be able to carry Donna's name forward, supporting education within our industry."



Taking part in the check presentation ceremony were Kevin Lovell, Albertsons/Safeway NorCal; Gary and Nichole Vlcek, Steve Weakley, HeeSook and Jon Alden and Debbi Navarro, Certified Federal Credit Union; Rick Williams, Gelson's; and Pat Posey, WAFC.

Celebrating a Legacy of Leadership

Credit Union of Southern California proudly congratulates Steve Weakley on his well-earned induction into the Shelby Report Hall of Fame.

Steve's unwavering dedication to service, leadership, and financial empowerment has transformed Certified Federal Credit Union into the largest credit union serving the grocery industry in the Western U.S. His vision and commitment have strengthened the financial well-being of over 70,000 Members and led Certified FCU to remarkable growth, now exceeding \$875 million in assets.

As a longtime friend and partner, we are honored to celebrate Steve's incredible achievements and lasting impact on the credit union movement.

Congratulations, Steve!

Dave Gunderson
Credit Union of Southern California – Proud Sponsor



Credit Union of Southern California
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Steve Weakley
President / CEO
Certified Federal Credit Union

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Steve Weakley

2025 FOOD INDUSTRY
HALL OF FAME INDUCTEE



'Local guy' is SoCal born and bred

Steve Weakley has lived and worked in Southern California all his life. "I'm a local guy," he says.

His parents met in the Sierra National Forest, where his father worked as a forest ranger. His mother was visiting while attending Compton College. They got married, and their first three sons were born in the Sierras. But eventually, the snowy winters became too much for his Southern California-raised mom. The family moved south to Corona, where Steve and his younger sister were later born.



The mountains above Corona belong to Cleveland National Forest. Weakley's father worked out of El Cariso, where the first HotShots were based, and the family lived at the Glen Ivy ranger station, now the site of a golf course. Later, they moved to the Norco/Home Gardens area, which was still rural in the 1950s. Their neighbor had a chicken farm, his sister had a horse and their father tended a garden. "We raised everything ourselves," he says.

As the youngest boy, Weakley learned independence early. "I had to take care of myself, I didn't have any other option," he recalls. Still, he sees those years fondly. "I was blessed with a great family. We were close, and everyone got along." He also learned to work hard from a young age. "In a big family, if you wanted anything, you had to work for it."



At 14, he worked for a gardener. During high school at Corona High, he picked up jobs at a restaurant and then a gas station. This was back when attendants pumped gas and washed windshields. Two of his brothers went on to become Riverside County sheriffs, while his sister worked for three law enforcement agencies before retiring. Another brother served in the U.S. Army in Korea and Vietnam, then got a job at the Certified Grocers warehouse in Corona.

After graduating high school, Weakley learned from that brother about a summer job unloading boxcars. At 18, he joined the Teamsters. That fall, he started at Riverside City College, living at home and saving money by working summers and holidays at Certified. After earning his associate's degree, he transferred to USC. A state scholarship helped, but he also took out student loans to finish his bachelor's degree. Though his mom and a brother attended college, he was the first to earn a four-year degree, and paid off his loans in seven years.

After college, Bob Braun, former GM at Certified and then with Albertsons in Brea, reached



out to him about a job. Weakley's career began in the grocery industry. He started as a bakery cost accountant in Albertsons' Southern California division. Over five years, he worked his way up to assistant controller. During that time, he worked with Gary Michael, who would later become CEO of Albertsons.

While at Albertsons, Weakley continued his education, earning an MBA from Pepperdine. He had also married Margaret, whom he met in Pasadena after moving there for work. A registered nurse, Margaret spent 30 years in labor and delivery before retiring. They have a daughter, Nicole; a son, Marcus; granddaughters, Lucia, who attends USC, and Rose; and a grandson, Jayden.

After Albertsons, he joined Vons and worked there for 10 years as the Controller, up until the merger with Safeway. Around that time, the board approached him to run the Vons Employees Federal Credit Union as CEO. That was in 1989.

"We were small back then, but I said, 'I'm an entrepreneur. Let's see what we can build,'" he says.



'He encourages open communication'

"Unlike leaders who focus solely on profits, Steve Weakley believes that engaged employees provide better service, which in turn strengthens the organization. Steve encourages open communication. Investing in training, he has built a motivated team that drives the credit union's success.

"Steve leads with empathy, and his approach is deeply rooted in understanding and supporting people, whether they are employees or members.

"During economic downturns and the COVID-19 pandemic, many financial institutions restricted lending, but he ensured that Certified Federal Credit Union remained a source of financial support for the community and its members.



"By watching his leadership style and financial acumen through the years, he has become an inspiration to me. It has been an honor to serve on the Certified Federal Credit Union Board of Directors under the leadership of Steve Weakley."

*Debbi Navarro
CFCU Supervisory Committee Chair/
Board of Directors, Vons Store Director*

Calm, strategic approach sets him apart

"I have the privilege of working alongside Steve on Certified Credit Union's board of directors. Steve consistently demonstrates exceptional leadership, guiding his team with a clear vision and unwavering dedication. His commitment to his career is truly inspiring, and his calm, strategic approach to tackling complex challenges sets him apart as a distinguished professional.

"Steve's innovative mindset and openness to new ideas have been instrumental in the success of CFCU. His positive demeanor and collaborative nature foster a productive and supportive work environment, embodying the qualities of a true servant leader.

"What stands out most about Steve is his relentless drive for excellence. He never settles for anything less than the best and continually challenges both himself and his team to excel.



"Steve's strong work ethic, combined with his genuine care for his colleagues, cultivates a culture of respect and teamwork. His ability to inspire and motivate others is remarkable, and his lasting contributions have made a significant impact at CFCU."

*Rick Williams
Chief Marketing and Merchandising Officer, Gelson's
and CFCU Board of Directors*



CONGRATULATIONS STEVE WEAKLEY

SHELBY REPORT'S FOOD INDUSTRY HALL OF FAME INDUCTION

SWBC is an international financial services company, providing products and services to help businesses, families, and financial institutions meet some of their most critical goals. Our vision is to be the recognized leader and most trusted business partner in the financial services industry.

Steve Weakley

2025 FOOD INDUSTRY
HALL OF FAME INDUCTEE



'Almost like a father figure in some ways'

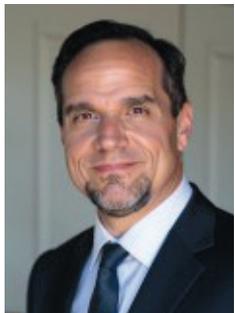
"Steve is definitely a numbers guy. I mean, you can throw any math equation at him and he'll throw an answer back at you. I don't think there's ever been anything that he can't do in his head. I've never seen anybody who can run numbers as well as him.

"He knows every credit union in the area like the back of his hand, too. Just the other day, we were going over something else, and I threw out a credit union. And he's like, 'Oh yeah, I know the CEO. I know the employees.' And he knew their stats, even – he kind of went through all their statistics. I thought, how do you know this information? Where do you keep it all?"

"He's always sending out things, articles that he's read. He underlines the key parts that he wants everybody to pay attention to. We have our strategic plans, and there's a two-hour session just at the beginning where he wants to go through all the articles he's collected throughout the year, newspaper articles and things that are important. He's almost like a father figure in some ways, too.

"He and Donna Simpson, who unfortunately passed away, almost became like my parents. I started here pretty young, so I kind of grew up with them. They've become my family in a way.

"He went to my wedding. He's watched my sons grow up. My oldest son had some health issues in his younger years, and Steve definitely participated in helping out, making sure everything was good with him. He's been there all throughout and he knows my family really well."



James Tomasso
SVP/CIO, CFCU

Early experience taught lasting lessons

When Steve Weakley started working as a Teamster at the Certified Grocers warehouse at age 18, he quickly picked up lessons that would stay with him for life.

One of the first things he remembered was a speech from the plant manager, who said: "This is no slave house, but it's no playhouse."

At the time, tensions between union and management were "very strong," he recalled. Supervisors constantly walked around, yelling at workers.

"Everything was a stick; no carrot."

Even as a teenager, he noticed that many of the grown men in the warehouse – husbands and fathers outside of work – were treated like schoolchildren once they clocked in.

He told himself, "If I ever get the chance, I'm going to treat everyone like a human being ... I'm going to focus on cooperation at work."

"I always believed even back in the warehouse or in the stores that if you treat people right, you'll get much more from them than if you rely on fear or pressure. I learned that lesson my very first week on the job."

CONGRATS

Steve Weakley!

YOUR LEADERSHIP AND VISION
CONTINUE TO INSPIRE, AND WE'RE
HONORED TO SUPPORT YOU AND
CERTIFIED FCU ALONG THE WAY!

SW&M LLP



On behalf of Guillermo Escobedo and the Constangy family, we extend our warmest congratulations to **Steve Weakley**, CEO of Certified Federal Credit Union, for his highly deserved induction to The Shelby Report's Food Industry Hall of Fame.

Guillermo Escobedo

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Allied Payment Network and Access Softek join in congratulating **Steve Weakley** on his induction into the **Food Industry Hall of Fame**—a well-earned recognition of his extraordinary leadership and lifelong service. We're proud to partner with Certified Federal Credit Union and support the innovative, member-first approach Steve has championed for over 36 years. His vision has helped CFCU become a trusted financial partner to thousands in the food industry.

We're honored to stand alongside CFCU in delivering the digital banking solutions that help them continue their mission of impacting the communities he so passionately serves.

Here's to even greater success ahead.



www.alliedpayment.com

Steve Weakley | Certified Federal Credit Union



STEVEWEAKLEY

CONGRATULATIONS TO STEVE WEAKLEY

on a well deserved induction into the Shelby Report's Food Industry **Hall of Fame**. What an incredible accomplishment!