



**Pete Crear**  
Chief Executive Officer

## A New Approach for a Changing World

As the world around us changes, so too has World Council of Credit Unions and its international credit union magazine, *Credit Union World*.

I am proud to introduce the new design of one of our key platforms to highlight member initiatives and WOCCU's development programs across the globe. In this issue, the Cambodia feature article demonstrates the importance of collaboration, as WOCCU and the Credit Union Foundation of Australia leverage the Canadian Co-operative Association's earlier work to rebuild trust at the community level.

Through *Credit Union World*, 25,000 readers around the world come together to learn new approaches to the challenges they face. We all talk about the aging credit union population and the need to push growth, both international issues identified by WOCCU's seven largest members at our inaugural G7 meeting in late 2006. Canada's initiative to attract and retain young leaders in the credit union sector provides lessons for all of us. We also demonstrate how one US credit union is using WOCCU's remittance program to build its membership in the face of changing demographics in the United States.

It's easy to showcase the big successes, but what about the people who make them happen? "Everyday Hero" features someone who makes the world a better place through his or her daily work in credit unions. And you'll get to know WOCCU staff in our new "Behind the Scenes" column.

We continue to leverage our developed member systems to help our emerging members catapult ahead. Our International Partnership program has grown to involve numerous state leagues, credit union centrals, corporates and developing systems. Partners from North Carolina and other states realize that the benefits of these intercultural exchanges go both ways.

Our platforms for knowledge exchange bring developed and developing members together to learn from each other. Keynotes at the 2007 World Credit Union Conference in Calgary, Canada will address topics of global concern that greatly impact credit unions.

I've been focused lately on WOCCU's initiative to expand credit union services in China. We recently concluded a study in cooperation with the People's Bank of China on the country's Rural Credit Cooperative (RCC) reforms and were pleased that the recent structural and operational reforms were in line with international best practices. Although more than 200 million RCC members have been raised out of poverty in the last 20 years, members have yet to feel the full effect of economic progress. The potential impact of credit union development is astounding in a country like China, where millions of people still lack access to basic financial services.

The world is always changing, and together we make a difference—one member at a time.

I look forward to seeing you in Calgary.

*Pete Crear*



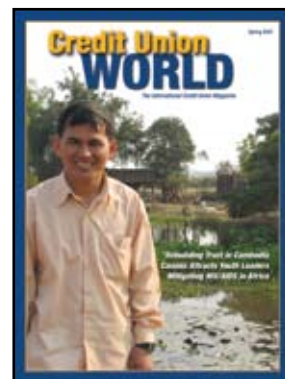
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