

WE'RE COMMITTED TO PROVIDING BANKING PRODUCTS  
AND SERVICES THAT SUPPORT YOUR FINANCIAL JOURNEY.



With 18 branch locations across the North State, we are your community bank!

# 2025 ANNUAL REPORT

From a first Checking account to retirement plans and everything in between, we provide the guidance and support needed for financial success.

Level up with Sierra Central's new digital banking platform, which launched February of 2026.

.....



[SIERRACENTRAL.COM/DIGITAL](https://sierracentral.com/digital)



**AERIAL VIEW OF OUR HQ BUILDING WITH THE WORLD'S SMALLEST MOUNTAIN RANGE, THE SUTTER BUTTES, FEATURED IN THE BACKGROUND.**

**WE SERVE OUR MEMBERS WITH 18 BRANCH LOCATIONS, CALL CENTER, VIRTUAL BRANCH, AND OFFER MEMBERS ACCESS TO OVER 30,000+ SURCHARGE FREE ATMS.**

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**MEMBER EXCLUSIVE PROMOTIONS AND OFFERS!**



Check out past Annual Report Publications at [SierraCentral.com/about](https://SierraCentral.com/about)

CELEBRATING  
26 YEARS

From CFO to President and now CEO,  
Ron Sweeney has served our membership  
for nearly three decades!

OUR MISSION IS SIMPLE:  
SERVE WITH INTEGRITY, LEAD WITH PURPOSE,  
AND ALWAYS PUT OUR MEMBERS FIRST

# TO OUR MEMBERS

Your credit union remains strong, resilient, and positioned for continued growth. Despite a challenging economic environment, we achieved solid net income growth in 2025 and continued investing in improvements that enhance the member experience.



Sierra Central remains focused on building a better, more accessible credit union for our members, and we're proud of both the service our team delivers and the successful launch of our new digital banking platform as we continue working to enhance your experience every day.

With improvements to banking happening daily, we do still hear from members that they wish we were easier to do business with—we're acting on it! Our digital banking upgrade was a milestone first step and now we plan to enhance our Online Account Opening and Loan Application platforms, making banking with us more intuitive and user-friendly.

## BUSINESS CLIMATE

Economic conditions in 2025 continued to present challenges. While inflation has moderated, prices remain elevated across our markets, which impact members, loan demand, and our overall financial performance. High costs for vehicles and housing have reduced affordability for many consumers. Additionally, disruptions in

**Net income for 2025 totaled \$6.8 million, an increase of \$5.7 million over 2024.** This improvement reflects positive momentum, and we remain well-capitalized and financially sound.

California's insurance market have created further financial strain for individuals and families. These factors have contributed to lower loan demand and declining savings balances across the industry. We're experiencing higher loan losses, driven by ongoing inflation and a softening economic environment. Although the Federal Reserve has lowered interest rates in recent quarters, persistent inflation has limited the impact of those actions. We expect these economic challenges to continue into 2026.

## EARNINGS AND FINANCIAL PERFORMANCE

Sierra Central delivered strong financial improvement in 2025. Total net interest income and non-interest income reached \$64 million, an increase of \$10.6 million over 2024. Growth was driven by loan and investment repricing, along with increased transaction-related revenue. Total operating expenses were \$44.4 million, up \$3 million from the prior year, primarily due to higher labor, benefits, and general operating costs. Inflation has created financial hardship for some members, particularly in the Auto Loan segment, resulting in elevated delinquency and default rates. As a result, we increased our provision for credit losses to \$12.7 million, \$1.9 million higher than 2024. While this reflects ongoing economic pressure, we're able to absorb these losses through current earnings.

We continue to take proactive steps to strengthen our credit quality, including refining credit standards and improving collection efforts. We're working to reduce our concentration of Auto Loan's which currently represents the largest portion of our portfolio. Our focus remains on expanding Retail Consumer, Real Estate, and Business Lending; although loan growth may be modest in the near term, we are positioning ourselves for a more balanced and diversified portfolio in the years ahead.

## INVESTMENTS

Improving member convenience remains a priority, reflected in the early 2026 launch of our enhanced Online and Mobile Banking platform—with significant user experience improvements and new financial management tools as well as our commitment to investing in our 18 branch locations, which is a larger footprint than many credit unions of size. Most of our branches have been built, relocated, or renovated to improve access, functionality, and visibility.

## Looking ahead:

- **Auburn** - We plan to relocate our branch to a newly acquired, highly visible site, with construction expected to begin in 2026 and an opening targeted for 2027.
- **Plumas Lake** - A new branch is underway, with land secured and design and site development progressing toward an anticipated 2027 opening.

## GRATITUDE

Our mission is to serve our members. As a credit union, we do not have stockholders as our members are our owners. We're grateful for the trust you place in us and work every day to earn your business.

Serving our members has been a true honor, and I have been fortunate to work with an exceptional team—from our volunteer Board of Directors to our leadership and staff—whose commitment makes this organization special; as I enter the final year of my career, I am profoundly grateful for the privilege of serving you and being part of a team dedicated to improving our members' lives.

Thank you for your continued support,

**Ron Sweeney**  
President & CEO

10+ YEARS  
OF SERVICE TO  
THE MEMBERS

From volunteer efforts on the Supervisory Committee to his role on the Board, **Tony Galyean** has consistently demonstrated exceptional leadership, integrity, and dedication to the organization.

# CHAIRMAN'S STATEMENT

Our members are at the heart of every decision we make. As Board Chair, I am dedicated to strengthening Sierra Central's ability to support your financial goals today and well into the future.



## 2025 YEAR IN REVIEW

I'd like to take a moment to reflect on the past year. The 2025–2026 period has been marked by meaningful progress at Sierra Central—advancements designed to strengthen the value we deliver to our members and ensure we continue keeping pace with the rapid evolution of financial services, technology, and member needs.

Our Credit Union navigated significant headwinds this year as tightening margins, elevated interest rates, and persistent inflation created a challenging operating environment. These pressures affected lending costs, compressed profit margins, and influenced our members' saving behaviors and borrowing patterns. Regulatory pressures require staff to remain vigilant in navigating these ever-changing landscapes; particularly in areas such as data privacy and financial crime prevention. Additionally, your Credit Union was dedicated to adapting to changes in the digital landscape and investing in technology to improve member experience and operational efficiency. To this end, I am

thrilled to report that our Credit Union's migration to a completely new digital platform, earlier this year, went as seamless as we could have hoped for and that our member feedback has been overwhelmingly positive.

To keep a watchful eye on the stability and soundness of our Credit Union, my fellow Directors and I, along with the Supervisory Committee, closely monitor the financial performance of our Credit Union throughout the year with our primary focus being to ensure the financial strength and soundness of the Credit Union and thereby set the stage for profitable years. Typically, a financial institution is considered well-capitalized when it has a net worth of at least 7%. With this in mind, I am thrilled to report that we ended 2025 with a net worth of 9.80%, which demonstrates that Sierra Central remained healthy throughout 2025. In 2025, we reported a net income of \$6.8 million, which was \$1.4 million less than budget, but represented a significant improvement over year end 2024. The single stiffest headwind to profitability

in 2025 remained our high provision for loan losses. To address this, the Board of Directors allocated new human and financial resources to our Asset Recovery Department which we anticipate will have a positive effect to profitability in 2026. While we operate as a nonprofit, maintaining a positive financial position annually is critical to ensuring the Credit Union's long-term health and sustainability. Generating income is the most reliable way to increase our net worth and support growth, thereby enhancing the financial services and technologies.

At Sierra Central, our commitment to being a trusted financial partner is unwavering. We place member needs at the forefront and strive to deliver meaningful value through every product and service we offer. I am confident in the strength of our executive and volunteer leadership, and I want to assure you that, as Chair, I will continue to focus on improving member experience and safeguarding Sierra Central's competitiveness in an ever-changing financial landscape.

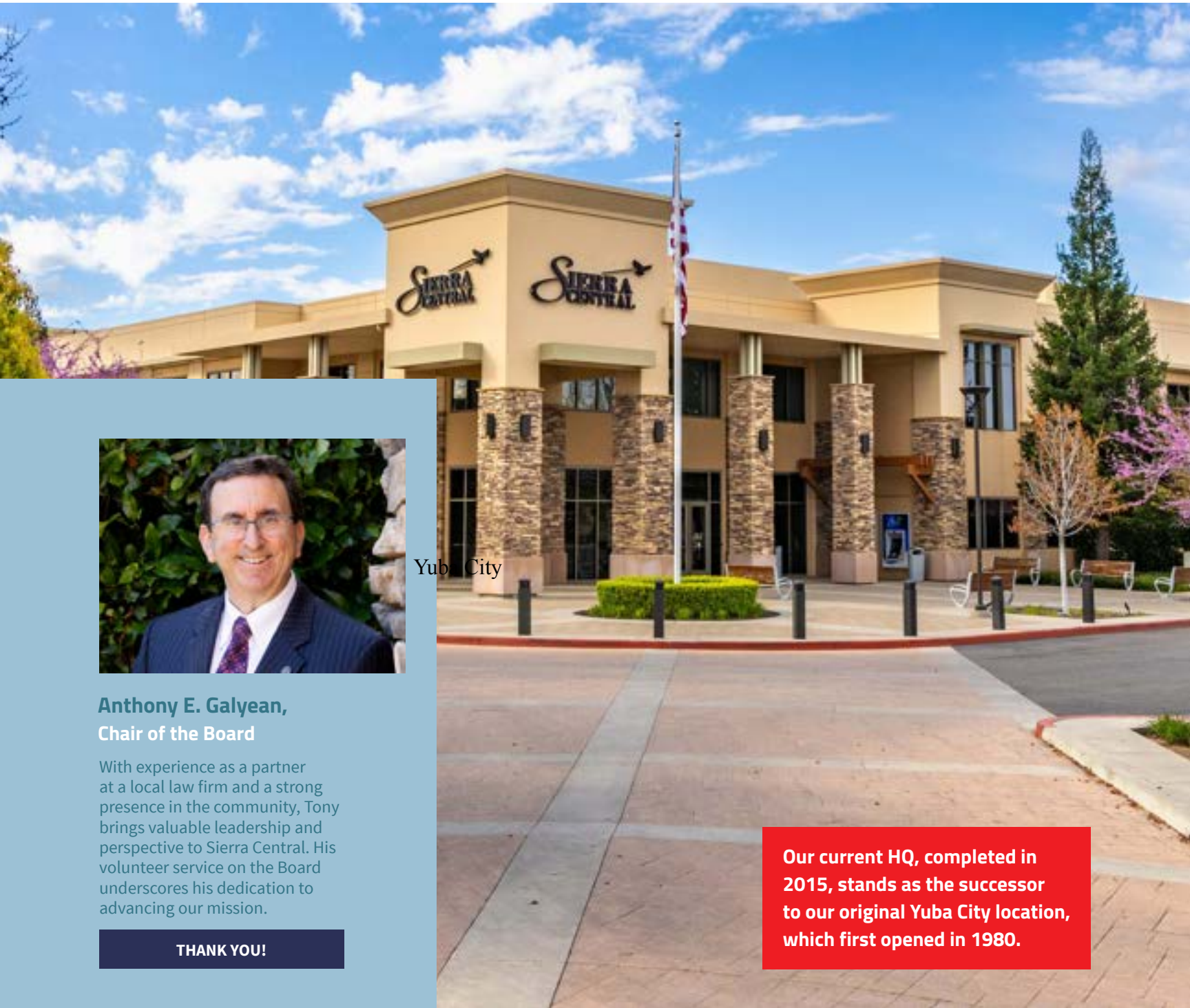


**YOUR CREDIT UNION IS ALWAYS WITHIN REACH**

(800) 222-7228 / [SierraCentral.com/support](https://SierraCentral.com/support)

# 76,000+

# SIERRA CENTRAL CREDIT UNION MEMBERS



Yuba City

### **Anthony E. Galyeon, Chair of the Board**

With experience as a partner at a local law firm and a strong presence in the community, Tony brings valuable leadership and perspective to Sierra Central. His volunteer service on the Board underscores his dedication to advancing our mission.

**THANK YOU!**

**Our current HQ, completed in 2015, stands as the successor to our original Yuba City location, which first opened in 1980.**



**NEW DIGITAL TECHNOLOGY**



**1.4+ BILLION IN ASSETS**



**18 BRANCH LOCATIONS**

# LEADERSHIP & GOVERNANCE

## Board of Directors



**Tony Galyean**  
Chair



**Tib Belza**  
Vice Chair



**Diane Myers**  
Treasurer



**Dan Mierzwa**  
Secretary



**Devin Barber**  
Director



**Baldev Johal**  
Director



**Sean Minard**  
Director

## Supervisory Committee



**Ben Moody**  
Chair



**Lee McPeak**  
Vice Chair



**Mike Hudson**  
Secretary

**MEMBER ELECTED  
GOVERNANCE**

Oversight to ensure the highest standards of **accountability** and **member protection**.

**WE'RE COMMITTED TO ENSURING STRONG OVERSIGHT,  
TRANSPARENCY, AND PROTECTION OF OUR MEMBERS' ASSETS**

# SUPERVISORY COMMITTEE REPORT

Our primary duty is to assess the effectiveness of the financial and procedural controls employed by the Credit Union.

Your Sierra Central Supervisory Committee is a three-member group elected by the Credit Union's membership. We have the important responsibility of serving as the guardians of the Credit Union's safety and soundness. Our committee consists of three members with diverse backgrounds in education, public service, and business operations: Ben Moody (Chair), Lee McPeak (Vice-Chair), and Mike Hudson (Secretary).

We engage industry specialists to conduct thorough audits of both the financial practices and procedural controls of the Credit Union to ensure the protection of our members' assets. These audits cover a wide range of topics, including branch operations, member account verification, lending practices, financial management, and internal controls to ensure compliance with regulations such as OFAC (Office of Foreign Assets Control) and BSA (Bank Secrecy Act), as well as the Credit Union's Information Technology infrastructure and policies.

The Supervisory Committee works closely with the Credit Union's Internal Audit Department and external professionals who serve as impartial reviewers of our procedures and finances. In 2025, we

engaged the services of Baker Tilly, one of the top 10 accounting firms in the US, to perform an annual evaluation and audit of Sierra Central's financial statements and accounting controls. Following our detailed review of their audit, we are pleased to report that Baker Tilly issued an opinion indicating that Sierra Central Credit Union maintains strong internal controls and that financial statements are fairly and accurately represented in accordance with Generally Accepted Accounting Principles (GAAP).

As Chair of the Supervisory Committee, I am pleased to report that the financial condition of your institution remains strong, and your assets are safe. We are committed to our oversight duties and will continue to exercise our judgment in the best interests of our members, safeguarding the Credit Union's strength, safety, and soundness.

I would like to thank the Board of Directors, Sierra Central's Internal Audit Department, management, and staff for their continued support. I also want to express my gratitude to our members for the trust you place in us year after year.

1. Ensuring transparency and accountability
2. Safeguarding assets and financial integrity
3. Supporting sound operations and compliance



**Ben Moody**  
Supervisory Committee Chair

**PROVIDING CONFIDENCE TO MEMBERS AND LEADERSHIP  
WITH OVERSIGHT AND INTEGRITY**

REVIEW / PROTECT / ASSURE

OVER \$300M  
IN LOANS GRANTED  
TO MEMBERS

Sierra Central Credit Union's financial overview is being covered in the below Board of Directors Treasurer Report.



# FINANCIAL PERFORMANCE & FISCAL STEWARDSHIP

Sierra Central granted over \$300 million in loans in 2025, experiencing growth in Personal, Real Estate, and Member Business loan categories. These gains were significant but not enough to overcome planned attrition in our secured portfolio and a small decline in our credit card portfolio. Overall, the portfolio declined by \$17.8 million in 2025.

Total member shares grew \$18.2 million in 2025. Regular Savings, Money Markets, IRAs, and Business Savings balances declined and were offset by growth in Checking and Share Certificate balances. Total assets grew to \$1.480 billion at year-end. Equity reserves grew by \$6.8 million totaling \$145.7 million. Credit unions are considered "well capitalized" when their net ratio exceeds 7.0%. Sierra Central ended the year with a net capital ratio of 9.80%.

The Credit Union's overall earnings improved in 2025. Growth in interest income and non-interest income sources outpaced growth in expenses. Net income grew as a result. Elevated loan delinquency and related loan write-offs cause a need to fund loan loss reserves at a high level. In total, the Credit Union earned \$6.8 million in net income.

## STATEMENT OF FINANCIAL CONDITION

The Credit Union's loan portfolio declined by \$17.8 million and totaled \$1.014 billion at year-end 2025. Personal loans grew by \$74,000, real estate loans grew by \$15.1 million, business loans grew by \$7.1 million. These gains were offset by \$714,000 in run-off

credit card balances and \$39.7 million in run-off secured (mostly auto) loan balances. Attrition in secured balances was planned and was a result of a strategy to reduce our Auto Loan concentrations in the portfolio.

Cash and investment balances grew during the year. We experienced growth of \$39.7 million in cash and liquid investments, and we experienced growth of \$6.3 million in term investments. Our portfolio is conservative and has a duration of 1.5 years. Over 98% of the portfolio is invested in U.S. Treasuries or Government Agencies. The portfolio yield was 3.76% at the end of 2025.

Total member shares grew \$18.2 million in 2025. Regular savings declined \$11.2 million, money market savings balances declined \$1.2 million, IRA certificate balances declined \$0.7 million and business savings balances declined \$2.0 million in 2025. These declines were offset by \$19.5 million in growth in checking and \$13.6 million in growth share certificate balances during the year. Total assets grew to \$1.480 billion at year-end. Equity reserves grew by \$6.8 million totaling \$145.7 million. Sierra Central ended the year with a net capital ratio of 9.80%.

## STATEMENT OF INCOME

Loan interest revenue grew \$3.7 million during the year due to interest rate increases in new loans generated during the year. Investment interest income grew \$5.3 million during the year due to growth in balances and higher market interest rates. Total interest income for 2025 was \$75.9 million and was

\$9.1 million more than the previous year.

Share dividends and interest expense for 2025 was \$24.8 million and was \$1.0 million less than the year prior. The dividend decline was due to Federal Reserve interest rate reductions and related lower market interest rates during the year.

Net interest income for 2025 totaled \$51.1 million, \$10.2 million more than we earned in 2024. Provision for loan loss expense was \$12.7 million and was \$1.9 million more than 2024. Both numbers are above normal levels due to elevated loan delinquencies (particularly Auto Loans), and related loan charge-offs. We're expensing approximately \$6 million more than we would need to during a normal economic cycle. Higher cost of living, and auto insurance in combination with weaker employment are factors contributing to the higher rate of loan defaults.

Operating expenses in 2025 were \$44.4 million and were \$3.0 million more than the previous year. Included in the \$3.0 million in operating cost growth, were \$1.5 million in non-recurring costs.

Net income for 2025 totaled \$6.8 million, which was \$5.7 million more than in 2024. Both numbers were negatively impacted by elevated expense for loan reserves. Though our income is below our desired profit level, we're trending positively and paying for elevated loan losses in the current period without diluting our equity strength.

## 1 FINANCIAL STEWARDSHIP

Ensuring Sierra Central's finances remain strong, stable, and responsibly managed.

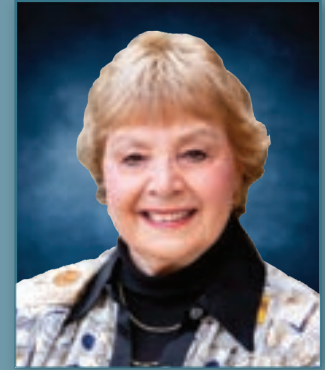
## 2 STRATEGIC OVERSIGHT

Guiding financial decisions that support long-term growth and member value.

# 35+ YEARS

## SERVING OUR MEMBERSHIP IN A VOLUNTEER CAPACITY ON THE BOARD

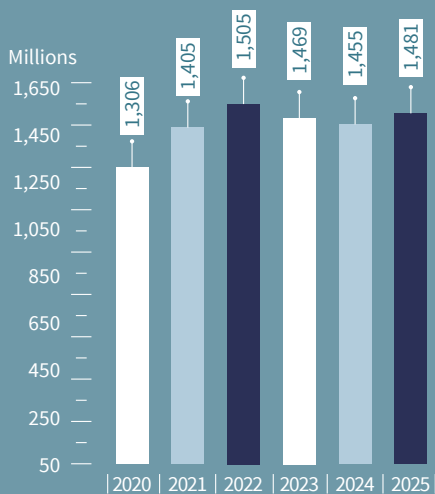
WOMEN'S DAY 2025: Diane Myers alongside Sierra Central leadership



**Diane Myers**  
Board Treasurer

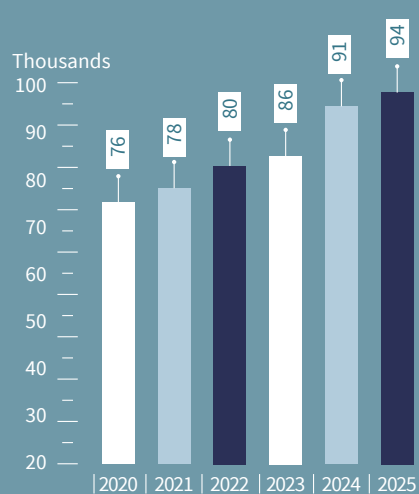
### ASSETS OVER A 6 YEAR GROWTH CYCLE

Over the past six years, Sierra Central has seen **13.42% of Asset Growth**. The numbers below, by year, are referenced in millions.



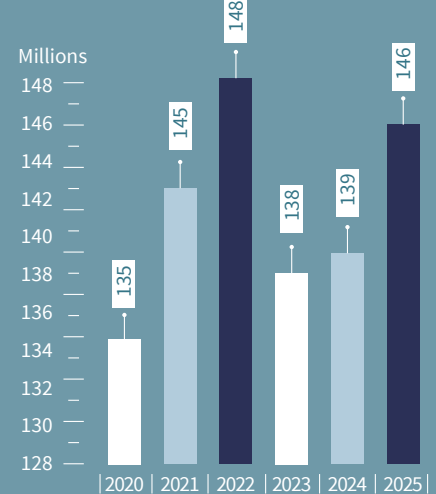
### MEMBER ACCOUNTS OVER A 6 YEAR GROWTH CYCLE

Over the past six years, Sierra Central has seen **23.62% of Member Account Growth**. The numbers below, by year, are referenced in thousands.



### EQUITY OVER A 6 YEAR GROWTH CYCLE

Over the past six years, Sierra Central has seen **8.12% of Equity Growth**. The numbers below, by year, are referenced in millions.



## 3 FISCAL ACCOUNTABILITY

Maintaining transparent reporting and sound practices across all financial operations.

## 4 PERFORMANCE MONITORING

Reviewing results and trends to keep the Credit Union on a healthy financial path.




# Building Stability for our Members

## STATEMENT OF FINANCIAL CONDITION

as of December 31, 2025

Cash & Cash Equivalents	178,465,730
<b>Investments</b>	
Available-for-Sale Securities	-
Held-to-Maturity Securities	227,106,124
Non-SFAS 115 Investments	5,624,200
<b>Total Investments</b>	<b>232,730,324</b>
<b>Loans</b>	
Unsecured	44,404,871
Secured	611,447,073
Real Estate	272,176,260
Credit Card	24,795,120
Commercial	54,727,185
Other	6,654,226
Total Loans	1,014,204,735
Allowance for Credit Losses	-20,552,399
<b>Net Loans</b>	<b>993,652,337</b>
Fixed Assets	37,787,554
Other Assets	38,114,192
<b>Total Assets</b>	<b>1,480,750,136</b>
<b>Liabilities</b>	
Payables & Misc.	11,169,058
Notes Payable	-
<b>Member Shares</b>	
Regular Shares	307,284,879
Checking	202,182,062
Money Market	338,924,587
Certificates	407,594,186
IRA Certificates	31,591,891
IRA	11,574,254
Escrow	1,470,446
Commercial	23,255,393
<b>Total Member Shares</b>	<b>1,323,877,697</b>
<b>Equity</b>	
Retained Earnings	137,412,142
Equity Acquired in Merger	8,291,238
<b>Total Equity</b>	<b>145,703,380</b>
<b>Total Liabilities, Shares &amp; Equity</b>	<b>1,480,750,136</b>

The Financial Statements are unaudited. The 2025 Audit Report and Disclosure Notes are available upon request.

 \$24.7M Dividends  
Paid to Members

 \$6.8M Reserves

 \$1.48B Total Assets

# FINANCIAL POSITION

A Year in Review

# STATEMENT OF INCOME

as of December 31, 2025

Loan Interest Income	65,658,389
Deferred Loan Origination Costs	(4,737,288)
Investment Interest Income	15,002,371
<b>Total Interest Income</b>	<b>75,923,472</b>
Dividends Paid to Members	24,793,425
Interest on Borrowed Funds	
<b>Total Interest and Dividend Expense</b>	<b>24,793,425</b>
Net Interest Income (before loan losses)	51,130,047
Less Provision for Loan Loss Expense	12,760,050
<b>Net Interest Income (after loan losses)</b>	<b>38,369,996</b>
Fee Income	10,757,816
Other Income	2,186,836
<b>Total Non-Interest Income</b>	<b>12,944,652</b>
Compensation & Benefits	20,900,513
Training, Travel, Conference & Dues	396,211
Office Occupancy & Operations	18,867,527
Education and Promotion	573,145
Loan Servicing	1,823,593
Professional Services	1,742,695
Supervision & Examination	178,284
Miscellaneous Expense	7,740
<b>Total Non-Interest Expense</b>	<b>44,489,709</b>
Non-Operating Gains & Losses	50,975
<b>Net Income</b>	<b>6,875,915</b>

DRIVING STRATEGY AND INNOVATION  
WHILE SERVING OUR MEMBERS

# EXECUTIVE LEADERSHIP



RON SWEENEY  
PRESIDENT & CHIEF EXECUTIVE OFFICER



MICHAEL CARTOSCELLI  
CHIEF RETAIL OFFICER



BARBARA MENEFF  
CHIEF ADMINISTRATIVE OFFICER



ERNIE MARTIN  
CHIEF LENDING OFFICER



NOEL MAGANA  
CHIEF INFORMATION OFFICER



Learn more about our team at [SierraCentral.com/about](https://SierraCentral.com/about)

# LEADERSHIP SHAPES THE FUTURE OF HOW WE SERVE

Our executive team embraces innovation, collaboration, and responsible banking to strengthen Sierra Central’s impact. Their work ensures we continue delivering meaningful value and dependable service to every member we support.



## THANK YOU **STEPHANIE DICKINSON** FOR 25+ YEARS OF SERVICE TO OUR MEMBERS & TEAM!

Stephanie Dickinson retired this year following an extraordinary 26 year career with Sierra Central. She joined the Credit Union in 2000 as Accounting Manager and quickly distinguished herself through her expertise, work ethic, and leadership. Stephanie built a strong accounting foundation, implemented sound financial practices, and assembled a highly capable team. Her success led to her promotion to VP/ Controller in 2006, and just three years later, she advanced to Senior Vice President and Chief Financial Officer.

Throughout her tenure,

Stephanie served as a steadfast steward of the Credit Union’s financial health, guiding the executive team and Board of Directors through periods of both challenge and growth. From navigating recessions and natural disasters to implementing complex asset liability management and CECL models, she approached every responsibility with determination and skill. Capturing the full scope of her contributions over 26 years is nearly impossible, but her legacy of integrity, stability, and excellence will continue to benefit Sierra Central for years to come.



**Executive Leadership Team**

**EVERY DECISION REFLECTS OUR COMMITMENT TO SERVING MEMBERS WITH INTEGRITY AND EXCELLENCE**

- 1 Guiding Sierra Central’s strategic direction
- 2 Ensuring efficiency across all departments
- 3 Driving progress for our members and communities

**VICE  
PRESIDENTS**

**Turning strategy into action,**  
driving the initiatives that move  
Sierra Central forward.



**Madison Barton**  
Consumer Lending



**Dennis Bing**  
Asset Recovery



**Russell Flores**  
Retail Banking - North



**Gayle Gines**  
Internal Audit



**Jeffery Gruis**  
Human Resources



**Sara Hodge**  
Accounting



**Jamie Keith**  
Marketing & PR



**Holly Lufkin**  
Leadership & Development



**Christine Ott**  
Commercial Lending



**Walter Pajares**  
Real Estate Lending



**Meghan Roberts**  
Compliance



**Daniel Roe**  
Retail Banking - South

**TIME TO JOIN THE SIERRA CENTRAL TEAM**

If you feel it's time for a new career, explore our job opportunities throughout Northern California, by visiting [SierraCentral.com/careers](https://SierraCentral.com/careers).

OUR TEAM OFFERS BACKGROUND IN A DIVERSE PORTFOLIO INCLUDING: BANKING, LENDING, INVESTING, RETAIL, ACCOUNTING, LEGAL, HUMAN RESOURCES, TRAINING, MARKETING, AND PUBLIC RELATIONS

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**SERVICE AT THE CORE**

# DEDICATED TO SERVING OUR MEMBERS BY LEADING OPERATIONS AND DRIVING EXCELLENCE

*Expanding ways for members to bank easier.*

Brant is concluding more than five years of dedicated service to Sierra Central staff and our members. Throughout his tenure, he provided strong leadership, deep industry expertise, and meaningful support to the financial success of our business members.

Thank you Brant!



**Brant Meyer**  
VP Commercial Lending

**THANK YOU FOR YOUR MEMBERSHIP!**

## 18 BRANCH LOCATIONS

Today our goal is to continue to serve the North State throughout Yuba, Sutter, Butte, Glenn, Shasta, Lassen, Tehama, Placer, El Dorado, Nevada, Amador, Colusa, Plumas, Sierra, Yolo, Sacramento, Alpine, Modoc, and Tuolumne counties.

DEDICATED TO DELIVERING FINANCIAL GUIDANCE THAT SUPPORTS YOUR FINANCIAL WELL-BEING

# BRANCH LEADERSHIP SPOTLIGHT



1

**Ashely Kern**  
Yuba City Branch VP

For over 23 years, Ashley has been dedicated to helping members in the Yuba-Sutter area grow their wealth, through tailored financial advice and a team who provides winning service.

#1 BANK/CU IN YUBA-SUTTER



2

**Hailey Kuss**  
Red Bluff Branch VP

We welcome Hailey back to our Red Bluff location after leading the Anderson team, as she continues to support members in achieving their goals with more than a decade of experience at Sierra Central.

LOCAL RED BLUFF RESIDENT



3

**Jamie Harris**  
Susanville Branch VP

Jamie's leadership has driven her team to repeated branch-level achievements, earning many awards throughout her nine-year tenure with Sierra Central.

AWARD WINNING TEAM



4

**Kelly Wright**  
Placerville Branch VP

Kelly joins our leadership team with more than 20 years of banking experience. Her expertise brings added strength and confidence to the support we provide our members in El Dorado County.

PHILANTHROPIC WORK



WE INVITE YOU TO DROP BY ONE OF OUR 18 LOCATIONS OR SET UP AN APPOINTMENT ONLINE TO EXPEDITE SERVICE

[SierraCentral.com/find-a-branch](https://SierraCentral.com/find-a-branch)



## VISIT OUR WHEATLAND LOCATION AND SEE WHY THEY WERE THE TOP BRANCH IN 2025

Established in 2020, our Wheatland location sits on the corner of HWY 60 and McDevitt Drive. Branch VP, Chris Smith has lead a small but very successful team in growing community engagement and adding financial literacy programs in the area—driving success and partnerships for the longhaul.

**503 MCDEVITT DR., WHEATLAND**





## CELEBRATING THE TENURE AND TALENT OF OUR TEAM

# YEARS OF SERVICE

### EMPLOYEES - 16 YEARS+

Rhonda Eliason - Construction/  
Facilities Assistant Manager, Facilities ..... 38 years

Colleen Gibson - Utility Clerk, Utilities ..... 28 years

Heather Paxton - Business Development Manager,  
Indirect Lending ..... 28 years

Meghan Roberts - VP, Compliance ..... 28 years

Alex Roldan-Leben - Network Senior  
Technical Advisor, ISIT ..... 27 years

Ron Sweeney - President/Chief Executive Officer ..... 26 years

**Stephanie Dickinson - SVP/Chief Financial Officer ..... 25 years**

**Grace Marran - Utility Clerk, Utilities ..... 25 years**

**Barbara Menefee - SVP/Corporate Admin. Officer ..... 25 years**

**Bonnie Seigler - Utility Clerk, Utilities ..... 25 years**

Stephanie Terrell - Bankruptcy/Legal Specialist,  
Asset Recovery ..... 24 years

David Bumpus - Business Development Manager,  
Indirect Lending ..... 23 years

Sara Hodge - VP, Accounting ..... 23 years

Ashley Kern - Branch VP, Yuba City ..... 23 years

Rocio Bagley - Mail Processing Specialist,  
Electronic Services ..... 21 years

Daniel Roe - Regional VP, Retail Banking ..... 21 years

Michelle Frarck - Accounting Specialist,  
Accounting ..... 21 years

**Chera Atwal - Call Center Manager, Call Center ..... 20 years**

**Jessica Bagley - Call Center Lead, Call Center ..... 20 years**

**Julie Buzzard - Branch VP, South Yuba City ..... 20 years**

**Kim Gagner - Electronic Services Supervisor,  
Electronic Services ..... 20 years**

Shari Kue - Loan Processor, Lending ..... 19 years

Karen Levi - Asset Recovery Specialist, Asset Recovery ..... 19 years

Jaime Luna - Underwriter, Lending ..... 19 years

Kong Thao - Loan Processing Supervisor, Indirect Lending ..... 19 years

Sharon Garcia - Inside Real Estate  
Loan Officer/Trainer, Real Estate ..... 18 years

Natalie Davenport - Mail Processing Specialist,  
Electronic Services ..... 17 years

Martha Del Toro - Bankruptcy/Legal Specialist,  
Asset Recovery ..... 16 years

Robin Edwards - Asset Recovery Specialist, Asset Recovery ..... 16 years

Michael Sellers - Credit Analyst, Lending ..... 16 years

### EMPLOYEES - 15 YEARS

Yesenia Blanco - Underwriter, Lending

Lianne Decker - Accounting Supervisor, Accounting

April Graziano - Call Center Lead, Call Center

### EMPLOYEES - 14 YEARS

Madison Barton - VP, Consumer Lending

Paula Kalbaugh - Branch VP, Redding

### EMPLOYEES - 13 YEARS

Ann Marie Goyhenetche - DMV Processor, Lending

Scott Madsen - Underwriter, Lending

Robin Rocha - Real Estate Loan Closer Funder, Real Estate

Daniel Sandoval - Accountant, Accounting

### EMPLOYEES - 12 YEARS

Kathy Steiner - VP, Information Systems & Technology

### EMPLOYEES - 11 YEARS

Leann Baker - Loan Servicing Specialist, Lending

Jennifer Hardy - Branch VP, Chico

Christopher Powers - Underwriter, Lending

Tricia Watson - Procedures Program Specialist,  
Training & Development

### EMPLOYEES - 10 YEARS

Cara Sweeney - Branch VP, South Lake Tahoe

Tara Fieth - Business Analyst, ISIT

Steven Magallanes - Branch VP, Roseville

Russell Flores - Regional VP, Retail Banking

Leann Baker - Loan Servicing Specialist, Consumer Lending

We extend our gratitude to each of our retiring team members for their dedication, commitment, and lasting contributions to Sierra Central.

# 175+

## HONORING THE COMBINED SERVICE OF OUR RETIRING TEAM

*2025 was a year of change for the Credit Union, with tenure associates retiring.*

**38**  
Years

**RHONDA ELIASON**  
Facilities Assistant Manager




**28**  
Years

**COLLEEN GIBSON**  
Utility Clerk





**25**  
Years

**BONNIE SEIGLER**  
Utility Clerk




**13**  
Years


**KATHY STEINER**  
Vice President ISIT



**Alex Roldan-Leben**  
Network Senior Tech Advisor  
27 Years



**Stephanie Dickinson**  
CFO  
25 Years



**Chera Atwal**  
Call Center Manager  
20 Years

**THANK YOU!**  
At the start of 2026  
we also said goodbye to  
these longstanding  
staff members!



**Celebrating a legacy of Service**

Thank you for your dedication, commitment, and service you've given to Sierra Central.



[SierraCentral.com/community](https://SierraCentral.com/community)



**OUR DIGITAL BANKING ROCKS BECAUSE OF OUR  
NEW ONLINE AND MOBILE BANKING EXPERIENCE**

# INNOVATION AT YOUR FINGERTIPS

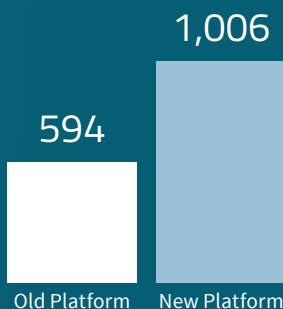
Experience a platform built for simplicity, security, and seamless everyday banking. It's modern banking designed around you.

- **Connect Other Bank Accounts**  
(including external accounts)
- **Apple Watch Widget**
- **Added Security**

A suite of upgraded features enhances your digital banking experience with speed, security, and personalization. The improved online and mobile platforms offer cleaner, more intuitive navigation, while enhanced fraud protection keeps your information safer than ever. You can customize your dashboard and alerts to match your priorities, export transactions in multiple formats, and even apply for consumer or mortgage loans with auto-filled data and real-time updates.

## MONTHLY ONLINE BANKING REGISTRATION STATS

We have seen new Online Banking Registrations, per month, almost double because of the exceptional technology our new platform provides members.



Our new platform is modern, secure, and built for continuous innovation, allowing us to deliver updates faster, respond quickly to member needs, and launch new features without disruption.

- **Noel Magana** (Sierra Central CIO)

Managing your finances becomes effortless when everything you need is organized and instantly accessible. With the ability to switch between personal, business, and additional profiles without logging out, you stay in control no matter how many accounts you manage. Key documents—statements, tax forms, and notices—are always at your fingertips, ready to review, download, or export whenever you need them.

[DIGITAL UPGRADE](#)

[SIERRACENTRAL.COM/DIGITAL](https://sierracentral.com/digital)

[BECOME A MEMBER](#)

[SIERRACENTRAL.COM](https://sierracentral.com) (click apply)

SUPPORTING  
THE NORTH STATE

Follow us on all major social platforms or visit [SierraCentral.com/community](https://SierraCentral.com/community) to learn more about our community impact

WE INVEST IN PEOPLE FIRST, BECAUSE STRONG  
COMMUNITIES BUILD STRONG FUTURES

# COMMUNITY ENGAGEMENT

-  Blood Drives
-  Industry Fundraisers
-  Outreach Events

Sierra Central contributes over \$100,000 each year through both the Credit Union and our Foundation, supporting community fundraisers, scholarships, the Worthy Wednesday program, Pay's for A's, and many other local initiatives.



May 29, 2025  
Yuba City, CA

The Sierra Central team, alongside many Yuba-Sutter business leaders and community residents came together to help clean up the local community. With 18 locations across the North State, Sierra Central provides volunteers and donates to different communities in our footprint. Sierra Central was honored to not only volunteer but sponsor the day of clean up, and provide lunch for over 130 volunteers by way of a Chico Rotary donation.



January 23, 2025  
Sacramento, CA

Sierra Central is proud to partner with California and Nevada credit unions to help raise money and awareness each year for children's hospitals. Along with other credit unions, we were successful in helping raise over \$100,000 for UC Davis Children's Hospital as part of the Credit Union for Kids effort. In January our team went down to tour the hospital and learn more about how we can help raise funds and awareness for this worthy cause. Featured in the photo from Sierra Central Board Chair Tib Belza, Board Member Sean Minard, CEO Ron Sweeney, and CRO, Michael Cartoscelli.



October 24, 2025  
Corning, CA

Sierra Central's Foundation put on their first fundraiser at The Links at Rolling Hills Casino. Oktoberfest featured 128 players, over 30 volunteers and a day of fun. Donating over \$30,000, in their first year, was a huge effort in part thanks to our Board and Committee who volunteered their time to help raise money for St. Elizabeth Community Hospital in Red Bluff and the Butte County Sheriff's Posse.

SAYLOVE

CREDIT UNION FOR KIDS

FOUNDATION FUNDRAISER



**SIERRA CENTRAL CU AND THE COMMUNITY FOUNDATION VOLUNTEERED, ATTENDED, AND SUPPORTED OVER 120 EVENTS AND FUNCTIONS IN 2025**

Learn more about our engagement and Foundation / [SierraCentral.com/community](https://SierraCentral.com/community).



# BANKING SMARTER THROUGH LITERACY

Sierra Central donates time and resources to further financial literacy in schools. From large high school programs to smaller junior high and elementary after-school learning sessions.

Sierra Central remains committed to empowering young people with the financial knowledge they need to build strong, confident futures. Through hands on learning, age appropriate curriculum, and community partnerships, we continue to expand our reach across local schools and youth organizations.

Our financial literacy efforts begin with our youngest learners. Programs like *Earnie's Reading Hour* introduce K-3rd grade students to foundational money concepts through interactive storytelling and guided discussion. By creating early, positive experiences around saving and spending, we help children develop healthy financial habits that can last a lifetime.

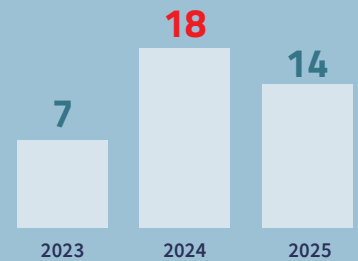
As students grow, so do the opportunities we provide. Our *Money Goals* program for 5th-8th graders builds on essential topics such as earning money, setting goals, and understanding the importance of saving. These sessions encourage students to

think critically about their financial choices and begin shaping their own money management strategies.

For high school students, we offer a robust lineup of programs designed to prepare them for real world financial decisions. From investing basics to college readiness, and from personal budgeting to avoiding common financial pitfalls, these courses give teens the tools they need to navigate adulthood with confidence. Interactive experiences like *Bite of Reality* bring budgeting to life, allowing students to simulate real expenses and financial responsibilities.

Beyond the classroom, Sierra Central continues to invest in youth success through scholarships and community partnerships. Each year, we award scholarships to students across our service counties, reinforcing our belief that financial empowerment extends beyond literacy—it's about opening doors, supporting dreams, and backing the next generation as they build their futures.

The graph illustrates how our financial literacy outreach has expanded over the years. Prior to 2023 we held a handful of programs each year.



Number of Events Held Over the Years



Completion rate of students who go through the Bite of Reality High School simulation with Sierra Central CU.

100+  
Financial  
Literacy  
Hours



7 Students Applied  
to our Scholarship  
Program via a  
Financial Literacy  
Event



## PROGRAMS

We offer four Financial  
Literacy Programs  
reaching kindergarten  
through high school  
grade students



Money  
Choices  
Shape Life  
Choices

Events held in  
11 different  
communities

Knowledge  
is Key!



### Sierra Central Financial Literacy Programs

Visit [SierraCentral.com/youth](https://SierraCentral.com/youth) to learn more about  
our different budget savvy programs, youth products  
and services, and so much more!

## 2025 ANNUAL REPORT



### THANK YOU FOR YOUR MEMBERSHIP.

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Did you know that membership has extended perks! From loan promotions, limited time incentives, Share Certificate special rates, and contests for our youngest members!

Visit [SierraCentral.com/promotions](https://SierraCentral.com/promotions) for the latest member exclusive deals.



**SierraCentral.com**  
(800) 222-7228

Equal Opportunity Lender.  
Federally Insured by the NCUA.