

2023 Annual Report of the Executive Secretary March 2024

Fr. Thomas Nasta, Mr. President and Members of the Board of Directors, it is my pleasure to present my 2023 Annual Report.

This past year has been truly remarkable and eventful as my first year serving as the Executive Secretary. I appreciate the support and trust from everyone as I took on a new role this past year.

Our numbers and financial status has continued to grow in 2023. We introduced a limited-time offer for an in-house transfer at the annuity rate of 6.00%. It was a very successful endeavor.

I would like to thank our Home Office staff who went above and beyond this year. They truly care for our Society and are dedicated to help serve our Members with anything they need. The Home Office also welcomed several new staff members to the team to help advance the FCSU. A new staff member was hired to help the annuity department and assist Members. A new front desk assistant was hired to take incoming calls to the office and assist in projects. A new editor/media relations person was hired to put together the monthly Jednota issue and help with rebranding.

We began renovating the Home Office in July 2023, updating current work spaces, the lobby and the Home Office Slovak Museum including FCSU owned folk artifacts.

Our main advance in 2023 was rebranding the First Catholic Slovak Union as FCSU Financial[®]. We have been working hard to achieve a new image for the company to welcome more Members with any background and advertise as a financial company. We began filing our trademarks for the new logo in 2023 and worked hard preparing to roll out the new brand. In the first few months of 2024, we were given approval for our new registered name and logo which we can now use. Currently, we have begun using our new name and logo on our business cards, letterhead and Facebook. We plan to use our new look moving forward for all advertising endeavors, our website, newspaper and social media.

Within our rebranding, we started working with our out of house, local marketing team Visia Marketing to revamp our website. This new website will include our new logo and name, but also will feature modernized updates to appeal to current and potential Members. Features currently in use will be revised to make useability easier.

We began ramping up our advertising efforts in 2023 in new ways to reach a broader audience and to get the name FCSU Financial[®] out to the public. An advertisement was placed in the Cleveland airport at three different terminals and ads were published in the Steeler's Digest Magazine. FCSU was also the sponsor of the Friday pre-game radio show for the Cleveland Guardians, with radio commercials for FCSU Financial[®] playing during Coach Terry Francona "Coach Tito's" show. At the end of 2023, President Kenneth Arendt and myself began recording monthly messages to air on the Slovak Club Radio in Cleveland and Pittsburgh.

In this upcoming year, we are continuing to find new outlets to advertise for the FCSU. Late Fall of 2023, we started to work with a local Cleveland TV station to develop an advertising campaign. FCSU signed a deal with Fox 8 to become their Fox Financial Sponsor. This includes one interview a week during their "New Day Cleveland" segment, 30-second commercials airing during their news hours and

streaming of our commercials in their app and on Facebook. These segments will begin in March 2024 and will also be posted on our website and Facebook in the future. We discussed the potential of expanding our commercials to their sister companies in different areas to reach more people.

In 2023, I dedicated my time to create useful tools to help assist Officers in their branch meetings. I developed a "Meeting Talking Points" sheet that is sent monthly to Officers from the Home Office to keep Board of Directors informed about current developments at the Home Office. We include executive messages, events and contests and all Home Office updates. Per Members requests, I also created a slideshow presentation to help the Board of Directors and Branch Officers give an overview of our products. The goal of this slideshow is to start presenting this at meetings, seminars, Slovak festivals and any events in 2024.

At the end of 2023, I began to work closely with our Agents. I made weekly calls to Agents to hear their suggestions and will prepare for new features in 2024. In 2024, Agents will start receiving their commission twice a month instead of monthly. I also am working on making the Agent Portal easier for the Agents to navigate and making Agent forms more accessible online. An Agent Council is in the works to "brain storm" on a monthly basis. The first topic will be what insurance products Agents suggest we sell to capture attention in the market place. I am proud to announce that the ground work we did in 2023 to prepare for the new year has been successful as we have already doubled the number of new Agents we signed-up.

In 2023, we worked with Fraternal Activities Director Joanne Fibbi to offer our Members fun events to bring our Membership together. We had several national picnics; Wiegand Lake Park in Novelty, Ohio, Knoebels in Elysburg, Pennsylvania and Frogbridge Picnic in Frogbridge, New Jersey. We had an amazing turnout at each function and the weather prevailed to make these great events. Another great success was the amazing crowd at the Cleveland Guardians vs Pittsburgh Pirates game. The FCSU also took part in both the International Bowling Tournament and International Golf Tournament for some fraternal comradery. Moving forward in 2024, the FCSU Bowling and Golf Tournaments will not be a joint fraternal event and will exclusively be hosted by the FCSU. Several contests and events have been discussed and are on the agenda for 2024.

In conclusion, I would like to thank my fellow Officers and the Board of Directors for their involvement and assistance this year. I appreciate their dedication to our Society and ideas for our Members. Also, a big thank you to our Home Office staff who continues to impress us and works hard every day. They were able to adapt in their temporary work stations through renovations and continue to serve our Members. I look forward to 2024 and our continued growth.

Kevin J. Collins