



## OCA Board Member Profile



Jordan Moat, Vice-Chair and Secretary (as of Sept. 22, 2020)  
Representing Libro Credit Union

**Tell us a bit about yourself (i.e., your background (where you grew up, education, children, which co-operative you work for, your position, etc.)**

Originally from Hamilton, Ontario, I was drawn to Waterloo Region in 2012 where my lovely wife Samantha and I gave birth to our son. I have been involved in the credit union movement for the past nineteen years', including 11 years in various management roles applying my business and marketing education as well as my PFP designation. I am currently the Regional Manager for Libro Credit Union in Waterloo Region, a position I've held for the past 3 years.

**How long have you been involved in the co-operative movement, and what do you love most about it?**

I have been involved in the co-operative movement for the past 19 years working with various credit unions, but have been a member of a credit union since the day I was born as my mother also worked for one!

What I love most is the passion for the people that our organizations possess. It is people helping people, making lives better. It is a noble way for a business to be run.

**If there is one thing you would want people to know about co-ops, what would it be?**

What I would want people to know, especially in this current climate of cynicism towards corporations, is that a better business model already exists. A business model that values relationships over profit. Where everyone involved in the business, all along the supply chain, benefit from the business success.

**Why is your co-operative a member of OCA?**

In 2018, Libro became a voting member of the Ontario Cooperative Association in an effort to have a deeper connection to the broader cooperative community. We are committed to supporting the co-operative movement and felt this was a great way to do that. It also gave us an opportunity to support advocacy efforts for co-ops from a collective perspective.

**What do you think are some of the benefits of being a member of OCA?**

Connection to leading co-operatives to understand the challenges and opportunities we face. To be part of helping the co-operative movement grow. Keep in-tune to the issues and opportunities in this segment to help advocate and support change. To network with other co-operatives.

**Why did you decide to join the OCA board as a Director?**

I have had the opportunity to serve on the board of some local Not for Profits and wanted to further my board experience while also contributing to the co-operative movement that I am so passionate about. I look forward to this opportunity to help the board and the OCA in strategically advancing our place within the system.

**How has your past experience helped you in this role?**

My nineteen years within the co-operative sector - especially those in leadership roles - has given me a strong insight into the issues the sector faces, as well as the ability to strategically plan for the future. My time on other Board of Directors has provided me the competence in governance to be a strong member of the OCA board.

**What do you think are some of the opportunities and challenges facing OCA in the next 3 - 5 years?**

It's all about awareness. Awareness of the co-operative sector within Ontario across all business sectors and awareness of the OCA amongst existing co-operatives. The more we can grow our awareness, the greater the resources we will have to be agents of change. We've seen some great success recently with our government relations and we want to continue with this momentum. We are being heard!

**What is your vision for OCA?**

My vision for OCA is that through collaboration we create an organization that promotes the co-operative principles allowing this age old business model to thrive and grow, and be recognized as the model of choice for business, today and in the future.

**Share a fun/silly thing that not many people know about you!**

One of my son's middle names is Bailey, which we named after George Bailey from the movie "It's a Wonderful Life." He worked for what would be considered a credit union!