

# BROAD REPRESENTATION, REGIONAL ROOTS

## KANSAS CITY FED RELIES ON DIRECTORS FOR INSIGHT

*As designed by Congress in 1913, the Federal Reserve is an innovative blending of public and private institutions. While the Board of Governors in Washington, D.C., is a government agency with broad oversight responsibilities, there are 12 regional Federal Reserve Banks located throughout the United States that are under the direction of local Boards of Directors. In addition to oversight responsibilities for their respective Reserve Banks, the regional Fed directors serve as a critical conduit between their local communities and the nation's central bank, offering insight and counsel on the economy drawn from their own expertise and contacts.*

*This system of the independent regional Reserve Banks, which also have affiliated Branch offices, are in direct recognition of the value Americans place on limiting influence and ensuring broad representation. Prior to the Federal Reserve, the United States had made two attempts at a central bank, but large areas of the country, especially along the frontier and in the South, thought the institutions were too closely aligned with the power centers of the Northeast, and the institutions were abandoned.*

*The Tenth Federal Reserve District includes western Missouri, Nebraska, Kansas, Oklahoma, Wyoming, Colorado and northern New Mexico. The Kansas City Fed has three Branch offices, Denver, Oklahoma City and Omaha, in addition to its headquarters.*

*Here's a closer look at four Tenth District directors:*



PHOTO BY MATTHEW STAVER

LU M. CÓRDOVA  
KANSAS CITY DIRECTOR

## LU M. CÓRDOVA

Initially, Lu Córdova was not sure she wanted to be a director. She had spent three years on the Kansas City Fed's Economic Advisory Council before being appointed by the Board of Governors to the head office board in 2005. Her hesitation stemmed from having to be away from her daughter more, explains Córdova, who is the CEO of Corlund Industries, LLC, and president and general manager of Almacen Storage Group in Boulder, Colo. The council meets twice a year in Kansas City; the board meets monthly. But after encouragement from her then-10-year-old, Córdova accepted the offer.

"It has been the highlight of my career," says Córdova, who has served as deputy chair and chair. She sees directors as ambassadors to and from their communities, the voice of their regions and overseers of operations at the Kansas City Fed.

"Our duty is to the American people," she says, and that applies to both how they govern the Kansas City Fed and their representation of the people in their communities. As she has come to learn, it also applies to an under-realized part of the directors' job, that of guardianship of the Fed.

Despite the recession difficulties, Córdova and other directors rallied in support of the Fed during the financial crisis, especially as Congress scrutinized the financial industry.

She did it for the same reason she joined the board: her daughter. She wanted her daughter to always have the Fed as it stands today.

"I have such a deep appreciation for what goes on here," she said.

"The Fed has single-handedly turned my opinion around about integrity in government."

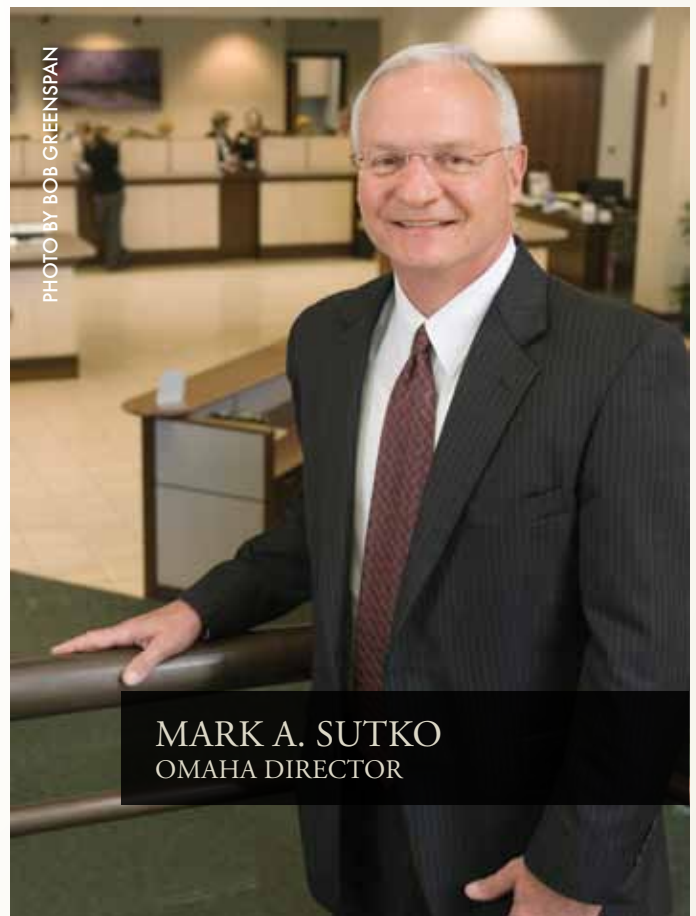
## MARK A. SUTKO

"I'm blessed to be a community banker," says Mark Sutko, president and chief executive officer of Platte Valley State Bank and Trust in Kearney, Neb. Specifically, it is the community part of community banking that appeals to him so much.

"Every day, we're working with our communities, boards, Chambers of Commerce, educational institutions, government agencies and businesses of all sizes," he says. As he states in his message to customers on Platte Valley's website, it is the people he values.

He has spent his professional career in Nebraska banks, and his professional affiliations include numerous community organizations. His years of experience combined with his strong community connections led him in 2006 to join the Omaha Branch Board of Directors.

As a director, Sutko strives to bring the community perspective to the Kansas City Fed to use for national monetary policy discussions. He provides grassroots economic information that has implications for both businesses and the personal financial lives of everyday people. Those implications could be negative or positive.



**MARK A. SUTKO**  
OMAHA DIRECTOR

He believes those insights play a critical role in what board members can bring to their service, especially in today's economic climate.

"Gathering information from people in the community at all levels and feeding that Main Street data to the Fed is a role that is so needed and important to the policymakers," he said. "It brings the economic heartbeat of the marketplace to every board meeting."

## K. VASUDEVAN

K. Vasudevan takes service seriously. He is the chairman and founder of Service & Technology Corporation, a consulting engineering firm in Bartlesville, Okla., and Service & Manufacturing Corporation, a subsidiary founded in 1993. He founded his

companies on the creed, "We are in the service business—service to our clients, service to our employees."

A similar conviction guides him as a member of the Kansas City Fed's Oklahoma City Branch Board of Directors.

"The directors are ambassadors in their respective communities and business circles," he explained. "We serve as a readily accessible representative between the Federal Reserve and the community. Directors serve to bring the Federal Reserve to the people."

The directors are the link between various community businesses and the Federal Reserve, he said.

"We are an effective connection between the people on the production floor, on the street and on the farms," he explained. Considering what many see as a growing disconnect between policymakers and the public, the information directors provide is extremely important, he adds.

Since joining the Branch board in 2009, he's been active in providing real-time feedback on his geographic area, which is extreme northeast Oklahoma and some southeast Kansas towns. Born in India, Vasudevan said he also tries to bring a global perspective to the board.

"I provide input based on a broader global view of industries and economics through the eyes of an immigrant and strongly committed citizen," he said. More than once his international professional experience has added valuable insight.

Ultimately, it was his service-oriented loyalty to his country that drove Vasudevan to be a director.

"It is an opportunity to serve the nation," he said, "and to pay back at least a small fraction of what my family and I have received from this greatest nation on earth."

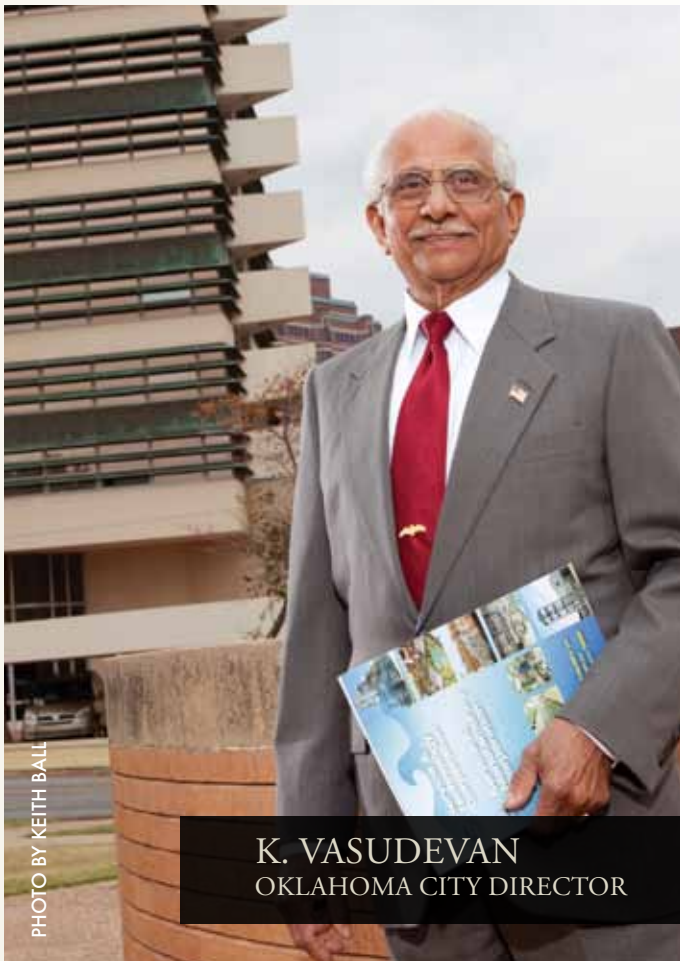
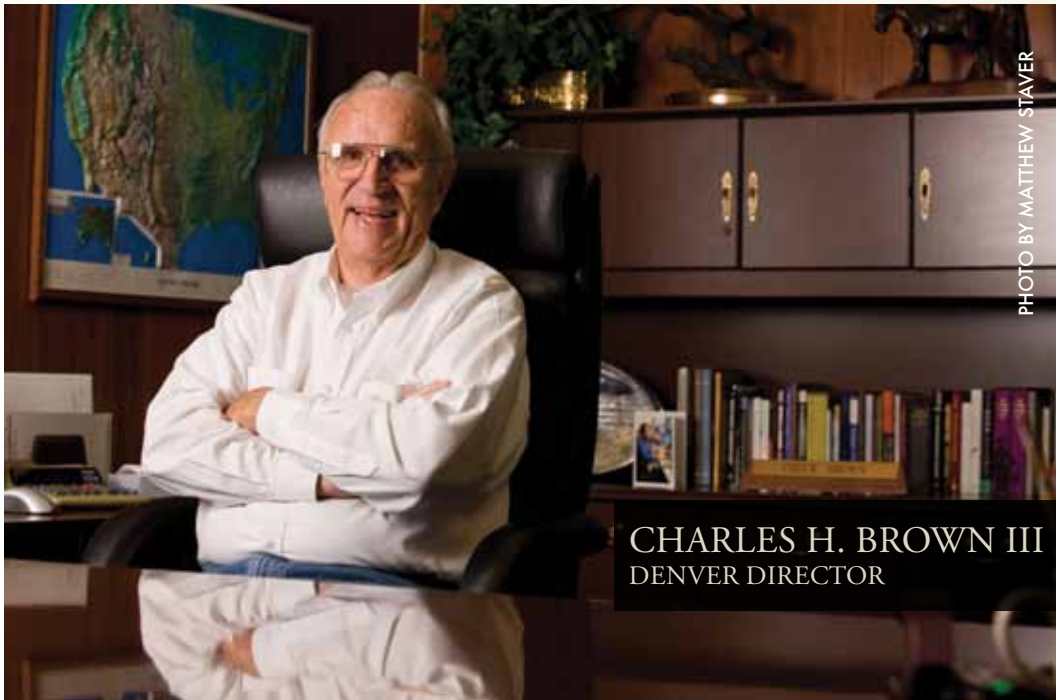


PHOTO BY KEITH BALL

**K. VASUDEVAN**  
OKLAHOMA CITY DIRECTOR





**CHARLES H. BROWN III**  
DENVER DIRECTOR

## CHARLES H. BROWN III

In the foothills of Wyoming's Laramie Range sits the small town of Wheatland. For nearly four decades, the town has been home to C.H. Brown Co., an equipment financing company owned by Chuck Brown's family. As president, Chuck oversees the company's lease and conventional financing of mobile and stationary equipment for the agricultural, industrial, transportation and construction industries nationwide.

"I simply see myself as an old buy-and-sell guy," he said. He takes pride in his company's solid reputation of fairness, honesty and personal service.

Brown brings a community-minded perspective to his role on the Denver Branch Board of Directors, on which he has served since 2008.

"I serve as a director because I believe that I have a public service gene in my DNA," he said. He also hopes he can make a small contribution to the country by providing information to the Bank that will help in monetary policy decisions.

"There is no substitute for information from the ground level—from Main Street

or the wheat farmer," he said. "That is why the Kansas City Fed is interested in business owners in the community, so it can provide first-hand information to the Federal Open Market Committee that is fresh and relevant."

Though he has served on other boards, he says the Kansas City Fed board setup stands out because of the way in which it encourages relationships, both between him and the Fed and among directors.

"The Fed visited with me personally to get to better know me and my business," he said. "I enjoyed that experience and meeting folks from all walks of the business community. It has been a treat for me to visit different locations around the Tenth District and be introduced to other business climates."

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FOR MORE INFORMATION on the Kansas City Fed's directors, including bios, visit [KansasCityFed.org/aboutus/leadership](http://KansasCityFed.org/aboutus/leadership).