2027 Utah First Credit Union Board of Directors Candidate Statements



David Pendleton

Utah First Credit Union has been an important part of my life for more than 30 years. For the past 25 years, I have had the privilege of serving on its Board of Directors, including my current role as Chairman. I am honored to be nominated for another term.

What makes Utah First special is its commitment to making a meaningful difference in the lives of its members. It has been rewarding to contribute to our success, including national recognition as a top 10 credit union for efficiency and growth. Beyond these accomplishments, I value the relationships, trust, and exceptional service that define who we are.

My career in financial services technology has given me valuable insight into the opportunities and challenges facing credit unions. I have seen firsthand how technology, sound leadership, and a member-focused approach can strengthen financial institutions and improve service.

If re-elected, I will remain committed to responsible governance, financial strength, and innovation, ensuring Utah First continues to grow and deliver an exceptional member experience.

I would be grateful for the opportunity to continue serving you and sincerely appreciate your trust and support.



Jeanette “JJ” Jolley

86 countries. 49 states. Emmy Awards. Advertising Awards. Thousands of stories. And one place I call home: Utah.

For more than 25 years, I’ve made a living telling stories, chasing extraordinary moments, and bringing big ideas to life. From producing television for Netflix, Amazon, ABC, HBO, and FOX to leading national advertising campaigns, I’ve worked with remarkable people from every walk of life.

The greatest lesson? Success isn’t just about awards or titles. It’s about listening, earning trust, and creating opportunities that make a difference.

I’m Jeanette “JJ” Jolley, an award-winning television producer, former Creative Director of a Fortune 500 outdoor recreation brand, entrepreneur, and Utah Pilates instructor.

Behind the camera is a business leader who has managed multimillion-dollar budgets, negotiated complex projects, made difficult decisions, and brought talented teams together to deliver results.

I’ve lived in Utah for four years, including two in St. George. Like my neighbors, I care about the everyday decisions that affect our families, businesses, and futures.

I believe the best investments aren’t always financial. They’re in people, possibilities, and stronger communities.

I’d be honored to bring my experience, independent perspective, and commitment to responsible leadership to Utah First’s Board.



Ben Cook

I have been a member of Utah First Credit Union for nearly three decades. It's where I opened my first savings and checking accounts and took out my first car loan, and it has been there for many milestones in my life. Serving on Utah First's board would be an incredible opportunity to give back to an institution and its members that have done so much for me and our amazing state.

Professionally, I'm a marketing leader with more than 20 years of experience. I hold a graduate degree from Northwestern University and am a University of Utah alumnus. I currently work as the Director of Marketing for the Utah Office of Tourism, leading the team that develops and executes national advertising campaigns and branding for the state of Utah. Previously, I held senior marketing roles at Health Catalyst and Primary Children's Hospital. Throughout my work, I've championed customer-centric marketing and built brands that connect to both the heart and the mind. I would bring that perspective to help Utah First continue to tell its story, deepen member engagement, and reach the next generation of members.

My past volunteer service includes the Open Space Trust Fund Advisory Committee for Salt Lake County, Salt Lake County Arts & Culture, and the State Capitol Preservation Board.



Ted Boyer

I have been a proud member of Utah First Credit Union for more than 30 years and have had the privilege of serving on its Board of Directors for several years.

During my tenure, Utah First has experienced significant growth, expanded its branch network, introduced innovative products and services, and earned national recognition for its performance and commitment to members. I believe our continued success depends on maintaining strong financial practices while delivering exceptional service and value to our membership.

My professional background includes practicing law, representing financial institutions and businesses, and serving in several senior leadership positions in Utah state government, including Director of the Division of Real Estate, Executive Director of the Department of Commerce, and Chairman of the Public Service Commission. I hold bachelor's and master's degrees from Brigham Young University and a law degree from the University of Utah.

These experiences, combined with my years of board service, provide valuable perspective in overseeing Utah First's continued growth, financial strength, and long-term success.

I remain committed to serving our members and helping ensure Utah First continues to thrive. I would welcome the opportunity to serve another term on the Board of Directors.