



Florida Credit Union News

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Orlando Sentinel praises Florida Central CU

The *Orlando Sentinel*, which had editorialized against credit unions during the Credit Union Campaign for Consumer Choice, published an editorial on August 6 singing the praises of Florida Central Credit Union of Tampa. The editorial was the latest in a series of editorials dealing with the issue of "fringe lenders" such as title loan companies and payday loan shops. The *Sentinel* has severely criticized Florida's Legislature for failure to enact meaningful reforms of the presently unregulated title loan industry. Several other editorials have suggested that other financial providers step in and offer service to those who frequent the fringe lenders.

The August 6th editorial discusses the efforts of Florida Central and its President/CEO Ed Gallagly in opening a new business offering no-frills lending to consumers who often have no where else to turn except to a title loan company. The *Sentinel* lauded Florida Central for this new innovative idea. "Such an outlet could be a lifesaver for

people who have been dealing with car-title lenders," they wrote.

The newspaper pointed out that Florida Central would do more than just make lower cost loans available, but would also have on-site credit counselors to help consumers who were in trouble plan their way out of their crisis. This, said the *Sentinel*, is what makes Gallagly's plan so good. "It will let consumers work their way back to solid financial ground by rebuilding their credit. Once they've done that, they'll be able to qualify for loans at lower rates."

The *Sentinel* concluded by saying that Florida Central's efforts were a welcome relief to consumers who were at the mercy of the fringe lenders. "Florida Central Credit Union's evolving program offers hope for cash-strapped folks not only in Tampa but elsewhere." The newspaper urged other credit unions to investigate what Florida Central CU was doing in order to develop a similar plan.

Human Resource Conference

The Georgia Credit Union Affiliates and the Florida Credit Union League have joined forces to present an exciting new program offering the highest quality training for credit union human resource departments, September 16-17, at the Sheraton World Resort in Orlando.

Each session will be delivered by experts who can provide you with the knowledge and information needed to address the challenges you face on a day-to-day basis in human resources. In addition, you will have ample opportunity to interact with your peers and begin building a strong and vibrant human resource network between credit unions in Florida and Georgia.

The cost for the program is \$195 per person and is for affiliated credit unions only. The fee includes all materials, breaks, a continental breakfast and a luncheon. Human resources managers, specialists or individuals who perform human resource related activities for their credit union are encouraged to attend. We are so confident you will find the experience a rewarding one that we are offering a money back guarantee. If you are not satisfied, the registration fee of \$195 will be refunded! For registration information, call the Georgia Credit Union Affiliates at (800) 768-4282. For hotel reservations, call the Sheraton World directly at (407) 352-1100.

Baranowski--a networking pro

Ed Baranowski, CCUE, President of FAIRWINDS Federal Credit Union, was the lead-off speaker for the National Youth Involvement Board (NYIB) Educational Conference held in Madison, WI earlier this month. His topic, "Networking for Professional and Personal Success," set the tone for a conference which stressed the need not to re-invent the wheel.

One of the benefits of having an established network is the easy access to other's resources, he said. Because credit unions and their employees, are for the most part, not in direct competition, they are open to

sharing information, printed materials or even space. "Just look at all the shared service centers across the nation," he said.

He encouraged the attendees to use networking to get a fresh perspective, obtain advice and counsel, pick brains and build friendships.


See related article on page 9.



Ed Baranowski, CCUE

Wilderman receives coveted CUES, CCE designation

Lynn Wilderman, CCE, Senior Vice President/Controller of IBM Southeast Employees Federal Credit Union, graduated from the Credit Union Executives Society's CEO Institute. She was part of the third class to complete the three-year leadership development program and receive the prestigious Certified Chief Executive (CCE) designation since it debuted in 1995.

CUES is an independent membership association for credit union executives. For information about the next CEO Institute, call (800)252-2664 ext. 3327. 

CU 24 Board Members and Officers Elected




Three incumbent board members have been re-elected to three-year terms on the Credit Union 24, Incorporated Board of Directors. Credit Union 24, Incorporated is the cooperative that owns the regional Credit Union 24® ATM/Point of Sale Network.

Board members formally seated at the 2nd Annual Meeting of Credit Union 24, Incorporated were: Mansel Guerry, Vice President of the Mississippi Credit Union System; Larry Jacobs, Chairman of Jax Navy Federal Credit Union and Jim Ray, President/CEO of Broward Schools Credit Union.

At a reorganization meeting following the Annual Meeting, Robert Fisher was re-elected Chairman as were the other 1998-99 officers. Mr. Fisher is the President/CEO of MacDill FCU.

Patti Wernicke, President/CEO of Escambia County Employees CU continues as Vice Chairman and Terry Childress, Vice President of Virginia Credit Union Services, Inc., serves as the cooperative's Secretary/Treasurer.

Other board members include: Ray Cromer, North Florida Education CU; Larry Scott, Campus USA Credit Union; and, Joe Williams, Delta Employees CU (GA). 

President's Column

Looking back through a future view

About ten years ago the Florida Credit Union League put together a group called the Future Committee. It was comprised of 18 forward thinking Florida credit union CEO's. The purpose of the committee was to look at the basic components of what would a credit union look like when the year 2000 rolled around. To put the time frame in perspective, ten years ago most work stations were just being introduced to PC's, the fax machine was beginning to appear in more and more places, cellular telephones and beepers were nowhere to be found, nobody except maybe Bill Gates even knew what the Internet was and email was a term that not very many of us were familiar with. Anyway, let's take a look back on how we thought the future would look.


"Instantaneous, global, and relatively inexpensive electronic mail in the credit unions of the year 2000 will link members and credit unions everywhere from any available access site." With the explosion of email in the past few years and the ability of any member with a computer to email most credit unions the committee definitely saw a trend.

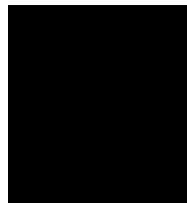
"Communications technologies will be advanced to the point of simultaneous transmission of voice, data, and video images. The line between computers and telephones and other communications devices will blur (leading to a fax-phone-computer)." The Internet allows us to do all of these things today.

"Members will be able to enter their [loan] 'applications' via home PCs, audio systems, or terminals in the lobby." The use of Internet sites by credit unions for loan applications has brought this prediction to fruition. It is now possible to apply for loans using terminals and telephones.

And there were a few that we apparently missed. Like this one: **"Ideally, the only 'tellers' in Credit Union 2000 will be automated tellers. The traditional tellers will gradually give way to 'counselors' whose function will be to enhance member acceptance of automation through high touch sales and training and to help members with those transactions which have not been automated."** I think a lot of credit unions have added a lot of automated transactions in the past ten years. And, some may have reduced the number of tellers. But, tellers still exist, and probably will for the foreseeable future.

Of course, the one thing we never considered ten years ago was the Y2K problem which a lot of us have spent an awful lot of time and money to prepare for. Fortunately, that hard work has paid off and reportedly, our Florida credit unions are ready for the advent of 2000.

We closed out that report's preface by stating: "Thankfully, one of the things that hasn't changed is our 'People Helping People' philosophy and that's still, after one and a half centuries of service, makes us unique." Amen. 



Guy M. Hood
President/CEO

FCUL SNAPSHOT

Sandra Hood and Jan Sheffield of Florida Commerce Credit Union await the start of the Tallahassee Chapter of Credit Unions CUPAC Golf Tournament. See related story on page 8.



Caribbean interns learn from Florida credit unions

Several Florida credit unions hosted interns from a variety of Caribbean Islands in a first-of-its-kind internship program leading up to the Caribbean Confederation of Credit Union's Conference in Miami.

The interns spent between two and four days with the various credit unions observing vital areas of U.S. credit union operations. The process enabled the hosts and interns to learn from each other and appreciate the differences in culture as well as the differences in operations and regulatory control.

Bill Marquardt, President of City County Credit Union in Margate said "Caribbean nations are our closest neighbors. It is important that we draw from each other and work together in the spirit of international brotherhood."

Patrick Mason, President/CEO of Hollywood Municipal ECU, said there are "big differences" in regulations, and that his credit union could not do many things his intern, David Allen of the Police Cooperative Credit Union, is able to do in St. Kitts & Nevis. "We'd be arrested in the United States if we did!" he added.

Mason's intern was very interested in the credit union's data processing system.

Because Hollywood Municipal ECU had been researching a new system, they were able to pass along a great deal of information.

The intern also met with the loan, member services and accounting managers during his three-day visit. "The staff was a little apprehensive at first, but by the end of the three days, all reported they loved the experience."

Tom Randle, CCUE, President of Sarasota Coastal Credit Union, hosted five interns: two from Trinidad Tobago; two from the Bahamas; and one from Barbados. Randle believes the technology in the credit unions of the Caribbean to be about 50 years behind. Two of his interns came from credit unions with a sizable membership, yet they had no ATM machines or even ATM cards.

He also said the Caribbean credit unions sense of social responsibility seems to be even greater than those in the U.S. "Their focus is on mobilizing savings while most of our credit unions focus on building loans. They work extremely hard to educate their members about long-term savings for retirement for example" Randle said.

Randle said there were several cultural and a few communication barriers to overcome. One had to do with the concept of time—being on time is apparently not as



Meryl Redman, CCCU Member Service Representative, shows a document to Robin Levy of the Jamaica Credit Union League, Juliette Jackson of Grace Co-operative Credit Union and Barbara Gascoigne of the Jamaica Teachers Credit Union.

important in the Islands as it is in the States said Randle. He laughed when he said they were even late to a party at his home in their honor.

Other credit unions participating as hosts in the internship program include: Gold Coast FCU; Town of Palm Beach FCU; Pan Am Horizons FCU; THE CU of Palm Beach County; Tropicana EFCU; and Federal Employees CU. All the credit unions shared some, if not all, the expenses of the interns.

Suncoast Schools FCU invests \$1 million in Community Investment Fund

Florida's largest credit union, Suncoast Schools Federal Credit Union, has decided to help promote future credit unions by investing \$1,000,000 with the National Community Investment Fund. The National Community Investment Fund provides funds for state and national level development initiatives and provides a stable source of funding for the National Credit Union Foundation's (NCUF) grant making and endowment growth. Suncoast School's investment is only one of a handful of that size, according to Marianne McCrary of the National Credit Union Foundation.

Each quarter, a portion of the dividend earned by the credit union on this

investment is paid to the NCUF. Fifty percent of those funds are distributed directly to all participating state leagues and foundations. Of the remaining funds, 40 percent goes to the NCUF's general fund and 10 percent to support the NCUF's endowment fund. The credit union's rate of return on its investment is 3%.

The funds paid to all state foundations can be used for the following purposes: education of credit union and league employees and volunteers; public education initiatives related to consumer finance; projects and programs that support new, small or community development credit unions; and programs or projects that extend credit union services to the full range of

membership, with emphasis on the unserved or underserved.

Suncoast Schools FCU President/CEO Tom Dorety, CCUE said that his credit union's board of directors and management had unanimously decided to make the investment. "We are very much in support of the Foundation and Community Investment Fund was an appropriate way monetarily to help fund new credit unions," said Dorety, "and assist other credit union needs."

According to FCUL Horizons Director Connie Stoutamire, Suncoast School's investment is the largest in recent memory and provides an excellent example for other credit unions to follow.

Credit unions urged to implement a Deduct-A-Buck program

Is your credit union still undecided about participating in the Deduct-a-Buck Program? Getting started isn't difficult. Here are some basic steps to follow:

The first and most important step is to get your credit union board to approve participation. Following board approval, a "Permission Agreement" must be signed and returned to the League office. Then set up a system to collect the Deduct-a-Buck contributions for transmittal to the League. Your system should include:

- Signed authorization from your credit union member for periodic deductions from his/her account. These authorizations are provided free of charge by the League upon request.
- A record keeping system that contains the following information for each participant: name, address, occupation, and employer. Records should be kept for three years.
- A means to transmit contributions to the League. Credit union should transmit funds debited from members' accounts quarterly in the form of a credit union check made payable to Florida CUPAC.

Train designated credit union staff to answer members' questions about Deduct-a-Buck. Then develop a marketing plan. Here are a few suggestions:

- Use the newsletter articles provided by the League to encourage credit union members to participate and stay politically active.
- Promote Deduct-a-Buck participation during International Credit Union week. Make it a competition between your branches.
- Include statement stuffers in quarterly mailings.
- Recognize those who participate in your credit union newsletter.

Please contact Becky Sammons or Dianne Jones in Governmental Affairs for more information about how to get started with the Deduct-a-Buck Program.

Proceeds from the Deduct-a-Buck Program will be used to promote the election of pro-credit union candidates to state and federal offices.



Grassroots Activism

There is little doubt that people power played an enormous part in the legislative success credit unions enjoyed in 1998. And it is precisely that strength that will be looked to as the cornerstone of credit unions' political agenda in the future. There may not be time to organize and focus ourselves from scratch the next time a political battle arises. Having a well organized grassroots network in place will pay worthwhile political dividends should credit unions need it.

In working towards that goal in Florida, the League would like to recognize the following credit union advocates who have volunteered to serve as Legislative Representatives in their respective Chapters. These individuals will be seeking your assistance in building a network of legislative relationships, educating lawmakers about credit union issues, and becoming more politically active within your community.

Broward Chapter

Howard Elkin, Southeast Florida CU

Central Florida Chapter

Thomas Embree, Fairwinds FCU

Escambia Chapter

Christopher Brooks, Monsanto ECU

Gulf Coast Chapter

Greg Frith, Panhandle Educators FCU

North Central Chapter

Mark Starr, Florida CU

Northeast Florida Chapter

Linda Murrow, Educational Community CU

Palm Beach Chapter

Barbara Cearley, Federal Employees CU

Pinellas Chapter

Tony Dominick, Bay Pines FCU

Sara-Mana Chapter

Sandy Adcock, Sarasota Coastal CU

Southernmost Chapter

Mara Falero, FAA CU

Suwannee River Chapter

Amy Cundiff, Suwannee River FCU

Tallahassee Chapter

Linda Knetsch, North Florida Education CU

Tampa Chapter

Tim Baldwin, San Antonio Citizens FCU

Elections 2000: Making business a legislative priority

by Lee Hinkle, President and CEO of FLORIDAFREE

By now, everyone in your organization is busy preparing to prevent a Y2K "crisis" from occurring on January 1, 2000. But for many Florida organizations, the important date in 2000 is not the first day of the year. The critical date – the date that will have a lasting impact long after the sun sets on that day – is November 7: Election Day 2000. Will you be ready?

On Election Day 2000, Florida voters will select a new crop of men and women to fill over half of the seats in the state Legislature, seats that are vacant due to constitutionally-imposed term limits on the length of time state elected officials can serve. Voters will choose from what could very well be the largest field of candidates in a single election year in the state's history.

The state's eight-year limit on terms of office occurred in 1992, when Florida overwhelmingly approved a constitutional amendment defining the terms members of office for members of the Legislature and the Florida Cabinet. Eight years later, 11 senators and 54 House members are now forced to step down from their seats. As if that was not enough change for one decade, Florida voters last year approved another change to the state constitution that reorganized the state Cabinet. The structure, which takes affect in 2002, maintains the Attorney General and Agriculture Commissioner positions and creates the position of Chief Financial Officer as the elected cabinet positions. Meanwhile, the Florida Supreme Court

continued on pg. 8

Regulatory Update



Bill Berg, CCUE, Director of Credit Union Development and Regulatory Support, brings regulatory changes to your attention through this column. If you have any questions or suggestions for additional topics, call (800)342-1266 or (850)576-8171, FAX to (850) 574-6374 or e-mail billb@fcu.org.

Conversion of Paper Checks to Electronic Transactions at Point of Sale

NACHA announced on April 12, 1999 that it has approved a rule for converting paper checks to electronic transactions at the point of sale. The rule, which will take effect on September 15, 2000, will allow a merchant to scan a check through an electronic reader. The reader captures the account number, routing information, and the check serial number. The merchant then returns the check to the consumer marked or stamped "void." The consumer signs a receipt authorizing the electronic transaction and keeps a copy as a record of the purchase. The merchant initiates an ACH debit, and the transaction appears on the consumer's monthly statement.

Fidelity Bond Coverage

The NCUA Board has adopted a final regulation amending its fidelity bond requirements for coverage of losses caused by employees and directors and for general insurance coverage caused by losses due to theft, holdup or vandalism. NCUA has replaced the word "surety" throughout with "fidelity" and has added several previously approved bond forms to the list included in the regulation. The regulation has been renumbered from Subsection 701.20 to a new Section 713. State chartered, federally insured credit unions are subject to the minimum fidelity bond coverage requirements under Section 741.201 of NCUA's regulations.

The final rule clarifies that the mini-

mum required bond coverage is for any single loss, and adds a provision that the aggregate limit of liability must be at least twice the single loss limit. (Most bond policies now provide such a limit.) The final rule is essentially the same as the proposed rule, except that the final rule clarifies that the aggregate limits of liability do not apply to optional coverage and that a fidelity bond must be purchased individually by each credit union.

The final regulation is effective July 26, 1999.

Letter to Credit Unions Number 99-CU-07, the NCUA's Small Credit Union Program

The NCUA Board in the spring approved a restructuring of its Small Credit Union Program (SCUP). Letter 99-CU-07 summarizes the program elements. The program is designed to promote the development of successful and financially healthy small and low-income designated credit unions and the chartering of new credit unions. This will encourage credit union outreach to people of modest means and underserved communities and facilitate a regulatory environment in which these credit unions can provide services to members. The program will provide, through NCUA's Economic Development Specialists (EDSs), mentoring, training and other technical assistance to small credit unions.

The Office of Community Development Credit Unions (OCDUCU) will monitor the national program and be responsible for semi-annual progress reports, as well as provide special training programs for EDSs and Small Credit Union Specialists (SCUSs). Eligible credit

unions include: federally insured credit unions with assets under \$5 million; credit unions which have been in existence 10 years or less and with assets under \$10 million; and credit unions designated as low-income by NCUA. NCUA encourages credit unions that would like to become a member of the program or serve as a mentor to contact their NCUA regional office.

Letter to Credit Unions Number 99-CU-08, a Y2K Checklist for Members

The NCUA and other FFIEC Regulatory Agencies have developed a checklist to help credit union members prepare for the Year 2000. NCUA does not plan to mass distribute copies of the checklist but says that credit unions can download it from NCUA's website and distribute it. Unfortunately, as a project with the banking agencies, the brochure refers to "customers" and NCUA's Letter says that credit unions cannot change the language of the brochure.

The checklist recommends that credit union members:

- Find out what their credit union is doing to address Y2K concerns;
- Keep good records of their financial transactions for the last few months of 1999;
- Check transaction receipts against statements;
- Identify all payment options available in case a payment option fails;
- Be on guard against Y2K scams asking for account information; and
- Remember that the federal government's protection of insured deposits will not be affected by Y2K.

on the move



Jenna Turnage Nagy

Tyndall Federal Credit Union announced the promotion of Jenna Turnage Nagy to Vice President of Marketing. Nagy, a Florida State University graduate, was promoted after having been with the credit union marketing department for almost three years.



John A. Schwarz

Central Florida Educators Federal Credit Union recently announced the following appointments: John A. Schwarz, Assistant Vice President of Accounting; Robert J. Kindermann, Vice President of Human Resources; and Anne M. Musto, Marketing Specialist in Business Development.



Robert J. Kindermann

Schwarz has an MBA in Finance from Long Island University and an MBA in Accounting from St. John's University. He has more than seven years experience in the financial services industry.



Anne M. Musto

Kindermann has worked with Star Systems, formerly Honor Technologies. He has a B.S. in Business Administration from the University of Central Florida.

Musto was previously responsible for and successful start-up of the credit union's Member Service Center as its Assistant Vice President/Manager. She has a B.A. from St. Norbert College and is a certified sales trainer.

Send us your news to: FCUL, newsletter editor, P.O. Box 3108, Tallahassee, FL 32315



The quest to organize

by Liz Russell, FCUL Human Resources Manager

Organize...I looked it up in the Dictionary and found: "To make into whole with unified and coherent relationships." Wow. Quite a task when you think about it. My recent transition from retail into the League has made me rethink my previous system of organization. What "whole" am I aiming for now and how do I "unify" these new relationships, much less make them "coherent?" Well, I have found a product that is helping me in my quest and I would like to share it with you.

Franklin Covey is an organization that has taken 2 successful ideas; the Franklin Planner and Stephen Covey's (*7 Habits of Highly Organized People*) life management tools, and blended them together to create a workshop called "What Matters Most." It is designed to help you identify your dreams and goals, prioritize them in a meaningful way, and plan your day to maximize your effectiveness in achieving these dreams. At the workshop, I learned not only the steps to understanding time management, but also how to identify my most important goals and

values and integrate them into my short and long-term planning. I have found that this system is helping me keep all the pieces in one place, I have greatly reduced (not eliminated, though) my consumption of "sticky notes," and I am meeting deadlines more efficiently. It's also easing my worry of trying to keep projects moving forward, tasks being completed, calls being returned, and all the other details that have taken over my daily life. Not that I'm perfect yet, but I'm having more fun getting there!

Why am I sharing this in the newsletter? Well, the FCUL has entered into an agreement with Franklin Covey enabling me to provide training on "What Matters Most" to CU staff. It is a full-day seminar that will be available late October. This training will also provide the Franklin Planner, so keep this in mind as you think about ordering your calendars for next year. We will be developing this further as we go along, so keep your eyes open for news updates and brochures. If you have any questions, please feel free to call me at the League at 1-800-342-1266, extension 319.

Executive VP & COO

Responsibility and accountability for the operations of a \$80 mm, 4 branch credit union in Dade County, Florida. This position necessitates a uniquely qualified manager, capable of moving the credit union rapidly forward while maintaining member driven sales and service, a motivated team, continuity, excitement, vision, safety, soundness, and peak financial performance. Excellent interpersonal skills are a must to allow for effective communication channels with members, subordinates and the board of directors. A four (4) year college degree in business or finance, or closely related field is required (Masters Degree preferred). Minimum requirement of ten (10) years credit union or financial services experience, including five (5) years in a management position.

Please forward resume and salary history/requirements to: President & CEO, P.O. Box 248133, Coral Gables, FL 33124.

Educational opportunities--a reminder

The 39th Annual Florida Credit Union League Management Institute will be held in Tallahassee September 12-16 at the Florida State University Center for Professional Development. Registration is open to all League affiliated credit unions and tuition is \$775 per person. Take advantage of this opportunity to train your future managers.

The Cyber Credit Unions: Services, Risks, Procedures & Controls satellite conference will be held September 8 from 1:30 p.m. to 4 p.m. EST in Ft. Lauderdale, Orlando and Tallahassee. The registration fee is \$60. Credit unions CEOs, IT staff, home financial service providers and all personnel assigned to internet financial transactions should attend this conference.

For information about either of these educational opportunities, call the FCUL Education Department at (800) 342-1266.

STAR, VAP, VLP & MERIT

Congratulations to the following individuals who have earned certification levels in the Staff Training and Recognition (STAR), Volunteer Achievement (VAP), Volunteer Leadership Program (VLP) and Mid-Manager's Enrichment Training (MERIT) Programs. Additionally, we salute these credit unions who have recognized the importance of investing in their most important assets ... their staff and volunteers.

VAP CERTIFICATES:

IBM Southeast EFCU - Bergengren:

Pasquale Ciresi - **Technology:** Howard Isaacs

Florida United Methodist CU - Supervisory:

Vivien Postell, William Fisackerly

Escambia County Employees CU -

Technology: Philip Richmond

Fairwinds FCU - Technology: Carol Denton

First & Seventh Dist. DOT ECU-

Bergengren: Donald Cashdollar, Jr.

Tropical FCU - Board of Directors: Richard Wisniewski

Merit Certificates Earned

Jax Federal Credit Union - Sapphire: Donna

Wedding, Zabeeda Millard - **Basic:** Donna

Wedding, Kathy Daliberti

Educational Community CU - Sapphire:

Rob Wright, Richard Verduyze - **Basic:** Donna

Wedding

FPL FCU - Sapphire: Ruth Medina -

Basic: Ruth Medina

Central FL HealthCare FCU - Basic:

Trudy Prince

Federal Employees CU - Basic: Ramona

Maldonado

Government ECU of Florida- Sapphire:

Sherry Burnett

MacDill FCU - Ruby: Gloria Pistilli

Martin FCU - Basic: Daniel O'Brien

Orlando FCU - Basic: Tonia Minor

Sarasota FCU - Basic: Heather Caballero

TMH FCU - Ruby: Kristina Asher

STAR Certificates Earned

Jacksonville FCU - Advanced Lending:

Rhoda Dyjak - **Credit Union Accounting:**

Rhoda Dyjak - **Consumer Lending:** Nina

Anderson, Mary Paine - **Credit Union Sales:**

Barbie Beaudrie, Zabeeda Millard - **Technology:**

Barbie Beaudrie, Barbara Walker, Zabeeda Miller

- **Member Services:** Barbie Beaudrie, Judith

Brown, JoAnn Brittle, Mary Paine

Orlando FCU - Credit Union Accounting:

Reshon Page, Windi Rapp - **Consumer**

Lending: Windi Rapp, Christine Solway -

Credit Union Sales: Shirley Hayes, Reshon

Page, Christina Solway - **Member Services:**

Renetta Burke, Windi Rapp, Reshon Page

Vista FCU - Credit Union Accounting:

Dina Assadorian - **Member Services:** Sara

Covington, Dana Hougher

Central Florida Educators FCU - Advanced

Lending: Melissa Harris, Wenche DuMont -

Consumer Lending: Myriam Davila, Cindy

Michel - **Credit Union Sales:** Myriam Davila

Member Services: Cindy Michel, Kelly

Calkins

Suncoast Schools FCU - Advanced Lending:

Carol Gant - **Credit Union Accounting:**

Rosemarie Morreale, Karen Townsend -

Consumer Lending: Karen Scarbrough -

Credit Union Sales: Joyce Hatfield, Kerstin

Hawthorne - **Credit Union Technology:**

Barbara Walker - **Member Services:** Cynthia

Roche, Dorothy Sites

MacDill FCU - Consumer Lending: Linda

DuHadaway - **Credit Union Accounting:**

Vicky Reed - **Credit Union Sales:** Gloria

Pistilli - **Credit Union Technology:** Gloria

Pistilli - **Member Services:** Jean Wileman

Federal Employees CU - Credit Union

Accounting: Carol Garrison, Sultana Taher -

Consumer Lending: Carol Garrison

Sarasota Coastal CU - Credit Union

Accounting: Angela Hine, Stefanie Cooper,

Kathleen Weiss

Bay Credit Union - Advanced Lending:

Honor Six - **Member Services:** Terrance

Masciello

Central CU of Florida - Credit Union Sales:

Christina Solway - **Member Services:** Karen

Richardson

St. Petersburg Municipal ECU - Consumer

Lending: Nadia Lee - **Member Services:**

Jennifer Grundon

Community Educators FCU - Advanced

Lending: Melissa Mattson

Central Florida Healthcare FCU -

Advanced Lending: Amy Salgado

Florida Commerce CU - Consumer

Lending: Patricia Crowley

IBM Southeast EFCU - Consumer

Lending: Denise Ruiz

Pinellas County Teachers FCU -

Consumer Lending: Robert Northway

Railroad & Industrial FCU - Member

Services: Jennifer Josi

Sunshine State CU - Member Services:

Susan Farrell

TMH FCU - Credit Union Sales: Valerie

Papka

Tropical FCU - Credit Union

Technology: Lorilee Wilson

The STAR, VAP, VLP and MERIT Programs

are nationally recognized standards of

professionalism for credit union staff and

volunteers. These staff and volunteers have

expanded their capabilities for the benefit of

their credit union. For additional information

on any of these programs call the League

Education Department at 800-342-1266 or

850-576-8171.

New Volunteer Achievement Program modules available

The League Education Department has three new VAP modules available for your credit union volunteer educational needs. The modules are as follows:

V600 Introduction to Mortgage Lending--includes a general discussion of credit union mortgage lending programs and why such programs are increasingly important. It looks at mortgage lending risk, terminology, getting a program started, marketing, regulations and types of loan products.

V601 Online Policies and Internet Use-board and management policies need to maximize the benefits of e-mail and Internet access while controlling the risks. This module will acquaint directors with the potential risks and policy implications of staff usage of the Internet and e-mail. It will help directors ask the right questions of management and guide them in establishing policies.

V602 Offering Credit Union Youth Programs--the youth market is the loan market of the future. Teaching young members about the financial world helps to assure that they will be wise credit union members in the future. Credit unions need to provide youth with information on the importance of saving, how to budget, strategies for value shopping and how to use credit wisely. This module provides a background on different types of youth programs, methods for marketing to youth, examples of how youth programs are developed and the director's role in serving youth members.

Call Judy Melcher in the League Education Department (800) 342-1266 to order these modules today!



continued from pg. 4, article by Lee Hinkle of FloridaFree

Election Day 2000: will you be ready?



Tallahassee credit union CEOs met with former Leon County Sheriff Eddie Boone (D) at a luncheon to discuss his views on credit unions. Boone recently announced his candidacy for Senate District #3 currently held by Senator Pat Thomas (D-Quincy). L to R--Foy Thompson, Florida Department of Transportation CU; Gail Kruse, CCUE, SCORE FCU; Boone; and Ray Cromer, North Florida Education CU.

Southeast Corporate

Credit Union Forum

Southeast Corporate FCU will be hosting its first Credit Union Forum on September 9 in Orlando, Florida. The Forum will spotlight speakers from the Federal Reserve Bank, NCUA, Corporate Network Brokerage Services (CNBS) and Prudential Securities. Southeast Corporate will also make a state of the corporate presentation. The topics of the forum include the Federal Reserve's Y2K Readiness and contingency planning, investing in the year 2000, and a forecast of the state of the economy in the new millennium.

Agenda

September 9th, 1999

8:00-9:00	Registration
9:00-9:45	Introduction
9:45-10:45	J. Kirk Cuevas, NCUA
10:45-11:00	Break
11:00-12:00	Christopher L. Oakley, FRB
12:00-1:30	Lunch
1:30-2:30	Katherine Jones, Prudential
2:30-2:45	Break
2:45-3:45	Jamie Botts/Phillip Gellott, CNBS
3:45-4:00	Closing Remarks

The Credit Union Forum will be held at the Hotel Royal Plaza located in Disney's Lake Buena Vista Village. The Hotel Royal Plaza is an affiliated Disney hotel, therefore, free shuttles between all Disney owned properties (including the theme parks) is provided.

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is deliberating a challenge to the term limits filed by a group of Florida voters. The decision is expected later this summer.

All of these factors make it critical that you *know your legislators*.

The historically high number of open seats presents the greatest opportunity in Florida political history for business to redefine—and refine—the Florida Legislature to reflect the important role businesses play in our state's well being. Term limits have mobilized business to get actively involved in measuring lawmakers and candidates against the issues that will greatly impact their ability to succeed in this state. Florida businesses are taking an active role in changing the face of the Florida Legislature by changing the *faces* in the Legislature.

Florida businesses must seize this opportunity to elect lawmakers who understand the issues that impact your ability to operate a successful business, who have met a bottom line, who know about the difficulty of finding qualified workers. Lawmakers who "get it."

At *FLORIDAFREE*, our mission is to ensure that businesses have the information needed to identify and elect lawmakers who "get it."

FLORIDAFREE serves a role similar to that of the market analysis department of a business. Market research could very well prevent you from opening a new business in a section of the state where it is doomed for failure. Imagine if you had that same insight about one factor that could make or break your business with one vote: the Florida Legislature.

"All of these factors make it critical that you know your legislators"

FLORIDAFREE is a non-partisan political research organization, with one primary mission: to help elect business-minded candidates to the Florida Legislature. We do not lobby, run campaigns or collect campaign contributions. We don't tell you who to support – you and your members make informed decisions based on access to credible research regarding every legislative race in Florida.

FLORIDAFREE's strength is built on its broadbased membership, representing the diversity of Florida's economic base as a whole. Our effectiveness is built on the involvement of business people who identify the issues and recruit the candidates who understand the right to run a successful business in our state.

As every day brings us closer to the new year, ask yourself how prepared you are to select lawmakers whose impact will continue well into the next century.

There is a lot we *don't* know about the year 2000. But there is one fact you can count on: **Get involved in politics or get out of business.**

Lee Hinkle is President/CEO of *FLORIDAFREE*, the Florida Forum for Research and Economic Education, the state's leading independent, non-partisan political research organization dedicated to electing business-minded candidates to the Florida Legislature. For information on how your company or organization can take an active role in electing business-minded candidates, contact *FLORIDAFREE* toll-free (877)352-3733. **FCUL is a member of *FLORIDAFREE* and membership is open to credit unions as well.**



The Tallahassee Chapter of Credit Unions held its annual golf tournament July 26, to raise funds for CUPAC. The tournament was originally to be held in March during the 1999 Legislative Summit, but was rained out. More than \$5,000 was raised thanks to all the efforts of the Chapter members and tournament players.



Winning team: Gerold Rogers, David Phillips and W.G. Mitchel. Not pictured, Jerry Hicks. The team represented SCORE FCU.

The FCUL Legislative Summit has been scheduled for April 12-13, 2000. This is an important election year-- plan ahead to attend.

Florida delegation attends NYIB Conference

A group from Florida traveled to Madison, WI this month to participate in the National Youth Involvement Board (NYIB) Annual Educational Conference. The conference was full of workshops on how to develop youth programs, effectively reach young people and teach financial responsibility in the classroom.

The NYIB's mission is to "generate enthusiasm and excitement for credit union youth marketing and education; and to develop leaders for the credit union movement." As part of this mission, the NYIB collects data on classroom presentations and the number of young people reached as a result of these presentations. NYIB also tracks how many individuals, credit unions and credit union chapters conduct these presentations and what states are leading the way. During the 1998-99 reporting period, 119,598 students were reached because of 4,938 classroom presentations by 556 presenters.

Florida was recognized as a leader in one category for the 1998-99 year. The Tampa Chapter of Florida Credit Unions was the number one chapter conducting presentations by 60 different presenters.

Sarah Hamby, Vice President of Special Services at FAIRWINDS FCU in Orlando, is the South East Regional Coordinator for the

NYIB. "I feel good about the progress Florida has made this year and am looking forward to even more milestones for the coming year," Hamby said.

She also said she knows Florida credit unions are conducting youth presentations, but are not reporting them to the NYIB. She hopes to change that fact with the help of a new NYIB website developed with the help of FAIRWINDS FCU. The website is a wonderful resource for NYIB information and has a classroom presentation reporting page which can be submitted to the NYIB with the click of a mouse. The website can be found at www.nyib.org.

Others who attended the NYIB conference were: Linda Morrow, Senior Vice President of Educational Community CU in Jacksonville; Norman Stockton, Treasurer of Sarasota Municipal Employees CU in Sarasota; and Grace Potter Freni, FCUL Marketing and Communications Coordinator. All attendees pledged to help bring Florida's numbers up for the 1999-2000 year by visiting with Florida CU Chapters and speaking about the NYIB and the impor-



Members of the Florida delegation are joined by the other NYIB Conference attendees on a tour of the CUNA headquarters in Madison, WI.

tance of teaching young people the basics of financial management.

"These young people are going to be our leaders of tomorrow, and we want to start them out in the right direction and prepare them to step up and take the lead," Hamby said.

Ed Baranowski, CCUE, President of FAIRWINDS FCU, was a speaker at the NYIB Conference. See related article on page 1.

New CU chartered to do business in Dade County

Ahavas Chesed Credit Union has received regulatory authority from both state and federal regulatory agencies and will open for business on September 1, 1999. Ahavas Chesed Credit Union will be located at 1051 N. Miami Beach Boulevard in North Miami Beach, Florida.

Ahavas Chesed Credit Union will be managed by Ms. Lee Dyce. Their field of membership will consist of any individuals of the Jewish Orthodox faith in all of Dade County and portions of Broward County.

As Florida's newest credit union Ahavas Chesed Credit Union becomes the 240th credit union to affiliate with the Florida Credit Union League. A total of 255 credit unions are open and doing business in Florida.

Guy M. Hood, President/CEO of the Florida Credit Union League welcomed Ahavas Chesed Credit Union to the fold. "We are pleased that this credit union has been approved to do business," said Hood. "We wish them well and will offer them any assistance that we can."

Credit unions required to help find deadbeat parents

In an article printed in CUNA & Affiliates *Newswatch*, it is recommended to inform members about a newly instated Welfare Reform Act in which credit unions operating in multiple states are required to help federal and local governments collect delinquent child-support payments. Credit unions operating in a single state will be asked to pitch in before year's end. Credit unions must now search for data about delinquent parents by name. This includes private savings, share drafts, money market mutual funds, etc. Data that matches a delinquent parent must be turned over to the Administration for Children and Families or the Office of Child Support Enforcement.

Florida Credit Union Foundation launches 1999 annual fundraising campaign

Imagine being able to send employees for specialized training sessions without worrying about finding the funds for the registration fees because scholarships are available to help cover the cost.

Florida credit unions were mailed a letter with the opportunity included to make a donation to the Florida Credit Union Foundation earlier this month.

We need your assistance! In 1998, the Florida Credit Union Foundation awarded \$9,945.00 in scholarships, and through June 1999, has awarded \$5,100.00. These numbers do not reflect the requests the Foundation receives annually.

The 1999 Annual Fund Campaign is underway in general support of the Foundation. These contributions make the above scenario a reality and will enable the Foundation to provide assistance to credit unions in fulfilling an increasing number of requests for scholarships.

The Foundation is truly "People Helping People." Please take a moment to revisit the letter you received and make your investment in the future of the credit union movement with a "Bronze, Silver, Gold or Platinum" gift to the Florida Credit Union Foundation: Bronze--\$25 - \$100, credit union or individual receives a Foundation Donor Certificate; Silver--\$101 - \$250, receives a Foundation Donor Calendar; Gold--\$251 - \$500, receives a Foundation Donor Desk Clock Calendar; Platinum--\$500 or more, recognized at the 2000 Convention with a Foundation Donor Plaque.

For additional information, please contact Connie Stoutamire at the Florida Credit Union League, (800) 342-1266.

A Horizons Roundtable, hosted by the Tampa Chapter, was held on July 13, at USFFCU. Attendees included: Sharmon Goins, Florida Customs FCU; Bruce Koehler, USF FCU; Laida Garcia, Florida Central Credit Union; Altermease Williams, POC FCU; and Barbara Hann, Dunedin Municipal EFCU.



Wakulla Credit Union Services, an office of the Tallahassee-Leon Federal Credit Union, held a ribbon cutting with CEO Dan Clark, Vice President of Business Development Rhonda Pigott, Vice President of Services Matt Fitz-Randolph, and Technology Service Representative Della Tully acting as hosts for the event. Several members of the Wakulla County Chamber of Commerce and many community leaders were in attendance.



The FCUL Horizons Program has an equipment needs list for various credit unions throughout Florida. For instance, a small credit union presently needs a Microfiche Printer to help them be more efficient and provide better services for their members. If a credit union has that particular piece of equipment available as a gift or reduced price, Connie Stoutamire, Director of the Horizons Program, will put these two parties together. If your credit union has a need or has equipment to share, please call Connie at (800) 342-1266.

Pen Air Federal Credit Union in Pensacola has earned a 5-Star Superior rating--its 17th time in a row by Bauer Financial Reports, Inc. The award is based on analysis of current financial data as filed by Pen Air FCU with federal regulators, supplemented by historical data kept by Bauer. Congratulations!

The Central Florida Chapter of Credit Unions has contributed approximately \$32,000 toward a home being built by the Habitat for Humanity in the area. The members are not only raising funds for the home, but giving of their time to build it.

USF Federal Credit Union has hired former Board Chairman, Dr. Thomas Ness, as President and appointed the following board members: Richard Taylor, Chairman; Joan Tallis, Vice Chairman; Terry Buckley, Secretary; and Mary Frances Waugh, Treasurer. Willies Stokes was appointed to fill the unexpired term of Ness and Troy Collier and Phyllis Marshall remain on the Board as Directors.

CUNA Mutual

Disaster: It begins when you learn you're underinsured

A disaster involving the loss of your building becomes disastrous if you don't have appropriate insurance coverage to replace your losses. That's why efforts to improve the insurance-to-value equation for your credit union buildings and contents is an essential part of avoiding the ultimate disaster: financial failure.

And if you think it can't happen, consider: scientists are predicting that nine hurricanes will form in the Atlantic Ocean this season with a 54% probability of land-fall on the East Coast, including Florida. And it's not just hurricanes--wildfires, strong thunderstorms, tornadoes and heavy rain all contributed to more than \$4 billion in insurance claims paid in 1998.

There's not a lot you can do to prevent natural disasters, but you can still manage the associated risk. One important form of disaster risk management is an insurance package that covers the replacement value of buildings and their contents.


It's all too easy to fall into the under-insurance trap. The pitfall is misinterpretation of inflation adjustment clauses. There are two basic types: annual and perennial.

The annual provision adjusts your coverage for inflation only within the coverage year. During times of high inflation, this type of coverage needs to be re-evaluated annually because at the end of each year, you start from square one at the original amount. Meanwhile, replacement costs continue to go up.

The perennial inflation adjustment clause automatically adjusts your coverage each year, as well as your premiums. But the amount is based on the national inflation rate, not your local economic conditions, so you'll still want to have your building and its contents assessed every three to five years, and adjust your coverage appropriately.

Also, some perennial-type clauses set inflation protection using the inflation rate at the time of purchase; in today's economy, such a policy purchased in the mid-1980s could lead to far more insurance— at higher premiums — than is needed.

Finally, building insurance may only cover your building and its fixtures. But disasters are indiscriminate. They'll take down your outdoor signs and ruin your business machines. And while the storm or fire might only last a few hours, recovery can take weeks. Will you be able to continue operations in an off-site facility during reconstruction? Will you have access to computers and other business machines? These and other considerations are part of the process when putting together a package of coverage designed to protect your credit union and its members from disaster.

CUNA Mutual has a brochure to help you assess your risk management needs. It's titled *A Guide to Understanding Building Replacement Cost and Insuring-to-Value*. For a free copy, call your CUNA Mutual field marketing division office at (800) 333-2644 

Year 2000 Wegner Award winners named


Nancy Pierce, Wisconsin Credit Union League's Consumer Credit Counseling Alliance and Eugene H. Farley, Jr. are the Year 2000 winners of the Herb Wegner Memorial Awards, sponsored by the National Credit Union Foundation.

The Wegner Awards, named in honor of the late CUNA chief executive officer, recognize "innovative, creative, risk-taking" leadership in the spirit of Herb Wegner.

Pierce, chair of CUNA & Affiliates and president and CEO of Mazuma Credit Union in Kansas City, Missouri, is the award recipient in the Individual Category. She is being honored for her dedication to the credit union philosophy of "people helping people" and her recent work with the NCUA, NAFCU and Project Differentiation. In addition, she is a former chair of the Governmental Affairs Committee, was a member of the Renewal Project 2000 Steering Committee and has held all four offices on CUNA's Executive Committee (chair, vice chair, secretary and treasurer).

The Wisconsin Credit Union League's Consumer Credit Counseling Alliance is being honored in the Organizational Category for its industry-leading example of assisting credit unions and their members with financial education, and improving their chances of avoiding bankruptcy.

Farley, president of the Virginia Credit Union League, is receiving his award in the Lifetime Achievement Category in recognition of his 45-year involvement with credit unions. From being a member of a credit union supervisory committee in 1954 to his current position as league president, Farley's contributions have touched every aspect of the credit union movement.


The awards will be presented on Sunday, February 27, 2000 at the Omni Shoreham Hotel in conjunction with the Governmental Affairs Conference in Washington, DC. 

Southeast Corporate Credit Union Forum

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vided. A block of rooms has been set aside at a discounted price of \$119.00 a night. Mention the Southeast Corporate's Credit Union Forum when making reservations. The registration fee is \$95 for the first attendee per credit union, and \$45 for additional attendees. Lunch will be provided.

On September 8, Southeast Corporate will host a golf tournament to be played at Disney's Lake Buena Vista golf course. Those interested in golf need to register with Southeast Corporate FCU by calling (800) 342-0203, extension 205. The fee for golf registration is \$75 per person.

For more information on the Credit Union Forum or to request a brochure, please visit our website at www.secorp.org, or call us at (800) 342-0203, extension 205. 

1999 League Calendar



Check out our website
(www.fcul.org) under
"Chapter Meetings"
for a listing of all FCUL
Chapter meetings
and contacts

September

CHAPTER MEETINGS

Broward Chapter, 9/14
Central Florida Chapter, 9/16
Escambia Chapter, 9/9
Gulf Coast Chapter, 9/4
North Central Chapter, 9/16
Northeast Chapter, 9/8
Palm Beach Chapter, 10/21
Pinellas Chapter, 9/15
Sara-Mana, 9/9
Southernmost Chapter, 9/21
Tallahassee Chapter, 10/21
Tampa Chapter, not available

8 Satellite Video Conference: Cyber Credit Unions

Ft. Lauderdale, Orlando, Tallahassee, \$60*

12-16 FL CU Management Institute

Tallahassee, \$775/\$725*

October

12-15 Teller Workshop

Pensacola, Ft. Lauderdale, Orlando, or
Jacksonville, \$75*

18-22 International Credit Union Week

International CU Day theme set



On Thursday, October 21, more than 97 million credit union members worldwide will join together in celebration of International Credit Union Day. This year's theme is "Celebrate the Credit Union Difference." The word "celebrate" has been used in three languages--English, Spanish and French--to reinforce the international concept of the credit union movement with your members.

ICU Day is a great opportunity to promote the benefits of credit union membership and recruit new members. The League has available an ICU Day kit along with a few extra posters and counter top displays you may order in addition to the supplies you should have already received. To request a kit or extra supplies, contact Grace Potter Freni in the League Communications Department at (800)342-1266xt. 312, or e-mail at gracepf@fcul.org.

The *Florida Credit Union News* is a monthly publication of the Florida Credit Union League (www.fcul.org). For business information or subscriptions, write the Florida Credit Union League, P.O. Box 3108, Tallahassee, FL 32315-3108, call (800) 342-1266, or e-mail gracepf@fcul.org. Two copies are supplied free to each affiliated credit union in Florida. Additional copies may be purchased for \$3 per issue or \$36 for a single one-year subscription. Articles may be submitted to the editor for publication, and are subject to editing and approval.

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