



Florida Credit Union News

A publication of the Florida Credit Union League 

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Credit unions celebrate ICU Day

Florida Governor Jeb Bush and the Florida Cabinet officially declared the week of Oct. 15-21, 2000, as International Credit Union Week in Florida. The resolution, adopted unanimously by the board at the October 10 Cabinet meeting, was offered by Florida Comptroller Bob Milligan.

Around the state, credit unions and FCUL Chapters also celebrated with local resolutions, special give-aways and dinners.



The Sara-Mana Chapter received a proclamation from Sarasota County proclaiming Oct. 19, 2000 as International Credit Union Day. Pictured L to R: Jeni Brandon, Tropical FCU; Tom Randle, Sarasota Coastal CU; Elaine Karins, Sarasota Municipal ECU; Sandra Adcock, Sarasota Coastal CU; and Raymond Pilon, Chairman of the Sarasota County Commission.



The Escambia Chapter had a family fish fry at Solutia Park in Pensacola. The main event was the giving away of lots of door prizes.



L to R: Katherine Harris, Secretary of State; Bob Milligan, Comptroller; Gov. Jeb Bush; Bob Butterworth, Attorney General; Bill Nelson, Treasurer; Tom Gallagher, Commissioner of Education; Bob Beskovoyne, CCUE, FCUL Chair of the Board, Martin FCU; Tammy Douglass, FAIRWINDS CU, FCUL Service Group Board Member; Aletta Shutes, FCUL Executive Vice President; and Guy Hood, FCUL President/CEO.

The Northeast Florida Chapter held a dinner with motivational speaker Rick Pinette for its ICU Day celebration. "Mr. Rick" as he likes to be called, was once a rock star who hit bottom from his drug use. Now he uses his experiences to motivate others. Pictured with "Mr. Rick" is Melba Jordan, CCUE, State Employees CU



The Gulf Coast Chapter's ICU Day dinner speaker was Gayle Oberst, a Panama City Beach City Council member. She gave a light hearted account of what it's like to run for political office.



L to R: Karen Hurst, Tyndall FCU, Rock Wester, NCSC FCU; and Oberst.

CU AutoNet announces year-end incentive promotion

The FCUL Service Group, Inc. is pleased to announce an incentive program for credit unions offering the CU AutoNet program to their members.

The year-end incentive program is as follows: 1 to 4 cars sold, credit union will receive \$25 per car sold. Every car sold thereafter, the credit union will receive \$50 per car sold. Starting Jan. 1, 2001, CU AutoNet will announce an exciting progressive annual incentive program for participating credit unions.

The 2001 media marketing kits are currently being developed and will be provided to all participating CU AutoNet credit unions at no expense. James Sumner, Business Development Manager, will be calling participating credit unions in the near future to make sure that they received this incentive information and to take the credit unions' orders for marketing kits.

Consider participating in the CU AutoNet Program for your members. There is no cost to your credit union for offering the CU AutoNet program. For more detailed information, contact James Sumner, 800.342.1266, ext. 392 or via email at jsumner@fcul.org

CU AutoNet is an online vehicle sales service offered through credit unions to credit unions members only.



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Make Your Voice Heard

The recent adoption by the NCUA Board of the Community Action Plan (CAP) proposal was extremely disappointing to the credit union movement. What made this such a letdown for the nation's credit unions was the fact that so many credit unions and leagues, including the Florida league, very clearly communicated to the Board that such a regulatory requirement was unnecessary and too burdensome.

I suppose if there is a silver lining in this black cloud it is the fact that credit unions made their voices heard as NCUA was considering CAP. The rule, as proposed, would have applied to all credit unions. Now, it applies only to community credit unions. Credit unions let NCUA know in no uncertain terms that they were unalterably opposed to the CAP and did not want to see it adopted. The intensity and volume of criticism and opposition to this regulation, in my opinion, led to the change that diminished the number of credit unions affected by the new regulation.

Rest assured that CUNA and FCUL will continue to oppose this regulation and will seek its repeal at the earliest possible date. Community credit unions, which are now faced with this bogus requirement, will accelerate the move of federal credit unions to the state system. As of the date of this publication, eleven federal credit unions in Florida have converted to state charter since 1997. One other credit union has an application pending. Fortunately, the process of conversion in Florida, by law, is somewhat less difficult than in other states. Here in Florida, the state Department of Banking and Finance has been an accessible regulator to those credit unions that have decided to leave the federal system. We applaud Comptroller Bob Milligan and his staff for their very capable guidance.



*Guy M. Hood
President/CEO*

I want to make it clear that FCUL supports the dual chartering system. We think it is important that credit unions continue to have strong options on either side of the regulatory fence. The system as a whole will only suffer if one or the other chartering method weakens.

The CUNA Renaissance Council is meeting and will continue to meet to explore proposals that would revamp the entire outdated 1934 Federal Credit Union Act. I would urge all credit unions in Florida to speak out in support of this effort. Not only is input from all important, but support from all is critical.

FCUL will continue to speak vigorously and positively on all proposals that come before NCUA. We have done so in the past and will maintain our presence in the future. And, we want to make sure that you will join in that commentary as well. Associations can certainly speak loud and clear before regulatory bodies in both Tallahassee and Washington. But, the strength and force of that message can be amplified with the inclusion of comments from individual credit unions. That was certainly the case in the CAP proposal.

Positive contributions are the key. Although a number of credit unions spoke out against CAP, a significantly fewer number made their positions known on Board member Dennis Dollar's Reg-Flex proposal. More comments in support might have been an influence as the Board considered CAP and Reg-Flex. We'll continue to push for Reg-Flex as an alternative to CAP.

Without a doubt, the regulatory and legislative bodies pay close attention to the voices of the credit union movement. We just need to make sure we remain active and visible. Continue to let your regulators know your feelings and concerns.

Regulatory school provides opportunity for CUCE designation

A group of credit union compliance experts achieved certification through CUNA's new RegTraC program in conjunction with the Regulatory Compliance School in St. Pete Beach. Forty-one credit union and league staff successfully completed the five individual unit exams and received their

Compliance Expert certification and Credit Union Compliance Expert (CUCE) designation. Of those 41 persons, four were from Florida: **Sandy Caldwell, City County CU; Joseph Carpenter, Duval FCU; Janet Starr, Central Florida Postal CU; and the League's own Bill Berg, CCUE.**

New program manages check conversion

Clarke American Checks, Inc., one of the country's leading check printers, unveils PriorityOneSM, a revolutionary program to help financial institutions conduct check conversions.

With buy-outs, mergers and acquisitions a routine occurrence, conversions have become an everyday fact of life for members of the financial services industry. Whether it's due to an account number conversion or a new check printing partnership, Clarke American's goal is to make conversions—an often difficult experience—into a seamless, transparent transition for both the financial institution and its customers.

PriorityOne is designed to accomplish three objectives for financial institutions: improve customer satisfaction before, during and after the conversion; improve the efficiency and effectiveness of financial institution operations; and increase financial institution revenues and profitability.

PriorityOne's patent pending processes include *ServiceLine Plus*SM, a toll-free service line which addresses

customer needs during conversions; integrated marketing and pre-notification tools; specially designed check products; packaging; and InTouch[®] Messaging, Clarke American's unique one-to-one promotional messaging bound directly into the check pad.

Clarke American prides itself in not simply providing partners and customers with a product, but providing them with value-added solutions, like conversion expertise and state-of-the-art communication tools. By adding value, Clarke American helps financial institutions retain and grow existing customers and attract and build relationships with new customers.

"The PriorityOne conversion management program," explains Charles Korbell, Clarke American's CEO and President, "has been developed by the conversion experts at Clarke American from hundreds of conversion best practices over the past five years. It embodies our detailed, disciplined planning and continuous improvement process which is the cornerstone of our First in Service[®] total quality management system."

CU Members Title from FCUL Service Group

The FCUL Service Group is proud to offer Florida credit unions their very own credit union specific title insurance product for residential mortgages.



Robert Shepherd

"With Florida's explosive growth it is important for credit unions to be able to provide their members with reliable mortgage products and the assurance of thorough and comprehensive title insurance," said Robert Shepherd, Land Title Examiner for CU Members Title.

Shepherd added, "With our partner, First American Title Insurance Company, CU Members Title guarantees accurate and timely title searches. First American Title has been doing business in Florida since

1981 and operates indirectly through an extensive network of corporate and attorney agents. Your credit union will have peace of mind knowing that your residential mortgage loans are protected and your members will appreciate the quick turn around time.

"Our goal is to provide your credit union and members with the highest level of service available, more control in closing your mortgages, input on the total array of closing fees charged to your members and a closing office that is conveniently located near your credit union to provide fast turn around," stated Shepherd.

For more information and to begin saving your credit union time and money, contact Robert Shepherd at 800.342.1266 ext 396, or via e-mail at bshepherd@fcul.org.

CUNA publishes guide for CU alternatives

One of today's leading issues for credit unions involves both the business and philosophical questions surrounding fringe financial services. *Fair Deal: Creating Alternatives to Fringe Financial Services*, a new title from CUNA's Center for Professional Development (CPD), explores the issue by looking at models and methods that can help credit unions meet their business goals while countering fringe practices in their communities.

"To effectively compete with fringe lenders, credit unions must understand the controversies and facts surrounding fringe lending services," said Mike Miller, vice president of CPD. "Fair Deal does that by being a practical guide for the development of credit unions' best single source of fringe lending information."

In efforts to answer the many questions that may arise, Fair Deal takes a close look at questions from a credit union perspective. The book uses profiles from credit unions that have implemented business-based models as alternatives to high-priced fringe outlets as models for how credit unions can compete with these outlets. In addition, Fair Deal will help credit union define personal objectives.

Co-author Ed Gallaghy is CEO of Florida Central Credit Union in Tampa. He has led his credit union in introducing and developing innovative fringe lending alternatives in the Tampa area for a number of years. Co-author Darla Dernovsek is a freelance financial services writer specializing in marketing and technology. Working together, they have compiled information and advice from credit union leaders nationwide.

To order copies of Fair Deal: Creating Credit Union Alternatives to Fringe Financial Services, call CUNA Customer Service at 800.356.8010, ext. 4157, or order online at www.cuna.org/data/cu/training/lending/predatory-fringe/books.html

NEWS from you

Send your submissions for the "News From You" section to the League by the first of each month.

CFEFCU announces scholarship recipients

In support of higher education, Central Florida Educators' Federal Credit Union announced the recipients of its Fifth Annual Scholarship Awards Program. Four \$1,000 scholarships were awarded to members or dependents of member of CFEFCU.

The 2000-2001 school year recipients are: Jennifer Anderson, Seminole Community College; Tania Harper, University of Florida; Andrea Starling, Valencia Community College; Jessica Barry, University of Central Florida.

These scholarships are available to high school seniors planning to enroll in an accredited two year program, an accredited four year institution, or a full-time job preparatory program at an accredited trade or technical school. The scholarships are renewable for up to three years



From left to right: Jennifer Anderson; Tania Harper; Joe Melbourne, President/CEO; Andrea Starling; and Jessica Barry.

Send us pictures and information from your ICU Day celebrations

JOIN US!

100 MILLION CREDIT UNION MEMBERS WORLDWIDE

Donation cherished by students in Zimbabwe

They might not recognize the logo is an apple, since they don't have apples in Zimbabwe, but the students in the St. James Primary School in Nyamandlovu were happy to get their new school supplies.

The gift was a donation from the Educational Community Credit Union in Jacksonville, where teacher Betty Keys-Jackson is a member. Before returning to Zimbabwe at the start of the school year, Jackson visited the credit union's Arlington branch and explained to Branch Manager, Karen Murray, the need for donations for students in the African nation. Murray contacted ECCU's marketing department and was given zip bags for three-ring binders filled with pens, pencils, erasers, rulers and pencil sharpeners.

Jackson sent Murray a photo of the children with their gifts after she returned to Zimbabwe. "I know the students appreciate



Students of St. James Primary School in Zimbabwe

and cherish the item," a letter she enclosed said. "Because of your generosity these students have an advantage to becoming successful in the future. Thank you for being...able to see and appreciate and share the abundance of our country with other people who are less fortunate."



Bill Williams

Monsanto Employees Credit Union is pleased to announce the appointment of Bill Williams as its Vice President of Operations. He comes to MECU from Arkansas Federal Credit Union. Bill is a graduate of Florida State University and has a total of 17 years of service in various capacities within the credit union industry. Bill volunteered with Winrock International advising newly formed credit unions in the Kyrgyz Republic, a recently independent nation in Central Asia undergoing profound political and economic change.

Bell-Tel Credit Union recently merged with Lake County Schools Credit Union. The merger boosts BTCU's membership to 45,000. The \$215 million credit union now has three locations in Lake County and five others throughout Central Florida.

"We are happy to welcome our new members," said Lynn Owen, President/CEO of BTCU, "our continued growth allows us to extend our benefits to more Central Floridians and their families."



Andrea McKalvey

Educational Community Credit Union in Jacksonville has appointed Andrea McKalvey as its new vice-president of marketing. "I look forward to this new endeavor and working in this new capacity," said Andrea. She joins ECCU as the credit union is poised to launch an area-wide membership campaign. Andrea comes to ECCU from Capital City Bank in Tallahassee.

Health Services Credit Union recently named long-time member Larry L. Payne Sr. to its Board of Directors. Larry is Senior Vice President for Human Services for BlueCross BlueShield of Florida, Inc., and has been a member of HSCU for more than twenty years.

Tampa Bay Federal Credit Union held its first "Ready to Learn Fair" for the students of LaPaloma Headstart. Games, coloring contests and lots of food was provided by the credit union, and the approximately 60 students who participated each received school supplies and a new book.



Regulatory Update

Bill Berg, CCUE, Director of Training and Credit Union Development, brings regulatory changes to your attention through this column. If anyone has 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.

Non Standard Holidays

State chartered credit unions are required to receive approval from the Department of Banking and Finance if they wish to close on a day when the Federal Reserve is open. Many credit unions like to take the Friday after Thanksgiving as a holiday to give their staff a four-day weekend.

1. Make a request to the Department of Banking and Finance and receive their OK; and
2. If your credit union has a share draft program, someone will need to process the returns on the day that you are closed. Failure to do this is an unsafe and unsound business practice.

Some of our credit union employees come from the banking industry and believe that there is a federal regulation that you cannot be closed for more than three days in a row. For banks and savings and loans, this is true - but not for credit unions. Both state and federal credit unions have their days of operation set by their boards with the exception noted above.

Approval will be needed each year for each non standard holiday(s) that your credit union wishes to close.

Regular Reserves Transfer - State Requirements Not Repealed

Most credit unions are aware of the new reserve requirements imposed by The Credit Union Membership Access Act (The Act - HR 1151). The Act not only redefined the field of membership rules for federal credit unions but also set new minimum capital guidelines for all federally insured credit unions. The guidelines set up mandatory and discretionary actions for credit unions and regulators when the capital ratio of a federally insured credit union falls below 7 percent. One of the mandatory actions is a new requirement for reserve transfers for any federally insured credit union that falls below the 7 percent minimum capital ratio levels as

defined in the act and rules. The Act deleted the mandate that federal and state credit unions comply with the reserve transfer requirements as they relate to reserves to risk assets ratio when Section 116 of the Federal Credit Union Act was repealed.

However, The Act did not delete the regular reserve transfer requirements for Florida state-chartered credit unions. Section 657.043, Florida Statutes, which details reserve transfer requirements, has not been repealed and state-chartered credit unions are still subject to the reserve transfer mandates of this section. This includes the requirement to make reserve transfers at various levels of the reserve to risk assets ratios and the risk asset definitions as set forth in subsection 1 and 4 of the statute.

Please note however, if a state-chartered credit union falls below the 7 percent minimum capital requirements of The Act and Prompt Corrective Action, the federal reserve transfer level will exceed the state requirement and you will be required to follow the federal requirements.

Chapter 280 - Florida Security for Public Deposit Act

Some state, county and municipal entities have recently sent bids for deposits to be placed in credit unions through out the state. Some credit unions have called the Florida Department of Banking and Finance to determine if they would be allowed to bid on and accept these deposits.

Pursuant to Chapter 280, Florida Statutes, credit unions (state or federal) are not included in the definition of a financial institution and therefore can not become a qualified public depository and can not accept deposits from state, county or municipal entities.

Please note that this chapter of the Florida Statutes does not apply to deposits from federal agencies. Therefore, state chartered credit unions with a field of membership that includes a federal agency that meets the membership requirements

may accept deposits of such federal agencies. Federal credit unions should follow the National Credit Union Administration Rules and Regulations as it applies to deposits from federal agencies.

NCUA Examinations Now Cover E-Delivery Systems

NCUA Examiners recently completed training to conduct new exams, which will review credit unions' information systems and technology. The Information Systems and Technology Examination Program (ISTEP) typically will be part of credit unions' future annual exams, but regional directors have latitude to require ISTEP exams as needed. We expect that the NCUA will issue a Letter to Credit Unions on this topic next month.

Amendments to the Bank Secrecy Act Regulations

The Financial Crimes Enforcement Network has issued an interim rule exempting transactions by certain consumers from the Bank Secrecy Act (BSA) reporting requirements. Money market deposit accounts are among the transactions that are now exempt in the interim rule. Previously, these transactions were limited to share draft accounts, demand deposits, negotiable order of withdrawal (NOW) accounts, and savings deposits subject to automatic transfers.

NCUA Draft of New Call Report with PCA Worksheet

NCUA recently issued a draft of the new Call Report, which includes the PCA Net Worth Calculation Worksheet. The worksheet is provided to help credit unions measure their net worth ratio. All credit unions are required to measure their net worth at the end of each quarter.

You may access a copy of the Call Report draft at <http://www.ncua.gov/news/PRA/PRA-Collection3133-0004.pdf>.

Credit Union Political Action

In the final weeks of one of the most active and grueling election years in Florida's history, credit unions have continued with their efforts to be involved in the political process. Twelve credit union CEO's, volunteers and FCUL staff "hiked the hill" in our nation's capitol on October 4-5 meeting with 10 of Florida's 23 congressional members. Prior to the group's meetings on Capitol Hill, FCUL staff and representatives from Suncoast Schools FCU and GTE FCU attended a fundraising breakfast held in honor of Congressman Jim Davis (D-Tampa). Later that day, a luncheon culminating the two day visit was held in the Rayburn House Office Building with six members and staff attending.

Meanwhile, back home, credit union chapters continued to provide forums for candidates running for the Florida Legislature to talk about their campaigns and to meet with local credit unions. In Gainesville, the North Central Chapter of Credit Unions met with candidates Ed Jennings (D) HD #23, Perry McGriff (D) HD #22 and Von Frazier, Alachua County Tax Collector. Campaign staff from Bill McCollum for Congress, Leslie Scales for Florida Senate and Dennis Baxley for Florida House of Representatives were also present.

The Central Florida Chapter provided bar-b-que dinners for their candidates at



Ed Jennings (D) candidate for HD #23



Perry McGriff (D) candidate for HD #22

Cypress Grove Park in Orlando. Candidates attending the dinner were Joe Lee Smith (D) HD #32, Rep. Allen Trovillion (R) HD #36, Ali Shahnam (D) HD #37, Andy Gardiner (R) HD #40 and Ron Ellman (D) SD #9. Campaign staff from Linda Chapin for Congress, Alana Brenner for Florida House of Representatives and Lee Constantine for Florida Senate attended. Tom Embree of Fairwinds Credit Union represented David Mealor (R) candidate for HD #34. Tom has been very active in several local campaigns, walking the precinct and collecting signatures for both Mealor and Bill Sublette who was a candidate for Bill McCollum's US Congressional seat.



L to R: Jace Reyes, Miami Postal Service CU; Phillip Brutus candidate for HD #108; Mara Falero, FAA CU; Mike Raley, Power 1 CU; and Bill Gregg, FAA CU.

At the Miami Airport Hilton, several candidates announced they were anxious to learn more about credit unions. Credit union leaders sitting with the candidates were only too happy to talk with them about the



L to R: Bill Gregg, FAA CU; Joe Lanteigne, Mercy CU; Jace Reyes, Miami Postal Service CU; Ed Bullard candidate for HD #118; Mara Falero, FAA CU; and Mike Raley, Power 1 CU.

credit union services provided in the greater Miami area. Candidates attending the Southernmost Chapter's dinner were Phillip Brutus (D) HD #108, Dorothy Bendross-Mindingall (D) HD #109 and Edward Bullard (D) HD #118.



L to R: David Call, Florida Health Systems FCU; Dorothy Bendross-Mindingall (D), candidate for HD # 109; and Greg Blount, Tropical FCU.

In Tallahassee, a fundraising luncheon was held for the Bill Nelson for US Senate Campaign, honoring his wife, Grace Nelson. Aletta Shutes hosted one of the 15 tables reserved for the event and provided boxed lunches for her six guests. Mrs. Nelson joined Ms. Shutes and guests at their table for lunch. The luncheon raised more than \$5000 for Nelson's campaign.

City County Credit Union in Ft. Lauderdale recently hosted a credit union tour and CUPAC check presentation for local candidate Nan Rich (D) who is running for the



Nan Rich, candidate for HD # 97, accepts a CUPAC check from Bill Marquardt of City County CU.

House seat currently held by Representative Debbie Wasserman Schultz. Wasserman Schultz, no longer able to run for re-election in her House seat because of term limits, is seeking a seat in the Florida Senate.

A lunch meeting with John Gillespie, a candidate for SD #31, was held on October

25 in Ft. Lauderdale. Dianne Jones and Mark Landreth discussed credit union issues with Gillespie and his campaign manager, Pam Taylor. Gillespie, an attorney whose family owned a group of community banks until they were bought by a large regional bank holding firm, was receptive to credit union issues and drew comparisons to the customer-service orientation of credit unions and community banks.

Gold Coast FCU and THE CU of Palm Beach County provided local candidates Joan Ingersoll (D) HD #87 and Pam Dunston (D) HD #83 the opportunity to meet and greet members in the lobbies of their credit unions. Ingersoll is a member of Gold Coast FCU. In addition, John Deese, CCUE, President of THE CU of Palm Beach County hosted a fundraising reception for Cheryl Carpenter (R), candidate for HD #85 in his home and presented a CULAC check to Congressman Mark Foley (R) in his credit union.



John Deese, CCUE, THE CU of Palm Beach County and Rep. Mark Foley

Tony Dominick, President of Bay Pines FCU presented a CUPAC check to John Carassas (R), candidate for HD #54, the district currently held by Representative Dennis Jones (R).

FCUL staff, Dianne Jones and Mark Landreth, met individually with candidates Curtis Richardson (D) HD #8, Joe Negron (R) HD #82, Rod Smith (D) SD #5 and John Gillespie (D) SD #31 to discuss credit union issues.

As you can see, the League has not lost its momentum during the final campaign weeks. This year, more than ever before, credit unions have made their mark with candidates running for local, state and federal offices. Not only have credit unions been involved in delivering CUPAC/CULAC checks; hosting fundraisers, credit union tours, lobby meet & greets; and working on campaigns but an impressive number of candidates have been credit union members! Credit unions are to be commended for the proactive role they have taken to build strong relationships with Florida's future leadership.

Northeast Florida Chapter has successful charity golf tournament

Twenty-two sponsors joined credit unions in the Northeast Florida Chapter to support the 5th Annual Charity Golf Tournament at Windsor Parke Golf Course in Jacksonville. Golfers and "Golf-101" participants enjoyed the fall-like weather for the event, which surpassed its goal of raising more than \$10,000 for CUPAC and a charity to be named by the Chapter.

The winning foursome was Luis Delgado, Chad Lucovsky and Tom Gerst of Enterprise Car Sales in Jacksonville, along with Bill Dagnall of Navy Federal Credit Union. Dagnall also won the "Longest Drive" award for the men, and Connie Stoutamire of the Florida Credit Union League won for the ladies. "Closest-to-Pin" award went to Mike Bartoo, of Advantages of Membership, Inc. The traditional

"TurfMaster" award went to Maury Pilver, Health Services Credit Union. CUNA Mutual's "Pick-a-Club" winning group was from Jax Navy Federal Credit Union (Rich Alfirevic, Kevin Owens, Mike Ventura, and Bob Dirmyer). Marvin Taylor, Duval Federal C.U. was the winner of Kazeck & Assoc. putting contest.

The Chapter was pleased to welcome former president of the Senate, and current Congressional candidate, Ander Crenshaw, as our guest for the event. The Chapter extends its appreciation to the "Platinum" sponsor--Harland Check Printers, along with our "Gold" Sponsors--Clarke American, CUNA Mutual, Enterprise Car Sales, Kazeck & Assoc., Stephens, Inc., and Palmer Williams of Williams & Gautier, P.A.



Kathy Harrison of Florida Telco CU, chair of the golf tournament, presents Bill Dagnall of Navy Federal CU his "Longest Drive" award.



Jay Hogan, Duval FCU; Larry Kirkman, Government ECU of Florida; and Joe Hardcastle, Florida Telco CU visit before the start of the tournament.



Increasing credit union's already considerable influence on Capitol Hill will be one of the highlights of CUNA's 2001 Governmental Affairs Conference, February 25-28, at the Hilton Washington Hotel and Towers in Washington, D.C.

The theme of the 2001 GAC is "Building Political Capital." The conference promises another stellar lineup from Congress, the Administration and federal regulatory agencies and is highlighted by Pulitzer-prize winning humorist Dave Barry as the closing speaker.

For information about conference registration or hotel accommodations, contact CUNA Meeting and Special Events at 800.356.9655 ext. 5700 or gacinfo@cuna.com.

STAR, VAP, VLP & MERIT

The **STAR, VAP, VLP and MERIT programs** are nationally recognized standards of professionalism for credit union staff and volunteers. These individuals have expanded their capabilities for the benefit of their credit union. For information on any of these programs call the League Education Department at 1.800.342.1266.

VAP CERTIFICATES:

City County ECU: Irene Gaccek

Fairwinds CU: John Coffey

University CU: Robert Burns

STAR CERTIFICATES:

8 Flags FCU: Lisa Miller

Bell-Tel FCU: Mark Podschelne, Patricia Clem,

Campus USA CU: Nicole Harrison

Central CU of Florida: Dawn O'Brien, Rechelle Nesbitt

Central Florida HealthCare FCU: Mary Snyder, Stacy Yeziarski, Iralda Shollar

Central Florida Postal CU: Kathleen Gontarek, Maribel Cordero

Community Educators CU: Joanne Miller, Jacqueline Hydorn, Stephanie Stone, Delia Muckinhaupt

Fairwinds CU: Linda Lee

Florida Aircraft FCU: Catherine Adams, Jeffrey Marshall

Florida Commerce CU: Patricia Crowley, April Owens, Angela Meisenheimer, Sameera Shah, Refest Baxter, Alisa Doerrfeld, Betty O'Brien, Amy Pope, Shantell Noles, Janet Folsom

Florida Hospital CU: Rebecca Bell

Jax FCU: Judy Nix, Angela Leicht, Christine Crawford

Jax Navy FCU: Elizabeth Schamp, Doryn Gardner, Maria Rohr, Angel Mann, Janine Knight

MacDill FCU: Mary Jo Mack

Members First CU of Florida: Shelly Smith

NCSC FCU: Ruth Forst

North Florida Education CU: Matthew Granger

Orlando FCU: Gloria Flowers

Pen Air FCU: Linda Ziska, Robin Schinzing, Shirley Harris

Pinellas County Teachers FCU: Jackie Ruff

Power 1 CU: Cary Santoyo, Cynthia Lasso, Kimberly Romanelli, Marsha Tanicien

Santa Rosa County Teachers FCU: Julie Smith, Tammy Ward, Aundrea Gooden

Sarasota Coastal CU: Elsie Agrifolio, Betty Weldon

Suncoast Schools FCU: Maria DeLeon, Juanita Bartels, Julie Ethridge, Carmen Garcia, Sandy Piatt, Katherine Betz, Deborah Walker, Jennifer Brandon, Cathy Olmstead, Ostile Peck, Linda Helms, Kathleen Murphy

Tampa Bay FCU: Lorna Richardson, Lenora Ellis, Felicia Dalcour, Widy Linn, Diana Gabriel, Deborah McCoy

Tyndall FCU: Gwendolyn Woullard, Annette Gapetz, Che Lin Shaw, Karen Starnes, Josie Brimer, Betty Waters, Donna Morrison, Jena Spivey

UCF FCU: Juanita Hess

VISTA FCU: Richard Paris, Sara Covington, Sue McCall, Marueen Howard

West Coast Federal ECU: Jeanne Reich, CCUE, Debra Boesen

MERIT CERTIFICATES:

Campus USA CU: Vicki Moore

Central CU of Florida: Carol Ann Meloy

FAA CU: Miozoti Serrano

Florida Commerce CU: Michael Gable, Patricia Wilder

Jax FCU: Joyce Lewis

Jax Navy FCU: Shannon Carter, Toni Fields

Orlando FCU: Linda Halasz

Pen Air FCU: Margaret Moody

Sarasota Coastal CU: Betty Weldon

Suncoast Schools FCU: Sheri Eaton, CCUE, Michelle Damato

Tampa FCU: Dawn Dahlke


Tyndall FCU: Melissa Matta

Two new Star Tracks now available

Developing staff expertise and member service skills are the two key training needs that credit unions continually identify in surveys. CUNA's Staff Training and Recognition Program (STAR) has developed two new tracks to precisely meet these needs: Professional and Career Development and Member Services Level II.

The new STAR Professional and Career Development Track is devoted to helping credit union staff chart the course and develop the skills needed so that their career goal are achievable. Modules in this track include: S1000 Develop a Career Plan: Practical Tools & Methods for Mapping your Career; S1010 Write Effectively: Credit Union Business Writing Techniques; S1020 Make Work Manageable: Time, Stress and Workload Management Strategies.

The new STAR Member Service Level II Track is the second and more advanced of the STAR Member Service tracks. This new series builds upon the titles in several earlier tracks, to provide a higher level of member service training. Titles in Member Service Level II are: S1100 Working Effectively with Difficult Members and Staff; S1110 Helping Members Understand and Solve Common Problems; S1120 Using Technology to Improve Member Service.

All of the above modules are available now --except S1120 Using Technology to Improve Member Service which will be available in the near future. Contact the League Education Department at 800.342.1266 for more information or to order modules from these new STAR Tracks. 

Visit the FCUL website at www.fcul.org to learn the latest credit union news... changes are made DAILY!



Liz Russell

Paid time off

by Liz Russell, FCUL Human Resources Manager

In today's difficult job market, it is important to develop a package of benefits that appeals to a broad range of employees. Paid Time Off (PTO) and the Extended Leave Bank (ELB) is a flexible leave system that has appeal for the whole gamut of employees that can be found in today's workplace. The PTO system gives the employee up to a certain amount of hours within a given year to be spent in any fashion the employee desires whether it be for vacation, illness, personal business or personal time. Accruing at a slower rate than the PTO, the ELB becomes available if an illness lasts more than 24 consecutive working hours.

PTO gives the employee a degree of freedom in deciding how to spend his or her personal time with a minimum of accountability to the supervisor. This protects the privacy of the employee, allows the employee more flexibility in scheduling for personal time by allowing a greater number of hours that can be used in a discretionary manner rather than strictly for health related issues and gives them a sense of responsibility in managing their schedules. The ELB is designed to compensate for serious illnesses and provides protection against using all of the PTO hours in case of a long-term illness; typically the employee can access this only with supervisor's permission and/or a doctor's note.

The organization can opt to pay out remaining unused PTO either on a yearly

basis or at termination of employment. The option of a yearly payout has the benefit of rewarding employees for decreased use of leave time and can give a financial "boost" if scheduled at a beneficial time (i.e. right around the holidays). To keep the liability of the organization within certain limits, there is usually a limit on the amount of PTO a person may accrue and/or cash-in at the end of the year. Similar to the traditional sick leave policy, ELB is not usually paid out in cash form.

Of course, with any change there must be careful planning prior to implementation and several questions must be considered: *Why does the organization want to change the existing system? *What are the positive and negative aspects of adopting this benefit? *Will existing vacation and sick hours be converted to PTO or ELB on an hour for hour basis or will a portion be paid out as part of the conversion? *How will the number of hours accrued into each account be determined? *Will both full-time and part-time employees be eligible for this benefit? *What is the budgetary impact on the organization and what can be done to minimize this? *What else can be done to customize this benefit to the credit union?

Flexibility in scheduling is becoming increasingly important to today's worker. The PTO and ELB system can be one answer to the ever-present challenge of balancing employee needs with the strategic goals of the organization.

Sources for this article include credit unions from around the state.

Hamby named Vice President of the NYIB

Sarah Hamby, Vice President of Risk Management at FAIRWINDS CU, was recently voted to fill the office of vice president for the National Youth Involvement Board at its Annual Meeting in Madison, Wis. Sarah has been very active with the NYIB for a number of years and is a strong supporter of credit union education in the classroom. She is the chair of the FCUL Full Family Marketing Committee and

encourages credit unions and Chapters to inform the NYIB of classroom activities by visiting www.nyib.org and filling out the form online.

If you would like more information about the NYIB, visit the above website or contact Sarah at shamby@fairwinds.org.



Sarah Hamby

CAREER OPPORTUNITIES

Metro North FCU

\$12 million credit union seeking experienced collections professional; must possess two years or more experience as a collector; must show initiative and be able to work and think independently; background in filing small claims, replevins, foreclosures; knowledge of bankruptcy laws a plus.

P.O. Box 26364
Jacksonville, FL 32226-6364
904.757.5562

Credit Union Manager

\$5 million dollar credit union located in South Florida has an immediate opening for a Manager. The qualified candidate must have a minimum of three (3) years management experience, be familiar with regulations governing federal credit unions and possess accounting and computer skills.

We offer great opportunities and benefits. Qualified candidates should fax resume along with daytime phone number to: 954.680.9260

Communications Department is joined by FAMU intern



Angela Milligan joined the staff of the FCUL Communications and Public Relations Department for the fall semester. She is a student at Florida A&M University and will graduate with a degree in Public Relations in December 2000.

She will be contributing to the *FCUL News*, Education Department brochures and the 2001 Convention Expo. Before coming to the League, she worked for Government Employees CU in Tallahassee and Atlantic Coast FCU in Jacksonville.



Connie Stoutamire

NCUF sets ambitious goal

As you know *The National Credit Union Foundation is important in establishing funding for educational and developmental programs across the country as well as Florida. It is essential that Florida credit unions contribute to the fund so that we may receive national funding for our programs. This month CUNA released information detailing this cause.*

The National Credit Union Foundation (NCUF) Board of Directors formally approved a new goal of \$50 million in investments for the Community Investment Fund (CIF). The goal is to be reached by the CUNA Governmental Affairs Conference in February 2001.

The CIF is an investment program for credit unions made through their corporate credit union and U.S. Central Credit Union which pays on par with standard 60 to 120 day certificate of deposit. A portion of the deposit goes to the NCUF for state and national level credit union development programs, including direct funding to state credit union foundations. The rest of the dividend is paid to investing credit unions.

The Fund recently passed the \$30 million mark, thanks to a generous \$5 million "challenge" investment from State Employees' Credit Union in Raleigh, North Carolina.

The NCUF benefits the Florida Credit Union League Foundation. For more information on how you can make an investment in the CIF, please contact Connie Stoutamire at the Florida Credit Union League, 800.342.6545 ext. 334.



The National Credit Union Foundation is seeking nominations for its reconstituted Board of Directors. If anyone is interested in a position, contact Pat Brownell, Executive Director of the NCUF at 800.356.9655 ext. 7788 or via email at pbrownell@cuna.com

FCUL offers two IRA Training Opportunities

A staff trained to provide good member service and answer a wide range of questions about today's IRA choices and options is essential to any successful IRA program. That why the FCUL Education Department is proud to offer an IRA Essentials workshops and an IRA Advanced workshop.

The **Essentials** workshop provides IRA staff with a needed introduction (or refresher) on IRA regulations and the strengths of each of the three IRA types. Member service and new account representatives who are new to IRAs or have backup IRA responsibility; staff members who need an IRA refresher; and managers, supervisors, accounting and operations personnel who want an understanding of basic IRA regulations and an introduction to the three types of IRAs will want to attend this workshop.

This session teaches the basics by concentrating on the traditional IRA and gives participants a good understanding of how Roth and Education IRAs are different. Some of the topics that will be covered include: introduction to IRAs; contributions to IRAs; tax-free and penalty-free distributions; income tax withholding; post-70½ RMDs; and distributing funds after the owner's death. In addition, there will be time for your IRA questions.

The IRA **Advanced** workshop will add to the basics you already know and address complicated IRA issues you are probably already facing such as new legislation, recent court rulings and how to deal with the

changing financial circumstances of your members. *Intermediate IRA knowledge is assumed by the instructor.*

Member service and new account representatives who have (or will have) primary IRA responsibility; staff serving as IRA back-up; and staff desiring an in-depth discussion of more complex IRA issues will want to attend this workshop. Certified IRA Specialists will receive one credit toward their recertification by attending this program

Some of the topics that will be covered are: Post-701/2 Periodic Payments; Death Benefit Claims; Recharacterizations; and IRAdirect Demonstration, CUNA Mutual Business Services' new Internet-based IRA process offering.

The registration fee is \$150 for the full-day IRA Essentials Workshop and \$195 for the full-day IRA Advanced Workshop. The fee for attending BOTH full-day workshops is \$300.

A block of rooms has been reserved for seminar participants at the hotels where the workshops are being held. If you need overnight accommodations, please call the FCUL Education Department for that information at 800.342.1266.

The Essentials workshops will be held in the following locations: Monday, December 4, Orlando and Wednesday, December 6, Tallahassee.

The Advanced workshops will be held: Tuesday, December 5, Orlando; Thursday, December 7, Tallahassee; and Friday, December 8, Pensacola.



The Florida Credit Union League encourages credit unions to complete a Project Differentiation Statement of Commitment to Members. If you need a Project Differentiation packet, contact the League's Communications Department at 800.342.1266, ext. 312.

The CU “comfort zone”

Sample brand campaign marketing kits produced by CUNA were recently sent to all the FCUL Chapters. The kits center around three newly developed TV and print ads that focus on the credit union message “where people are worth more than money.”

The three “comfort zone” ads attribute to the thought of credit unions being the perfect fit, and stem around a comfortable chair, bed and pair of shoes. All chapters are encouraged to tag specific advertisements and use in their local newspaper on billboards or as television ads.

The Brand Campaign was developed to educate consumers and create an awareness of credit unions throughout the nation. Its goal is to unify the message and represent the strength in which all credit unions strategize toward within the credit union movement.

By supporting the brand campaign advertisements, credit unions will not only increase interest within the marketplace, but growth in credit unions will also increase our market share.

“Giving our brand this media exposure is vitally important to take the campaign to the next level and have an indelible impact on consumer awareness and understanding of the credit union difference,” said Daniel Mica, CUNA president and CEO.

CUisp can help you reach your members

Searching for a great way to reach your members? Your credit union can become an Internet Service Provider (ISP) through CUisp, a service from the FCUL Service Group, Inc. CUisp allows you to provide your members with a valuable service at a price that is far less expensive than most other Internet subscription services.

With an unlimited access plan for \$15.95 per month, your members save and you earn monthly income for each member on the service. CUisp handles the customer service, billing and set-up for new accounts. The credit union simply provides the member with a CD or (800) number to sign up for the service.



This “comfort zone” ad focuses on the comfortable chair aspect, a perfect fit for every consumer in search for a financial institute that will suit all of their needs. This is just one of three ads that can be tagged and used for commercial and/or print advertisements in your local area.

So jump on the bandwagon, talk to your Chapter officers and be the first in your area to advertise through the brand campaign!

If your Chapter did not receive a sample brand campaign marketing kit please contact the League Communications Department at 800.342.1266 or via email at gracepf@fcul.org.

Individual credit unions may also initiate brand campaign advertisements and tag with their specific credit union name. Call the League for details.



Keith Hopkins

Best of all CUisp is a privately owned network strictly for credit union members. This means that members can access your credit union site without having to see banner advertisements from your competition.

Still not convinced? We want to earn your business, that’s why we have arranged a FREE 30-day trial. Call Keith Hopkins at 800.342.1266 ext. 317 for more information and the free 30-day trial.

CUNA Mutual

Subrogation: front line defense for credit unions

CUNA Mutual Group’s Subrogation Department is like a credit union’s rear guard. When a claim is paid for losses associated with criminal or negligent actions, the Subrogation Department attempts to recover the losses from the wrongdoer; last year alone, the Subrogation Department recovered more than \$8 million on losses paid to credit unions.

But for the Subrogation Department to succeed in recovering losses, it needs the credit union’s help. For example, in a recent case, a member deposited a check in an ATM machine at the branch office, then proceeded to withdraw the deposited money at various branches. Days later, the checks were returned NSF (non-sufficient funds).

When credit union staff spoke to the member, he said his billfold was stolen along with all his ID and in his billfold was his ATM card and password. The credit union immediately called in the police. In the course of the police investigation, with the help of the manager of the credit union and other branch managers, it was proven by photos and videos taken at the various branches that it really was the member who deposited the bad checks and withdrew the money.

“Too often, however, credit unions think their job is done when they receive payment of a claim. This is when we need them the most.” says Allan Grube, Subrogation Manager with CUNA Mutual Group. “Credit unions can provide us with a great deal of information on the parties involved to help recover losses.”

Restitution is now being made to CUNA Mutual, because of the credit union manager’s quick thinking.

CUNA Mutual Group’s Subrogation Department is truly credit union’s front line defense. The goal in the Subrogation Department is to recover losses caused by criminals and/or responsible parties. With the support of credit unions, we can keep the criminals and/or responsible parties out of the credit union industry.

FCUL Calendar

December 2000

4, 6 Essentials IRA
Orlando, Tallahassee Fee: \$150*

5, 7, 8 Advanced IRA
Orlando, Tallahassee, Pensacola Fee: \$195*

January 2001

Privacy Regulations Fee: \$95*

\$75* for earlybird registration

- 17--Pensacola
- 17--Panama City
- 18--Tallahassee
- 23--Jacksonville
- 24--Orlando
- 24--Gainesville
- 30--Miami
- 30--Ft. Lauderdale
- 30--West Palm Beach

The 2001 Education Calendar
will be distributed by the end of
the month. Please share the
calendar with your
credit union staff.

*fees subject to change

CHAPTER MEETINGS

Gulf Coast Chapter, 12/1
Northeast Chapter, 12/14
Palm Beach Chapter, 12/30
Sara Mana Chapter, 12/14
Tallahassee Chapter, 12/12

www.fcul.org
800.342.1266

Warm
Wishes
for a

Happy
Thanksgiving

The League office will be
closed November 23-24 and
will re-open November 27

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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