



Florida Credit Union News

A publication of the Florida Credit Union League 

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In This Issue

President's Message	2
News from YOU	4
Governmental Affairs	6
FCUL Calendar	12

New breed of leaders for the NCUA

Geoff Bacino has officially been sworn in as the newest board member to join the NCUA Board, which consists of two remaining longtime members: Dennis Dollar and Yolanda Wheat.

Bacino said he joins NCUA with an open mind. "I consider myself a pretty good listener and a pretty good

communicator. I think part of the NCUA Board's job is to listen, then make reasoned decisions."

Bacino is president of Bacino & Associates, a lobbying and consulting firm based in Alexandria, Va. In previous years he worked with credit union trade associations. In 1991, Bacino co-founded the National Association of State-Chartered Credit Unions (NASCCU). He served as NASCCU's executive director for several years, and in 1999 oversaw its merger into the NASCUS Credit Union Council. Bacino also served on CUNA's legislative team in the mid-1980s.

As a recess appointee to the NCUA Board, Bacino's term will run through the end of the next session of Congress.

In addition, five-year member Yolanda



(L to R): Yolanda Wheat, Geoff Bacino and Dennis Dollar

Wheat was recently designated as Chairman of the NCUA Board.

"She is well qualified, having been a member of the board since 1996, and before that building a successful law practice in banking and corporate issues," said Dan Mica, CUNA president and CEO. "We look forward to working with Mrs. Wheat in the partnership aimed at maintaining the safety and soundness of credit unions, and promoting a healthy environment in which credit unions can flourish."

Wheat has represented commercial lending and financial institutions at several law firms. She worked in Los Angeles and Washington D.C., for the law firm of Morrison & Foerster from 1986 to 1992, and most recently she spent two years at Smith, Gill, Fisher & Butts in Kansas City, Missouri.

FCUL Volunteer of the Year nominations on their way

Volunteers are an integral part of the credit union structure, and their contributions deserve recognition throughout the Florida credit union movement. To commend outstanding contributions by credit union volunteers in Florida, the Florida Credit Union League annually names its "Volunteer of the Year."

Every year credit unions all over Florida show gratitude toward those who take the time to help effectively make credit union business run smoother.

Terry West, President/CEO of Jax Navy Federal Credit Union, which has had two winning nominees for this award said the following about the "Volunteer of the Year" award program: "Volunteers are the heart of the credit union movement. Credit union volunteers lead us by example, demonstrating the credit union motto of 'people helping people.'" Credit unions stand apart from other financial institutions because our volunteers are here simply because they want to help others and because they believe in the credit union mission. They keep us true to our course. It is a great pleasure to see them acknowledged for the many contributions they so selflessly make on behalf of so many others."

The Volunteer of the Year receives a plaque at the FCUL 2001 Annual Meeting and Convention. Other perks include a biographical sketch in the *FCUL News* and a distributed press release to the appropriate local media.

continued on pg. 2

Check out our website at

www.fcul.org

for all the latest credit union news, educational opportunities, special events information and more.

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The *Florida Credit Union News* is a monthly publication of the Florida Credit Union League. For business information or subscriptions, write the Florida Credit Union League, call (800) 342-1266, or e-mail gracepf@fcu.org.

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Hit the ground running

The year 2001 has now dawned. Here at the League we have wasted no time in jumping back into the action. It was my honor to be included in a gathering at Florida House in Washington, D.C., on the afternoon of January 2 to honor Senator-elect Bill Nelson on the eve of his swearing in ceremony the next day. Credit unions throughout Florida played a big role in helping elect Sen. Nelson and he was grateful enough to invite our participation in a celebratory reception hosted by Sen. Bob Graham and members of Florida's Democratic Congressional Delegation. Of course, that did give us the opportunity as well, by our very presence, to remind him of how important it is for credit unions to have a voice. Sen. Nelson has proven to be a friend of credit unions and we will seek any and all opportunities to visit with him as he serves this state in the United States Senate.

In addition to speaking with Sen. Nelson, I had the opportunity to speak with incumbent congressional members Jim Davis (D-11) and Karen Thurman (D-5). Both of whom were easily reelected in November and received strong backing from credit unions around Florida and their districts. They have both proven that they are supportive of credit unions and their issues.

Next month, the 2001 CUNA Governmental Affairs Conference will convene in Washington, D.C. I hope you will mark your calendars for the dates February 25 through February 28 for this most important conference. This year it is

extremely important for Florida credit unions to make plans to participate. Besides Sen. Nelson, there are three new members of the House. They are: Adam Putnam (R-12), Ander Crenshaw (R-4) and Ric Keller (R-8).

Credit unions from their districts in particular should make a point to be in Washington to meet with and greet these new members, all of whom were supported for election by credit unions. In addition, Rep. Clay Shaw, who won a narrow reelection bid, probably owes his success in 2000 to the efforts made on his behalf by Florida credit unions. Our delegation wants to see and hear from you this year.

The FCUL Legislative Summit will be held April, 11. This is your opportunity to come to Tallahassee and hear from state officials and regulators. In addition, like the GAC, we encourage you to "Hike the Hill" and meet your state legislators. With so many new faces in both the House and Senate, this year's summit is extremely crucial. These folks need to hear and see you as well. Especially with the issues they are facing, such as reapportionment, cabinet reform and the public depository law. These issues will directly affect credit unions and our legislators, many of whom were actively supported by credit unions, need to know how we feel on these and other issues.

As you can see, we have a full slate of activities that will help keep up the momentum and good will we derived from the November elections. It's time for us to hit the ground running.



*Guy M. Hood
President/CEO*

Volunteer of the Year

continued from page 1

Credit union CEO's and/or board chairmen are encouraged to send nominations of their credit union volunteers to the League by April 9. Complete nominations consist of the completion of a qualifying data sheet which will be sent out to credit unions Feb. 1.

All nominations are submitted to the Volunteer of the Year Selection Committee,

which consists of five credit union leaders.

"Credit union volunteers lead us by example, demonstrating the credit union motto of 'people helping people'."

*Terry West
CEO of Jax Navy*

Appreciation is the key to extending genuine relationships. Consider your nominations early this year and complete applications by the deadline.

For further information please contact Grace Potter Freni at the League, 800.342.126, or via email, gracepf@fcu.org.

CU AutoNet receives praise from satisfied users

8 Flags CU member Tony McBee writes...

I decided to buy my wife a car for Christmas, to be delivered by Santa Christmas morning. I checked a few car lots, the paper and television. It seemed like a hassle and time was running out.

I do my banking at 8 Flags FCU. I happened to be in there cashing my last paycheck before Christmas. I spoke to Marlene Frost, who happens to be CEO of the credit union. She asked how I was doing, as usual. I told her my story about the car, and that I was not having any luck finding one.

She took me in her office where we got on the Internet and pulled up **CU AutoNet's** web site. Within seconds she found the exact car I had been looking for, a '97 Mustang, loaded, with low miles. My wife's dream car, on the Internet, I could view the car inside and out and from all sides. The **CU AutoNet** site also listed car features, such as mileage, cost, air condition, power windows, etc.

We ordered and within 3 days it was here, even had a big red bow for Christmas. I was allowed to test drive it for 3 days to see if I liked it. It was the one. I signed a few papers and it was done. All the paperwork and ordering was done during my 30 minute lunch break, quick and easy.

My wife didn't have a clue about the car until Santa (8 Flags FCU) delivered it Christmas morning, big red bow and all. So, is there a Santa? Just ask my wife. She will tell you that she believes.

Thanks to Marlene Frost (CEO) and Lisa Miller (Loan Officer) "**Friends in High Places.**"



(L to R) Tony McBee (Santa), Lisa Miller (Santa's Little Helper) and Melanie McBee (happy wife).

FSU CU Assistant VP of Lending Chuck Adock writes...

Since our partnership with the **CU AutoNet** program, the Florida State University CU has delivered 14 quality pre-owned vehicles to its members. Our members marvel at how easy the process is. Many commented about the excellent selection of vehicles to choose from and the prices that are lower than those found on car lots. Members are also excited about being able to drive the car for three days or 300 miles before making a commitment. This freedom breaks down some of the typical fears/pressures that often surround the used car buying process. Our financial officers have found the program easy to promote. It is obvious they are helping members avoid the used car pitch. We have received overwhelming positive feedback from all parties involved and are looking forward to providing this service to as many members as possible.

Clarke American

Clarke American and Equifax form alliance

Clarke American, a provider of checks and related products and services for credit unions, announced an alliance with Equifax, a provider of automated fraud-management and decision-making solutions. Under the agreement, Clarke American partners currently using clarkeamerican@branch for on-line check ordering can now begin the account opening process with two Equifax programs; Equifax Fraud Advisor and Equifax Decision Power Express. Select credit union began piloting this capability in November.

Equifax Fraud Advisor allows credit union personnel assess potential fraud, and Equifax Decision Power Express is used for product decisioning and comes with fraud

warning tools. Member Service Representatives (MSRs) can choose programs to use with a particular member. Decision Power Express confirms member-provided identification information and presents MSRs with a list of potential products for which the member is approved to purchase. These products can be offered to the member based upon the credit union's specific criteria. Both the identity verification and product decisioning functions are performed within seconds.

"The real beauty lies in the fact that during the time of account opening, the New Accounts person enters customer data into one system, clarkeamerican@branch, which can perform multiple functions. Information

is data-entered only once and can be immediately routed to Equifax while populating the check ordering system at the same time," said Paul Springman, Equifax senior vice president. "This new offering provides the ability to confirm validity, offer appropriate bank products, complete the few remaining areas on the on-line order form and conveniently debit the new customer's account."

In addition, the Equifax solution can be custom-designed for each credit union's needs. Branches can access an individual's full credit report with just one mouse click. This solution will be available to all Clarke American and Equifax prospects and partners.



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

Credit union kids club rewards savings

During International CU Day, more than 30 children visited Florida Commerce CU for a special "Nuts for Saving" Kids Club Bonanza.

Sammy Squirrel, the club mascot, and clowns entertained the children with



Clown paints faces of Kids Club members

face painting and animal balloons while credit union staff fingerprinted children and created identification packets for kids to take home.

At the end of the day, judges awarded "Credit Unions for Kids" t-shirts to several winners of a Sammy Squirrel coloring contest.

"The purpose of the club is to instill good savings habits at an early age and develop a lifelong relationship



Kids color for contest

with our young members," said Samantha Strickland, FCCU director of marketing.

Kids earn a variety of prizes at different saving levels. They also receive a quarterly newsletter and invitation to special events.

Credit union supports Toys for Tots

Navy Federal CU employees from the Jacksonville member service centers has a very successful U.S. Marine Corps Reserves Toys for Tots collection campaign. A total of 1,061 toys and \$508 was collected.

"I would like to thank Navy Federal CU for participating again in this year's toy drive," said U.S. Marine Corps Major Ken Ralston, 2000 Toys for Tots coordinator for the North Florida region. "We know we can always count on the credit union each year to help our cause on a worldwide scale."

An aggressive promotional campaign was implemented throughout the regions member service centers. This campaign included displaying signs and banners at each location, as well as airing free television and radio public service ads and announcements on local affiliates.

Many of the local employees who annually purchase gifts for one another, choose this year to purchase toys and donate them in a collective effort.



(L to R) Regional Marketing Manager, Bill Dagnall; Orange Park Member Service Center Manager, Adria Cianca, making a toy/check presentations to U.S. Marine Corps Major, Ken Ralston.

Educational Community CU announced its new manager of its Baymeadows Branch, Lana Turnbull.



Lana Turnbull

"This has the potential to be a very successful branch," said Turnbull, explaining the branch is close to the campus of the University of North Florida and new home construction.

Before joining ECCU, Turnbull was with Citibank, and also with AT&T Family Credit Union for nearly 15 years.

ECCU is Jacksonville's second largest credit union.

Jax Navy FCU recently announced new vice presidents for its Eagle Harbor and Middleburg offices.

Sheryl Timm has been selected for the position of vice president of the Eagle Harbor Branch. Timm previously worked as vice-president of Jax Navy's Middleburg Branch and has been employed by Jax Navy for 15 years.

Letha Taylor has been promoted to the position of vice president of the Middleburg Branch. Prior to this promotion Taylor was a call center senior member service representative and also has been employed by Jax Navy for 15 years.

Visit the FCUL's website: www.fcul.org

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.

NCUA Final Amendments on Chartering and Field of Membership Policies (IRPS 00-1)

In a two to one vote, NCUA approved the final amendments to its chartering and field of membership manual to update chartering policies and further streamline the select group application. Some of the changes include allowing a streamlined process of groups of 500 or less. This was raised from groups of 200 or less in IRPS 99-1. Another change considers student groups as either occupational or associational depending on the circumstances. IRPS 00-1 also gives regional directors the latitude to determine whether any credit union with less than six percent net worth is adequately capitalized for field of membership purposes. Other changes included expanding the authority for allowing the addition of groups around a service facility, modifying its merger policy to permit the voluntary merger of credit unions with fields of membership that substantially overlap, and Community Action Plan (CAP) changes.

Community credit unions must specifically address how the credit union plans to market its services to the entire community – including any underserved or low income areas. This provision is called Community Action Plan, or CAP. NCUA approved the inclusion of CAP in the final amendments to IRPS 00-1, but made several changes from its original proposal in response to CUNA's and other's comment letters. Changes include omitting the requirement for a separate CAP document. Instead, a community credit union must address in some form how it is going to serve the entire community. Additionally, failure to adequately serve, or have an adequate plan to serve, the entire membership, will no longer result in supervisory action, but may become a guide for the safety and soundness issue.

NCUA Proposed Interpretive Ruling and Policy Statement (IRPS 00-2) Clarifying the Role of the Central Liquidity Facility (CLF)

NCUA issued a proposed Interpretive Ruling and Policy Statement with request for comments that clarifies the role of the CLF in providing loans to meet the liquidity needs of credit unions. The proposal states that credit unions may borrow from the CLF under three circumstances.

A credit union may seek a short-term adjustment credit advance for up to 90 days to assist with a temporary need for credit or a seasonal credit advance for up to 270 days to assist with an expected seasonal demand for credit. To obtain seasonal credit, however, credit unions must show a pattern of recurring need that is supported by two years of data.

A credit union may seek a protracted adjustment credit advance for longer than 270 days under exceptional circumstances that are outside of the credit union's control. When extending protracted adjustment credit, CLF loan officers may exercise considerable discretion and may consult with NCUA regarding the viability of the credit union. For all of these loan types, the CLF may decline a credit union's request based on an assessment of its creditworthiness.

The policy specifically states that a credit union may not borrow from the CLF to obtain a more advantageous loan rate; to substitute CLF credit for other short-term, interest-sensitive shares; or to support an expansion of its portfolio or product lines.

NCUA Final Rule on the Privacy Act

NCUA issued a final rule intended to update the Privacy Act rules to reflect current law, terminology, and to clarify which systems of records within NCUA are subject to Privacy Act exemptions. The Privacy Act governs the collection, maintenance, use, and disclosure of personal information in a

federal agency's systems of records. The NCUA's rules in this area outline the procedures for individuals to obtain access to records about themselves. The rules also permit the amendment of any inaccurate records and places restrictions on disclosing the information in these records.

Under the final rule, NCUA will respond to Privacy Act requests within 20 working days of receipt, with a 10-day extension if necessary. For an adverse decision, the individual must file an appeal within 30 days. Additionally, under the final rule, the copying fees changed from \$.25 per page to the fees outlined in the Freedom of Information Act (FOIA) fee schedule.

To reflect current case law, an unsworn declaration, under penalty of perjury, will now be sufficient to affirm his or her identity when seeking access to a record about that individual. This requirement currently applies in situations where he or she cannot produce documentation to establish identity or when a request is submitted by mail.

The final rule will add the "Litigation Case Files System" as another system of records that will be subject to a Privacy Act Exemption.

NCUA's Overhead Transfer Rate for 2001

The Federal Credit Union Act authorizes NCUA to expend funds from the National Credit Union Share Insurance Fund (NCUSIF) for administrative and other expenses related to federal share insurance. NCUA uses an overhead transfer calculation to allocate actual administrative and overhead expenses associated with insurance-related functions of the NCUSIF. Annual studies were conducted by the Office of Examination and Insurance and historically supported an overhead transfer rate of 50%.

NCUA approved an overhead transfer rate of 66.72% was for the fiscal year 2001 and approved a study in 2001 to reevaluate the rate for fiscal year 2002. For a complete description of the final rule, go to [NCUA's website](#).

Credit Union Political Action


Busy time for League Governmental Affairs Department

While we seem to be in a lull between the November elections and the beginning of the 2001 legislative session, it isn't a slow time for the League's Governmental Affairs Department.

Preparations continue for CUNA's Governmental Affairs Conference in late February. A memo has been sent to CEO's, Presidents and Managers encouraging them to contact the GA Department staff for assistance in arranging "Hike the Hill" visits. If you're interested in having the League staff assist you in making appointments with your Member of Congress or one of our U.S. Senators, please contact Dianne Jones or Mark Landreth. Both can be reached at (800) 342-1266. Dianne is at extension 310 and Mark is at extension 397. You can email them at markl@fcu.org or diannej@fcu.org

Additionally, League Staff is making arrangements for a dinner honoring our two U.S. Senators, Bob Graham and Bill Nelson, on February 27. Full details will be forthcoming. Please plan to attend this event and welcome Sen. Nelson to the U.S. Senate, a credit union-friendly candidate.

League staff is also preparing a great Legislative Summit on April 11, to be followed by a "campaign school" and "get involved in the political process" program on April 12.

Both programs are in the planning stages, but if the invited speakers fulfill their commitments, it will be a great event. 



Aletta Shutes

Your participation is crucial. Are you aware...

by Aletta Shutes, FCUL Executive Vice President

...that the Florida Legislature and Department of Banking & Finance regulate the operations of state chartered credit unions? The same is true for Congress, NCUA and federally chartered credit unions. Those parts of the equation are easily understood.

However, not one of those entities is part of the credit union movement. And, not one person in those agencies understands what it takes to manage a credit union. If you are concerned that someone outside the credit union movement will determine how you may operate your credit union — without your input — then you need to get involved.

Involvement in the political process generally takes two forms: electing credit union friendly people and/or participating in the legislative process

How do we define a credit union friendly candidate or legislator? They are someone who knows you, takes your phone call, has met your staff and volunteers and has visited your credit union; more importantly, they ask you how a bill affects credit unions.


If you are not actively engaged in electing candidates who support the movement, effectively you have appointed a banker to regulate credit unions. How can that be true? It is simple: if you do not actively represent credit unions before those who regulate your operations, then a banker who does take time to speak with them will

be happy to tell them exactly how credit unions should be regulated.

You ask, what is the League staff and contract lobbyists doing? Often, we're playing catch up with people who don't know you, and may or may not know us. This is especially true when it comes to Freshman legislators, and there are nearly 75 new ones this year. If local credit unions have not established a relationship with someone before they run for office, the League begins its legislative work at a disadvantage.

Success in politics, like any business or profession, is based on relationships. It takes time to forge a personal relationship with someone, and even longer in politics where those you meet are automatically suspicious of your intentions. Good relationships are best solidified before someone is elected to serve in Tallahassee or Washington. By then, politicians know their friends and everyone else plays catch up.

If you are concerned about how your credit union is regulated, and by whom, it is time for **you** to become personally involved in credit union politics. In April, the League will hold a political education program and campaign school that covers involvement in the legislative and electoral processes.

In the mean time, for additional information about what you can do to advance the credit union movement, call the League office at (800) 342-1266 and speak with Mark Landreth or Dianne Jones. 

An important hallmark of organizations that are and maintain an effective program in the legislative arena is a key contact system. While the Florida Credit Union League has had an informal key contact program for years, it is the Governmental Affairs Department's desire to formalize the program and to involve as many of our affiliates as possible. We want at least one key contact for each of the 160 members of the Florida House of Representatives and Senate, as well as for our 23 (soon to be 25) U.S. Representatives and two U.S. Senators.

Our GA staff realizes you have many important responsibilities to fulfill, and are cognizant of the additional time this can take. However, we intend to design the program so it takes a minimal amount of your precious time.

If you are interested in participating in this program, or have staff or volunteers who might be interested, please contact our director of legislative development Mark Landreth, or our political action coordinator Dianne Jones, at 800-342-1266. Or you may also email them at markl@fcu.org or diannej@fcu.org.

Florida's Legislature prepares for session by getting organized

In November, FCUL Governmental Affairs staff attended the organizational session of the Florida Legislature. It was well known who would be Speaker of the House and President of the Senate. Rep. Tom Feeney (R-Oviedo) was elected Speaker and Sen. John McKay (R-Bradenton) was selected Senate President.

The Senate Banking & Insurance Committee is the committee of primary jurisdiction for credit union issues on the Senate-side. Members include Senators: Jack Latvala (R-Port Richey) who serves as Chair; Betty Holzendorf (D-Jacksonville) serves as Vice-chair; Skip Campbell (D-Tamarac); Lisa Carlton (R-Osprey); Charlie Clary (R-Destin); Lee Constantine (R-Altamonte Springs); Mandy Dawson (D-Ft. Lauderdale); Rudy Garcia (R-Hialeah); Steve Geller (D-Hallandale); Jim King (R-Jacksonville); Bill Posey (R-Rockledge); Tom Rossin (D-West Palm Beach) and Debbie Wasserman-Schultz (D-Weston)

The House has undergone restructuring and, as in the past, committees are grouped into Councils. Of interest to credit unions is the Council for Competitive Commerce (CCC). The CCC contains the, newly renamed, Banking Committee. The Banking Committee has primary jurisdiction over areas of interest to credit unions (Chapter 655 regulating financial institutions, generally, and Chapter 657, which regulates credit unions specifically)

Rep. Mark Flanagan (R-Bradenton) chairs the Banking Committee. Other members are Representatives: Philip Brutus (D-Miami) serves as Vice-chair; Aaron Bean, a banker, (R-Fernandina Beach); Gaston Cantens (R-Miami); Rep. Nancy Detert (R-Venice); Marco Rubio (R-Miami); Ken Gottlieb (D-Miramar); Nan Rich (D-Weston) and Sara Romeo (D-Tampa)

If you are interested in learning more about the Senators and Representatives who will regulate state-chartered credit unions, please contact Mark Landreth at the League office 800-342-1266 or via email at markl@fcul.org.

Deduct-a-Buck...credit unions' untapped resource

Raising money for political action is like planting trees in your yard: it takes a while to see the results. But if you nurture them and pay attention to them and give them nourishment along the way, they will grow strong, big and sturdy.

At FCUL, we have "planted" our political action committees - Florida CUPAC and CUNA's CULAC - and we've seen them begin to take root and sprout. But there is much more work to do, and we can't do it alone.

Contributions have come in from every district. Much has been raised through chapter fundraising and state chartered corporate giving. Generous individual contributions have been received from credit union CEOs, volunteers and staff who recognize the importance of supporting elected officials who support our issues. Still, this is not enough. The grassroots power of credit unions cannot be matched by the bankers, but we must have enough money to be competitive.

The most promising and innovative fundraising program designed for credit

unions is the Deduct-a-Buck. This program is designed to encourage credit union members to contribute a pre-set amount automatically from their accounts each month, quarter or year. Deduct-a-Buck is not about asking your members to be political, it's simply about asking them if they care enough about their credit union to contribute a nominal amount toward it's future. Dozens of credit unions have already signed up and their members are happy to make a small effort on behalf of their institution. In Florida, we have more than 3.5 million credit union members. Just think of the political clout we could carry if only one quarter of those members agreed to give a dollar annually to CUPAC/CULAC.

It is a simple process and the League can provide assistance to you in getting started. Give your members the opportunity to choose whether or not to participate. For more information, contact Dianne Jones or Becky Sammons, (800) 342-1266 or (850) 576-8171.

67th Annual League Convention

Clicks and Bricks: Finding the Right Path for Our Members
May 24 - 26 Orlando- Fee TBD

The League's three-day Annual Convention is for all levels of credit union personnel and volunteers. Housed at the beautiful Orlando World Center Marriot, Education Day features nationally renowned speakers and credit union professionals in concurrent sessions covering the latest developments in the credit union movement. Combined with the Annual Meeting, Exposition, Governmental Affairs Luncheon, Annual Golf Tournament and exciting social events, this convention is the "showcase" of the Florida credit union movement.

FYI

CU Members Mortgage

Tallahassee- CU Members Mortgage has a opening for a Mortgage Loan Officer. Must have two years experience and a good understanding of conventional, VA and FHA loans. Credit union experience a plus. Interested candidates should fax resumes to Ann Allen, Interim Manager at **850.575.0158**

ATM For Sale

Used Fujitsu 6100 ATM in good working condition. Asking price is \$9,500. Contact Bill Hite at General Tire Community FCU:

2338 State Route 45 North
Mayfield, KY 42066
270.247.6458
gtcfcu@apex.net

Fax your job announcements to Marilyn McGhee, 850.574.6374

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. We salute these credit unions who have recognized the importance of investing in their most important assets ... their staff and volunteers.

VAP CERTIFICATES:

Fairwinds CU: John Coffey

Florida State University CU: Kurt Hamon

Gold Coast FCU: Clinton Butler, Ehud Merkel, Marilyn Schiavo

St. Petersburg ECU: Michael Fee, CCUE

Tyndall FCU: Virginia Specht

University CU: Eric Davidson

STAR CERTIFICATES:

8 Flags FCU: Amy Everett, Alexis Thagard

Bell-Tel CU: Patricia Clem, Deana Crenshaw, Mark Podschelne, Judith Smith, Kristy Wietan

Central CU of Florida: Teddra Biggs

Central Florida Educators FCU: Jackie Buckland, Charla Miller

Central Florida HealthCare FCU: Stacy Yeziarski

Community Educators CU: Jennifer Favreau, Delia Muckinhaupt, Susan Schoen,

Christine Tindell Dawson,

Florida Aircraft FCU: Catherine Adams, Jeffrey Marshall

Florida Central CU: Donna Haynes

Florida Commerce CU: Alisa Doerrfeld, Cathleen Morgan, Kasie Harper, Shantell Noles, Amy Pope, Darlene Robinson, CCUE

Florida Hospital CU: Susan Green

FPL FCU: Lilian Lamas

Harvesters FCU: Ann Butts

Jax FCU: Annie Acosta, Ena Anderson, Janice Miller, Lisa Rogers, Debra Williams, Robyn McCormick, Kimberly Watson

Jax Navy FCU: Lydia Santana, Emeka Wanton

NCSC FCU: Tina Dryden

Orlando FCU: Gloria Flowers, Nancy Sipes, Myriam Ortiz

Pen Air FCU: Tracey Brantley, Melissa Ann Chambers, Angela Hays

Pinellas County Teachers FCU: Amy Hecht, Bonnie Loughlin, Linda Montgomery

Postal & Professional CU of Florida: Deana Hennessey

Power 1 CU: Laura Atchley, Grace Dent, Jean Gaston, Tracy Hernandez, Ulrika Olsson, Kimberly Romanelli, Marsha Tanicien, Arleane Williams

Sarasota Coastal CU: Elsie Agrifolio

Suncoast Schools FCU: Mindy Barker, Lori Carl, Vassana Carr, Karen Cartland, Yvonne Dobson, Sheri Eaton, CCUE, CFSP, Karen Encinosa, Suzanne Foley, Reshawn Gadson, Carmen Garcia, Stephanie Gullede, Linda Guthrie, Andrea Harrell, Phyllis Harrison, Linda Helms, Sally Howard, Linda Huger, Yulissa Jacobs, Kathleen Johnson, CCUE, Sana Khaled, Katiana Mederos, Charlynn Meier, Darla Mendenhall, Rosemarie Morreale, Deborah Nodine, Laura Oler, Cathy Owen, Ostile Peck, Melissa Riley, Elsie Rodriguez, Amy Romanyak, Dorothy Sites, Melissa Stephens, Deborah Walker, Brenda Washington, Tom Wilk

Sunshine State CU: Christopher Smith, Suzanne Doran, Susan Farrell

Tampa Bay FCU: Lizzy Delgado

Tampa Postal District FCU: Tandra Burney, Oscar Rodriguez

Tyndall FCU: Clare Lamb, Betty Waters

West Coast Federal ECU: Debra Boesen

MERIT CERTIFICATES:

Fairwinds CU: John Coffey, JoAnn Weed

Jax FCU: Lynn McCrosky, Rhoda Dyjak, Joyce Lewis, Janice Miller, Virginia Rosales

Jax Navy FCU: Lori Budihhas, Donna Fountain, Wendy Henderson, Brenda Lambert, Angel Mann

Martin FCU: Mabel Iverson

Orlando FCU: Petra Dean

Sarasota Coastal CU: Molly Hill

Suncoast Schools FCU: Anita Ramos, Tom Wilk

For additional information on any of these programs, call the League Education Department at 800-342-1266 or 850-576-8171.

New CUES award to recognize technology-related performance

Beginning in 2001, a brand-new Credit Union Executives Society award will be presented to one credit union technology executive for top performance in his or her field. The first-ever CUES Technology Executive of the Year will be presented at CUES' Executive Technology Forum, to be held March 22-24, 2001, at the Sheraton Crescent Hotel in Phoenix. The CUES Technology Executive of the Year is sponsored by *CUES Tech Port*.

Judging criteria includes contributions to the technology field, the individual credit union, CUES and its Councils, the credit union movement and the community. The competition will be judged by Terence Roche, managing director, *CUES Tech Port*, Tampa; and Steven Williams, managing director, strategic services, M ONE, Inc., Phoenix. To be eligible for the award, technology executives must be CUES members for at least one year and be the primary technology executive at the credit union.

Nomination forms can be accessed through CUES' Web site at www.cues.org/about/recog.htm. Nominations must be received at CUES no later than Jan. 26, 2001, and should be sent to: Georgean Pentel-Nicholson, CUES, 6410 Enterprise Lane, Suite 300, Madison, Wis., 53719. For further information call 800.252.2664 or 608.271.2664, ext. 3326.

The 2001 CUES Technology Executive of the Year will receive a crystal trophy; a profile in the *Credit Union Management* magazine and *CUES FYI*; a one-year subscription to *CUES Tech Port*, the on-line technology resource for credit unions; and the opportunity to present next year's award.

CUES is also accepting nominations for the CUES Marketer of the Year and CUES Operations Professional of the Year, with nominations due by Feb. 19, 2001. Entries for the CUES Golden Mirror Award has a deadline of Jan. 24, 2001.





Connie Stoutamire

Strategic Planning

by Connie Stoutamire, Director of Horizons

Why is planning so important for your credit union? Who is responsible for seeing that it gets done? Strategic Planning sets the vision and direction of your credit union. The board and management functions are dependent on a plan.

Planning is deciding in advance what is to be done, when and by whom. Planning involves deciding on objectives, over what time period, and what person or committee will be responsible.

A plan is a statement of intention and planning is the process that helps determine what services & programs the credit union will offer. The board decides if the credit union will start a new service. The board also decides if the credit union will offer a new program. Strategic Planning involves a study of existing and potential member demands, the cost of the proposed services or programs and how it will affect the credit union.

Planning is one of two important functions the board is responsible. Others

include organizing, directing, coordinating and controlling. Planning is the most difficult function because it deals with the future. If the board performs the strategic planning function effectively it will provide the framework for a strong credit union.

Since planning is so important to the credit unions success, at least a one-day session annually should be held. Attendance should include board members, committee members, management and key staff. During the session the participants should discuss the credit union's strengths and weaknesses and the environmental threats and opportunities; develop long-term objectives; and identify critical issues. For best results, select a location away from the credit union building and use a third party facilitator.

For more information on the League planning sessions contact Connie Stoutamire, Director of Horizons or Bill Berg, Director of Training and Credit Union Development at 800.342.1266, or via email, connies@fcu.org, billb@fcu.org.

National CU Foundation receives Ford Foundation grant

The National Credit Union Foundation (NCUF) has received a \$300,000 grant from the Ford Foundation to examine, test and document the effectiveness of current and new means of delivering savings and asset-building financial services to low and moderate-income households through partnerships between credit unions and employers.

"The National Foundation is dedicated to helping credit unions help members build assets, especially low and moderate-income members," said Pat Brownell, executive director of the NCUF. "The Ford Foundation has recognized through previous grants, and continues to recognize through this grant, that the National Foundation is an expert organization at husbanding resources to effectively conduct these important, relevant research projects."

This latest grant will finance the effort to benchmark, track and document the critical success factors in current programs

that leverage an employer/credit union partnership to build and encourage the savings of low and moderate-income members, and ways to improve these partnerships.

"This project is really twofold: one aspect is documenting the impact of traditional credit union/employer relationships on reaching low and moderate-income workers, as well as all workers," said Brownell. Brownell also noted the barriers to savings and asset-building will also be examined.

This Ford Foundation grant is in addition to recent other grants made by the Ford Foundation to the NCUF to study alliances between credit unions and various organizations to deliver financial services to moderate income members; and a separate grant to research and create a "Building Member Wealth" program aimed at credit unions.

Making sure you begin your new year off right

A new year calls for a new year resolution. Begin the new year off right with efforts to maximize staff training and development with current CD ROM programs. CD ROM training is computer-based technology that combines different media into an interactive training program. It provides a unique and effective way to train your staff and volunteers. The following is a list of titles available at a small rental fee of just \$10.00 through the FCUL Education Department: Robbery Awareness; Common Balancing Errors; Endorsements; The Color of Money; Telephone Skills; Decide For Sure; You Can Lead; Relate With Ease; The Credit Union Movement; and Sell To Needs. To obtain complete information on specific programs, call Connie Stoutamire at 800.342.1266.

Thank You!

The Florida Credit Union Foundation Annual Fund Drive for 2001 is underway! A special thanks to those credit unions and individuals who have given to the cause.

- Clay Electric CU
- Tampa Postal District FCU
- Duval FCU
- Florida Central CU
- Sarasota Coastal CU
- TMH FCU
- Florida Customs FCU
- Central FL Healthcare FCU
- St. Petersburg Municipal ECU
- Coast to Coast CU
- Florida Aircraft CU
- Florida West Coast CU
- Central Florida Educators' FCU
- Ed Baranowski, CCUE



Americans with Disabilities Act

by Liz Russell, FCUL Human Resources Manager

The ADA was signed into law on July 26, 1990 and prohibits discrimination on the basis of disability in employment, programs and services. It is divided into 5 parts, or “Titles” as follows: Employment (Title I), Public Services (Title II), Public Accommodations (Title III), Telecommunications (Title IV) and Miscellaneous (Title V). The employment provisions of the ADA apply to employers of fifteen employees or more, but its public accommodations provisions apply to all sizes of business, regardless of number of employees. In the interest of space, this article will focus on the employment aspect.

How is disability defined?

There is a broad definition of disability under this act. A person is considered to have a “disability” if she or he has a physical or mental impairment that substantially limits one or more major life activities; if there is a record of such impairment; or even if the person is regarded as having such impairment. This law also prohibits discrimination against a person who has a known association or relationship with an individual with a disability.

What kind of questions can I ask in the interview process?

When interviewing a potential employee, remember it is unlawful to ask an applicant whether he or she is disabled or about the nature or severity of a disability. You can ask an applicant questions about ability to perform job-related functions, as long as the questions are not phrased in terms of a disability. You can also ask an applicant to describe or to demonstrate how, with or without reasonable accommodation, the applicant will perform job-related functions.

Do I have to hire someone because he or she is disabled?

ADA does not require that you hire a person who is not qualified for the job, or that you accommodate the disability if this poses a direct threat to the health or safety of the individual or of others, if that risk cannot be eliminated or reduced below the level of a “direct threat” by reasonable accommodation.


What are reasonable accommodations?

If you have an applicant or employee who has a disability according to these guidelines, ADA requires that you make a reasonable accommodation for this

disability. This is any modification or adjustment to a job or the work environment that will enable this person to participate in the application process or to perform essential functions of the job. These can include modifying existing facilities, the work schedule, and equipment as well as modifying training materials, etc.

How do I know when to make an accommodation?

Often times, the person with the disability will trigger the request for accommodation and the main responsibility lies with this person. However, if the supervisor knows of an obvious accommodation that can be made, regardless of whether the employee has requested this, he or she is required by ADA to make such an accommodation.

The ADA was not intended to put an undue hardship on the employer or to make an inappropriate placement mandatory. Rather it was designed to protect those people who have the potential to make a positive contribution to a workplace when given the chance to overcome a disability. The ADA can insure that an equal opportunity is given to all parties to realize the full potential of an employer/employee partnership. 

CU websites take new form with the implementation of recent legal acts

Courtesy of Trimmier Law Firm

All credit unions should consider the benefits of new legislation, which requires some legal recognition of electronic signatures, records and contracts.

The law requires recognition of “electronic signatures” if a traditional “ink signature” would be effective. However, it does not apply to all transactions and only applies if the parties have an agreement to deal electronically.

The Uniform Electronic Transaction Act specifies that signatures, records and contracts may not be denied legal effect or enforceability solely because they are in

electronic form. There are important exceptions to the Act’s coverage and does not apply in the absence of an agreement between the parties.


The most important aspects of this law for credit unions may be summarized as follows:

- 1.) Most electronic signatures and contracts may not be denied legal effect.
- 2.) There must be an agreement between the parties to deal electronically.
- 3.) A system must be in place to establish that the signature or contract was made by the correct person. There must be a technology or password to identify the person making the transaction.
- 4.) The Act does not apply to security agreements and checking accounts.

Many transactions that the credit unions make will be covered by this law. The most significant exceptions relate to the Uniform Commercial Code. Most of the Uniform

Commercial Code is excepted from this law and most importantly Articles three and four- which relate to check matters and Article nine- which relates to secured transactions and loan documents.

This Act does have direct applicability and protection for many credit union transactions that do not relate to checks. In these instances it will be important for the credit union to adhere to the Act’s requirements. Otherwise, the transaction will not have the legal protection guaranteed by this law. It is also important to recognize that this law does not relieve the necessity of compliance with other legal requirements relating to the transactions.

The Act also recognizes electronic retention of records. Records that were once required to be in paper form can now be stored electronically as long as they accurately reflect the record and remain accessible to all parties. 

CUNA Mutual

Credit unions have partners in retaining profitable members

Raddon Financial Group (RFG) and CUNA Mutual Group announced an agreement that will allow credit unions to improve profitability by identifying investment and insurance sales opportunities.

The Investment & Insurance Product Analysis is available to members of RFG's CEO Strategies Program and CUNA Mutual's MemberCONNECT and MEMBERS Financial Services programs. RFG currently provides core deposit and loan product analysis for more than 400 credit unions nationwide through the CEO Strategies Program. Approximately 4,500 credit unions are served through CUNA Mutual's MemberCONNECT and the MEMBERS Financial Services programs. Through the Investment & Insurance Product Analysis, RFG and CUNA Mutual intergrate the credit union's member household database with NCUA 5300 financial information and investment and insurance data retained by CUNA Mutual. Each credit union receives a unique report containing their results with comparisons to industry averages. Representatives from RFG and CUNA Mutual present the results to the credit union at a regional workshop.

"The Investment & Insurance Product Analysis was designed specifically for credit unions to help them enhance their member relationships and to assess their performance," said Kevin Lentz, vice president, CUNA Mutual MEMBERS Enterprise. "It will show credit unions how investment and insurance sales impact their profitability."

The Investment & Insurance Product Analysis gives credit unions: a comprehensive look at how investment and insurance product sales impact household level relationships; a list of cross-selling opportunities between traditional products and investment/insurance products; an analysis of product penetration across member segments; a list of sales and marketing opportunities that will leverage investment/insurance products.

"We continually work to enhance the management information for our clients," said Bill Handel, RFG Vice President of Research. "Measuring investment and insurance information alongside core deposit and loan products will enhance the credit union's analysis of their member household relationships, product penetration and overall performance."

The Investment & Insurance Product Analysis offers credit unions a new level of management information to make strategic decisions. Analyzing investment and insurance product sales will help credit unions identify the impact on member household profitability and overall performance, while identifying product sales opportunities that may have been overlooked. The program is \$2,250, plus a nominal workshop registration fee. The Investment & Insurance Product Analysis is currently available in the Northeast and Southeast regions. For more information, contact RFG at 800.827.3500, ext. 330 or the CUNA Mutual Group at 800.937.2644, ext. 6016.

Credit unions are beginning to take Project Differentiation seriously



More than 470 credit unions nationwide have completed their Project Differentiation

Statement, and nine credit unions alone in Florida.

Project Differentiation is a well-planned program effort created by CUNA to assist credit unions in educating credit union members and legislators about credit unions' unique contributions to the communities they serve.

This effort is constructed through a "Statement of Commitment to Members" that focuses on the philosophical aspects of the credit union to advance its image in the marketplace and legislative arena.

The FCUL would like to recognize those individual Florida credit unions who have completed their Project Differentiation Statement: Central CU of Florida; Community Educators CU; Florida Central CU; Florida CU; Kennedy Space Center FCU; Pen Air FCU; SCORE FCU; Suncoast Schools FCU; and The CU of Palm Beach County.

Florida credit unions in the process of completing their statements are: Bell-Tel CU; City ECU, WPB, Inc.; Escambia County ECU; Fairwinds CU; Florida West Coast CU; Tallahassee-Leon FCU; and TMH FCU.

To all credit unions who are participating in Project Differentiation, your effort is applauded.

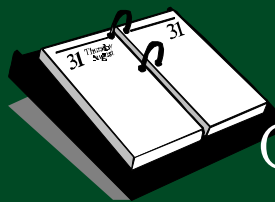
The Florida Credit Union League encourages credit unions to complete a Project Differentiation Statement of Commitment to Members. If you need a Project Differentiation packet, contact the League's Communications Department at (800) 342-1266.

CUNA announced the most recent Certified Credit Union Executive (CCUE) designees. Designated from Florida was one CCUE: Elizabeth McMahon, CCUE, Tyndall FCU.

The Certified Executive Program, which is a program for CCUE's who have continued their education by completing additional courses, also recently announced the recipients of specialty certifications. The Florida CEP specialty certificate designees were: Mary Estes, CCUE, Florida Commerce CU; Sheri Eaton, CCUE, CFSP, Suncoast Schools FCU; Melissa Neubert, CCUE, Suncoast Schools FCU.

The only Florida Certified Financial Services Professional (CFSP) designee included Maria Garcia, CCUE, Suncoast Schools FCU.

Congratulations!



FCUL Calendar of Events

2001 Education Conferences and Workshops January 2001

Privacy Regulations Fee: \$95

- 17--Pensacola
- 17--Panama City
- 18--Tallahassee
- 23--Jacksonville
- 24--Orlando
- 24--Gainesville
- 30--Miami
- 30--Ft. Lauderdale
- 30--West Palm Beach
- Feb. 1--Tampa
- Feb. 1--St. Petersburg
- Feb. 1--Sarasota

31--FCUL Town Hall Meeting, Orlando

February 2001

7 Small CU Seminar
Orlando--Fee: \$150

21 Human Resources Conference
Orlando--Fee: \$225

22-23 Branch Manager's Institute
Orlando--Fee: \$295

FCUL 2001 Annual Credit Union
Convention and Exposition
May 24-26, 2001

CHAPTER MEETINGS

The following chapters will hold chapter meetings on these scheduled dates. For further information please refer to the League Web site at www.fcul.org.

Central FL Chapter
Jan. 18; Feb. 15; March 15

Escambia Chapter
Jan. 18; Feb. 8

Northeast Chapter
Jan. meeting TBA; Feb. 15

Tampa Chapter
Jan. 8; Feb. 6; March 13

Pinellas Chapter
Jan. 18; Feb. 12; March 15

Sara-Mana Chapter
Feb. 15; March 18

CU AutoNet's annual progressive incentive program

FCUL Service Group, Inc. is pleased to announce a progressive incentive program for credit unions offering the CU AutoNet program to their members starting Jan. 1.

The progressive incentive program is offered throughout the 2001 year. Credit unions will receive from \$25 to \$100 per car sold based on a medallion level status during the new year.

"We want credit unions and their employees to promote the CU AutoNet program to their members and take advantage of these progressive incentives," said James Sumner, FCUL Service Group's business development manager. "There is no cost for credit unions to sign up for the CU AutoNet Program." Sumner added, "CU AutoNet allows credit union members to purchase pre-owned cars online and financed through their credit union."

For more information on the CU AutoNet program call James Sumner at the League, (800) 342-1266, or via email, jsumner@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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