



Florida Credit Union News

A publication of the Florida Credit Union League

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CUNA's 2002 Governmental Affairs Conference is Credit Unions' Opportunity to "Stand for America"

Credit unions "stand for America" and our strength, values, and philosophy are especially needed in times like these—a theme that will highlight CUNA's 2002 Governmental Affairs Conference, Feb. 24-27, 2002 at the Hilton in Washington, D.C.

"Credit unions are striving to meet our members' financial needs and, in these challenging times, our values have never been more relevant. Attendance and participation at the GAC is a great way to ensure our lawmakers understand who we are and why our role is vital to the nation's financial and economic well-being," says CUNA President Dan Mica.

Last year, House leaders Henry Hyde (R-

IL), Steny Hoyer (D-MD), John LaFalce (D-NY), Edward Royce (R-CA), and Paul Kanjorski (D-PA) joined Senators Orrin Hatch (R-UT), Max Baucus (D-MT), Phil Gramm (R-TX), and the Administration's chief of economic policy, Lawrence Lindsey, in addressing the conference. CUNA's 2002 conference promises another distinguished lineup from Congress, the Administration, and federal regulatory agencies. The 2002 program is already highlighted by what will be a lively point-counterpoint between Democratic strategist James Carville and former House Speaker Newt Gingrich and, to close the conference, a performance by political satirist Mark Russell.

The GAC also provides on-point education sessions that will ensure credit unions are fully briefed on credit union legislative priorities, the impact of coming regulations, and our long-term grassroots political strategies. As always, the conference will reserve an afternoon for visits to Capitol Hill where participants will meet personally with their state congressional delegations.

"It's important for meetings with members of Congress to take place year-round, but the GAC is the one time during the year when thousands of credit union people are here together to tell our story and

— continued on page 7

Florida Governor Proclaims International Credit Union Week

Florida Gov. Jeb Bush and the cabinet proclaimed the week of Oct. 14-21 as International Credit Union Week in Florida by adopting a resolution at their bi-weekly meeting on Oct. 16.

Comptroller Robert Milligan proposed the resolution. He recognized the credit unions' special efforts in light of the recent terrorist attacks on New York and Washington, D.C. The resolution notes that credit unions have established the CUs Rebuild America Fund as a central collection point through which generosity can be channeled in support of relief efforts.

Milligan also paid special homage to the efforts of Miami Firefighters FCU, which has established several relief funds on behalf of firefighters and police. Those efforts so far have raised in excess of \$100,000 in the South Florida area.



(L to R): Katherine Harris, Secretary of State; Charles Bronson, Commissioner of Agriculture; Bob Milligan, Comptroller; Jeb Bush, Governor; Bob Butterworth, Attorney General; Tom Gallagher, Treasurer; and Charlie Christ, Commissioner of Education, present the resolution to Laida Garcia, FCUL Chairman; Guy Hood, FCUL President/CEO; Aletta Shutes, Executive Vice President; Russell Bjorkman, Chairman of the Board - Miami Firefighters FCU; and Ray Cromer, CEO - Envision CU

How did your credit union celebrate International Credit Union Week?

Send us your photos and they may get published in next month's newsletter!

We want to hear from you!

CATCH OUR SPIRIT
INTERNATIONAL CREDIT UNION DAY

Florida Credit Union League Board of Directors

Laida Garcia, Chairman

District #5 Director

Florida Central CU

Trudy Prince, CCUE, 1st Vice Chairman

District #4 Director

Central Florida HealthCare FCU

Melba Jordan, CCUE, 2nd Vice Chairman

District #2 Director

State Employees CU

Chris Brooks, Treasurer

At Large Director

Monsanto Employees CU

John Hirabayashi, Secretary

At Large Director

Educational Community CU

Charles Wesley Atkins

District #1 Director

Bay CU

Randall J. Mims, CCUE

District #3 Director

Florida State University CU

Barbara Harris, CCUE

District #6 Director

South Atlantic FCU

Jace Reyes

District #7 Director

Miami Postal Service CU

Tim Baldwin

At Large Director

San Antonio Citizens FCU

Greg Blount

At Large Director

Tropical FCU

Tom Napier

At Large Director

Sunshine State CU

Carolyn Parslow

At Large Director

Suncoast Schools FCU

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 bwells@fcu.org.

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www.fcu.org

Ever Vigilant

In this issue of *Florida Credit Union News* we have relayed to you the story of how your league's lobbyists reacted and sprung into action once we learned of inquiries being made about the credit union exemption on the intangibles tax as it relates to mortgages. Once our early warning alarms were touched off by questions being raised by a staffer in the House of Representatives, our lobbyists, Jim Smith, Bernie Parrish, Mark Landreth, and Aletta Shutes, immediately contacted the House Majority Leader and were able to educate him to an extent necessary to block any consideration of such a proposal. Thankfully, the contacts and sources that have allowed us to be more attentive to such activities proved extremely valuable.

So the latest effort to consider bringing taxes to credit unions has been avoided. What now? The Legislature doesn't bury ideas; they merely store them away until the time to consider them is more appropriate. Special sessions are usually not the time to consider anything new and drastic, which a tax on state-chartered credit unions certainly would be. No, the time to begin working on such proposals will be the regular session, which begins in January.

We are fortunate to now know that such a proposal has been put forward. Why? Because it gives us time to prepare our efforts to kill such a proposal and it gives us

time to get you and your colleagues involved.

As you are reading this newsletter you should have already received from the League's Governmental Affairs Department a position paper containing talking points about the tax proposal that we think will be considered. These talking points will be

your means to communicate to your local legislator; to let him or her know why such a proposal would be counter productive to the state and to credit unions.

This proposal is just another reason that your league is more involved in the political process than ever before. For the past several years, with your participation, we have forged alliances and made friends with

more legislators and legislative candidates than at anytime in our history. And now is the time to make sure that we meet with our friends in the Legislature and educate them on this issue. It is my goal that we do such a great job of communicating our position that consideration of this tax may never become a reality.

Your league has its ears to the ground and its antennae in the air. We are constantly on guard to protect your interests. This recent event is proof positive that we must be ever alert and ever vigilant. With your help, cooperation and participation we will win this battle, just as we have won others in the past.



*Guy M. Hood
President/CEO*

National Survey Finds CUs Remain Best Deal

Credit unions still offer the lowest average checking account fees, according to a recent study by the U.S. Public Interest Research Group.

The average annual cost of a regular checking account at the 300 largest banks was \$266 – compared with credit unions' \$101. Small community banks came in at \$191.

"Once again, credit unions have demonstrated their commitment to providing low-cost, high quality services to the American people," said CUNA CEO Dan Mica in reaction to the survey results. "The fact that an average credit union member share draft account costs \$165 less than the

average checking account at a large bank ought to get people's attention. Not-for-profit credit unions continue to be the best choice for fee-conscious consumers."

U.S. PIRG surveyed 521 banks and 144 credit unions in 32 states and Washington, D.C. Results showed that 67 percent of credit unions offer totally free checking. Only 29 percent of banks offered totally free checking this year, compared with 17.5 percent in 1999.

"We urge consumers to shop around for bank fee deals. Your best bet is usually at a credit union or small banks," said Ed Mierzwinski, consumer advocate for U.S. PIRG.

CUNA Mutual

Go Online With Home Equity Loans

Processing home equity loans online is easy with CUNA Mutual Group's latest version of loanliner.com. Credit union members can complete home equity loan forms, get online decisions, choose a loan payment option, and access loan documents on the web 24



hours a day, seven days a week.

With the new loanliner.com, credit unions have a fully compliant home equity electronic tool at their fingertips. Besides offering home equity loans and disclosures, you can collect additional data for real estate transactions, including Home Mortgage Disclosure Act (HMDA) data and collection of prepaid fees.

You can even create your own specialized home equity loan request forms using Site Builder, a do-it-yourself customization tool. With Site Builder, you can obtain just the information you need from your members to make your equity decisions.

The compliant disclosures for home equity lines of credit are completely incorporated into loanliner.com. You can preset your home equity documents in Site Builder, and prefill data from the loan request and the Web loan calculator. Loan officers can also preview documents and add additional data to the LOANLINER Home Equity documents before printing or sending the document to the member.

There is no additional charge for the new equity lending application. Call your CUNA Mutual account relationship manager, or call LOANLINER systems at (800) 356-5012.

Southeast Corporate News

Southeast Corporate will hold an Asset-Liability Management (ALM) workshop December 7 at the Caribe Royale Resort and Convention Center in Orlando. The single-day event is scheduled for 9 a.m. to 2 p.m. The event is free to members and includes a light breakfast and buffet lunch.

The workshop, *Regulatory History and Current Environment*, unites resources from Southeast Corporate and CNBS. Southeast Corporate's ALM Manager Doug Sexton and CNBS' Senior Portfolio Strategist Brad Spears will team up to present the workshop, which is designed to provide optimal opportunities for interaction and includes an ample question and answer period.

The Item Processing Center in Jacksonville will host a ribbon

cutting and reception November 29 from 2 p.m. until 6 p.m. Tours will be given throughout the afternoon as a part of the event. The center is located at 8400 Baymeadows Way, Suite 18.

To RSVP for either event, call (800) 342-0203 or visit www.secorp.org, in the Coming Events section.

Gisli Magnusson is welcomed to Southeast Corporate's Marketing Department as its new Member Relationship Manager for the Eastern Marketing Region. This region includes the cities of Jacksonville, Ocala, Gainesville, Tallahassee, and cities throughout Georgia.

Now is the Time to Save Big With Office Depot

FCUL Service Group, Inc. and Office Depot are offering new and improved features and savings for all credit unions participating in the Office Depot business services division's *Cooperative Purchasing Plan*.

This new program includes savings across the board on all items from Office Depot. More than 1,500 items are built in at a 50 to 90 percent discount, and everything is an additional five percent off of a specially-priced master catalog. No more bulky paper lists to weed through at your credit union...free next day delivery...no minimum order requirements.

Fred Hunter, director of business development for FCUL Service Group, stated, "Credit unions that have not signed up to order on the Internet from Office Depot are missing some impressive tools to help cut costs at their credit union."

Features of the *Cooperative Purchasing Plan* include: a link to pricing (credit unions do not have to look elsewhere to find their

savings), a link to Office Depot's warehouse so credit unions know what products are available, 18 to 24 months of order tracking and purchase history, as well as custom shopping lists.

Those interested in participating in the Office Depot Cooperative Purchasing Plan can request a free Office Depot Starter Kit by contacting Fred Hunter at (800) 342-1266, ext. 368 or e-mail fred.hunter@fcul.com or Deirdre Osowski at (800) 342-1266, ext. 380 or e-mail deirdre.osowski@fcul.com.



Office DEPOT.
Business Services Division



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

Central Florida Educators' Federal Credit Union has announced the following appointments and promotions:



Terry Brinkman (*left*) has been promoted to director of branch operations. Previously, he was the AVP/branch manager of the Weber Street and Pine Hills branches during his four year career with CFIFCU. Brinkman was selected as "Manager of the Year" in 1999 and brings more than 30 years of experience in the financial services industry.

Brian Grey (*right*) has been named assistant manager in the Collections Department. Grey brings more than nine years of previous experience in collections and other areas of financial management.



George Gurchak (*left*) was recently promoted to the position of AVP/branch manager of the Weber Street branch. He began his employment with CFIFCU in December 2000 as a collector.

Gurchak has more than 24 years of experience in the lending and collection areas.

Connie Garcia-Starnes (*right*) has been promoted to the assistant manager of the Weber Street branch. She began her career with CFIFCU in the Winter Garden branch in 1997 and was later promoted to a member service position in the Pine Hills branch before moving to the Weber Street location in early 2001.



Fairwinds CU Opens New Service Center

Fairwinds Credit Union is proud to announce its newest service center location, at 2500 S. Kirkman Road, inside the Super Wal-Mart. It is the first credit union branch of its type in the Central Florida area and the second of three new service centers for Fairwinds Credit Union this year.

The new Metro West facility, headed by Service Center Manager Tim Rodreck, offers full teller, loan, and 24-hour ATM services. The service center is open Monday through Friday from 9 a.m. to 6 p.m. and on Saturday from 9 a.m. to 3 p.m.



(L to R) Ernie Fillipucki, Asst. Branch Manager; Carol Denton, Chairman of the Board; Tim Rodreck, Branch Manager; Ed Baranowski, CCUE, President/CEO - Fairwinds CU

Florida West Coast Credit Union recently broke ground on its new main office to be located in the Millennium Center off Paul's Drive in Brandon, Fla. FWCCU will be the only credit union to have its main office in the Brandon community.



(L to R) Carmen Bell, John B. Walsh, Chairman William Law, Paul O'Neil, and Veda Landers



Hubert O. Sibley, president of South Florida Educational Credit Union, stands in front of the elementary school in Dade County named after him. The school was officially dedicated October 27.

Vista Federal Credit Union recently announced the winners of its "Vista Jamz" scholarship competition and awarded two young credit union members \$5,000 each to use for higher education.

Members Erin Gilrane and Allison Rodriguez, both of Orlando, were each presented with a \$5,000 check from Vista.

Scholarship applicants provided information on their academic histories, community involvement, and essays on technology and the credit union movement, which were submitted to the credit union's Board of Directors for consideration along with those of many other hopeful members.

"Vista is proud to support the academic efforts of young people," said Vista FCU CEO/President Stan Abrams. "It's particularly gratifying when you can simultaneously reward scholastic excellence and encourage higher education."



(L to R): Vista FCU Chairman of the Board Kathy Clark, scholarship recipients Erin Gilrane and Allison Rodriguez, and President/CEO Stan Abrams.



Regulatory Update

Bill Berg, CCUE, CUCE, 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.

Summary of Recent NCUA Regulatory Alerts

NCUA Regulatory Alert No. 01-RA-06 - Regulation E, Electronic Fund Transfers

This regulatory alert advises credit unions of recent changes to the Federal Reserve Board's Regulation E (Electronic Fund Transfers) to require disclosure of certain automated teller machine (ATM) fees ("surcharges"). The amendment stems from the Gramm-Leach-Bliley Act's amendments to the EFTA.

NCUA Regulatory Alert No. 01-RA-07 - Children's Online Privacy Protection Act (COPPA)

This regulatory alert advises credit unions of the Children's Online Privacy Protection Act (COPPA), which prohibits unfair or deceptive acts or practices in connection with the collection, use, or disclosure of personally identifiable information from and about children on the Internet.

NCUA Regulatory Alert No. 01-RA-08

Interim Final Rules Amending Regulations B, E, M, Z, and DD – Electronic Delivery of Required Disclosures

This Regulatory Alert informs credit unions that deliver disclosures electronically that they should review the interim final rules published by the Board of Governors of the Federal Reserve System (FRB), which is outlined in the Regulatory Alert.

NCUA Regulatory Alert No. 01-RA-09

Use of Consumer Credit Reports for Business Loans

This Regulatory Alert informs credit unions of the Federal Trade Commission's recent reconsideration of a prior interpretation of the Fair Credit Reporting Act (FCRA). The revised interpretation affects credit unions extending credit to an individual for business purposes or to a closely held business.

Credit unions may not obtain a consumer report on an individual for an extension of credit for a business purpose unless the individual is personally liable for payment. Therefore, there would not be a permissible purpose under Section 604 of the FCRA to obtain a consumer report on an individual who neither guarantees nor signs the loan, nor is an individual proprietor liable for the loan.

NCUA Regulatory Alert No. 01-RA-10

Executive Orders Targeting Terrorists, Additions to the OFAC SDN List/FinCEN's Financial Institutions Hotline

This Regulatory Alert informs credit unions of the President's Executive Order targeting terrorists and of new names that have been added to the Office of Foreign Asset Control's (OFAC) Specially Designated Nationals List. Credit unions should call OFAC's hotline if they have any questions. Included with the Regulatory Alert are the Executive Order on Terrorist Financing and a Hotline Terrorism Announcement.

NCUA Regulatory Alert No. 01-RA-11

Suspicious Activity Report (SAR)

This Regulatory Alert forwards a copy of the June 2001 issue of SAR Bulletin, published by the Department of the Treasury's Financial Crimes Enforcement Network (FinCEN). The publication is part of a series of overviews of trends and patterns in money laundering derived from the Suspicious Activity Report (SAR) database that can help financial institutions prevent and detect financial crime. This Regulatory Alert includes the SAR Bulletin, Identity Theft Highlighted in SAR Activity Review, and SAR Activity Review - Trends, Tips & Issues.

Fed Lifts Compliance Date for Interim e-Disclosure Regulations

On August 3, the Federal Reserve Board announced the lifting of the October 1, 2001 mandatory compliance date for interim rules governing the electronic delivery of certain consumer disclosures under five consumer

protection regulations: B (Equal Credit Opportunity), E (Electronic Fund Transfers), M (Consumer Leasing), Z (Truth in Lending), and DD (Truth in Savings).

Some commenters on the interim regulations indicated that there were operational issues raised by the requirements of the interim rules. They also noted that the October 1, 2001 deadline did not afford financial institutions and others covered by the Board's consumer disclosure rules adequate time for making the needed changes.

Based on these comments, the Fed Board is considering adjustments to the rules to provide additional flexibility. Therefore, the Board has lifted the October 1, 2001 compliance date for the interim rules. Once permanent final rules are issued, the Fed Board expects to provide institutions a reasonable period of time to comply with those rules.

Freddie Mac Issues E-mortgage Guidelines

The Federal Home Loan Mortgage Corporation (Freddie Mac) has released a third version of guidelines for the use, delivery, storage, and retrieval of electronic mortgages used in connection with mortgages that are offered for sale to Freddie Mac.

These Guidelines are being issued as a result of the recent enactment of the Electronic Signatures in Global and National Commerce Act (E-Sign Act) and the Uniform Electronic Transactions Act (UETA), and also provides specific guidance that goes beyond the general provisions of the E-Sign Act and UETA. The Guidelines address issues such as consent, execution of the electronic signature, document format and delivery, document integrity, records management, and document access.



Credit Union Political Action

Preparedness Pays...As Do Good Relationships

Halloween's tricks came a day early when a source informed FCUL that Florida House of Representative leaders were contemplating removal of an intangibles tax exemption. The exemption relates to mortgages state-chartered credit unions book as assets on their balance sheets. Federal credit union charters have an exemption in statute with the same effect as the state exemption.

The FCUL lobbying team: including Jim Smith, Bernie Parrish, Mark Landreth, and Aletta Shutes, spoke with House Majority Leader Jerry Maygarden. Rep. Maygarden confirmed the topic had, in fact, come up in a House leadership meeting, saying it was along the lines of *who's conducting business where one party is getting an exemption and another party conducting the same business isn't?* After meeting with FCUL lobbyists, Rep. Maygarden was convinced that removing the tax exemption on state chartered credit unions was not the right thing to do and he said they wouldn't remove the exemption during the special session.

Though a horrendous measure was killed in the short term, with the need to reduce the budgetary shortfall, it's highly probable it will resurface in January when the legislature returns for the 2002 session, or sooner during the next special session.

In the immediate future, the League Governmental Affairs Department will create a series of talking points relating to removal of the exemption – as well as two other issues that will most likely be heard during the regular session. Please be ready on short notice to make an appointment to visit your state House and Senate members regarding these issues before the regular session begins on January 22.

The fact that this tax exemption was even considered underscores the necessity of vigilance and active participation in the political process, which makes it a good time to ask our affiliates to think, "What can I do, personally, to improve the Florida Credit Union League's standing in the legislative process?"

The simple answer is to **get involved in the "process."** Encourage your staff and volunteers to be active by promoting the Deduct-a-Buck program as a method of raising funds for CUPAC and CULAC. It takes only a small effort by many people to surpass the Herculean efforts of a few. It's more rewarding if we all pitch in; and people helping people (whether they're professionals, paupers, or politicians) is the credit union way.

Even though your League lobbyists in Tallahassee are on the scene all the time, legislators know we can't vote for them. As a result, they are much more likely to give you their attention, especially when you see them in their district office.

If you know someone in the political or legislative arena, the League would like to know who that person is too. Please e-mail Mark Landreth, Director of Legislative Development, at markl@fcul.org or call him at (800) 342-1266 ext. 397.



(L to R): Congressman Cliff Stearns; Aletta Shutes, FCUL Executive Vice President; Melba Jordan, CCUE, State Employees CU; John Hirabayashi, Educational Community CU

More photos from September's Hike the Hill event



(L to R): Gary Kohn, CUNA's VP of Legislative Affairs; Aletta Shutes, FCUL Executive Vice President; Greg Blount, Tropical Financial CU; Congresswoman Carrie Meek; Jace Reyes, Miami Postal Service CU; Mara Falero, FAA CU; and David Call, Florida Health Systems FCU.

(L to R): Gary Kohn, CUNA's VP of Legislative Affairs; Mara Falero, FAA CU; Aletta Shutes, FCUL Executive Vice President; Congressman Peter Deutsch; Jace Reyes, Miami Postal Service CU; David Call, Florida Health Systems FCU; and Greg Blount, Tropical Financial CU



Greg Blount, Tropical Financial CU (left) and Rep. Clay Shaw (R-22)

GAC 2002 Has Great Impact

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demonstrate our support to our friends on Capitol Hill," says Mica. "As a former member of Congress, I can tell you for a fact that this has a great impact, particularly in a year such as this."

Social events, an entertaining spouse/guest program, and an exhibit hall filled with the latest in products and technology round out the conference. During free time, the Washington setting offers stirring national monuments, historic landmarks, world renown museums, fine dining, and other year-round tourist attractions.

Early bird registration is \$649 through January 11 and \$699 after that date. For registration and hotel information, contact CUNA Meetings and Special Events at (800)356-9655, ext.5700 or gacinfo@cuna.com. For more information about the program, call CUNA's Washington office at (202)218-7747. All GAC 2002 information will be periodically updated at www.cuna.org. Enter "GAC2002" in the search box.

Deduct-A-Buck Program

Believe it or not, Bank of America alone gave more than \$250,000 to Florida candidates and political parties during the 2000 election cycle, compared to the slightly more than \$55,000 given by the credit union movement in Florida *as a whole!* That's a huge discrepancy. Because of credit union members' willingness to work at the grassroots level, we know credit unions don't need to raise that kind of money; however, financial contributions to candidates for office enable the leaders of the credit union movement to spread the message about the credit union advantage.

If you are concerned your members aren't political, and don't want their credit union to be, then consider these numbers from a recent CUNA survey:

- Credit union members are 1.5 times more likely to vote than others, *and*
- Credit union members are more likely to vote for a candidate they know is favorable to credit union issues.

Credit union members look to their credit union for input when making their voting

decisions. *Let's marshal that power for the benefit of credit union members!*

How? The League has a special fundraising campaign called "Deduct-a-Buck" that makes fundraising for the Credit Union Political Action Committee and Credit Union Legislative Action Committee easy. If you allow the League the opportunity to convince your credit union's members to give a "buck" per month, per quarter, or per year, it will mean substantially increased political clout for CUPAC and CULAC. Once in place, "Deduct-a-Buck" enables credit unions and their members to have a larger voice in the political arena.

Please consider implementing the "Deduct-A-Buck" program in your credit union. Call the League Governmental Affairs Department for more information at (800)342-1266.

Legislative Summit

The 2002 FCUL Legislative Summit is quickly approaching. The Summit is designed to actively involve credit union leaders in state and federal political and regulatory issues affecting the movement. During the morning hours, you will be given the tools you need to be your own lobbyist as you "Hike the Hill" in the afternoon.

Attendees will be welcomed to the state capital by Speaker of the House of Representatives Tom Feeney. Representatives from CUNA & Affiliates and the Florida Credit Union League will provide state and League government affairs updates and briefings. To be a part of this exciting conference, register online at www.fcul.org.

Wednesday, January 30

5:30 p.m. Governor's Club (Reception)

Thursday, January 31

Doubletree Hotel

8:30 a.m. Registration and Continental Breakfast

9 a.m. Opening Remarks

9:30 a.m. Welcome

9:45 a.m. Department of Banking and Finance

10:45 a.m. CUNA State Government Affairs Overview

11:15 a.m. FCUL Government Affairs Update & Briefing

Noon Adjourn

Lunch on own with your legislator(s)

"Hill" appointments with legislators & staff



CUPAC Donation Update



Central Florida Chapter President Sarah Hamby (right), of FAIRWINDS CU, presents a check for \$5,000 to Trudy Prince, CCUE, Central Florida Healthcare FCU, and Chairman of CUPAC.

OTHER CUPAC DONATIONS

Central Florida Chapter — \$5,000

Northeast Florida Chapter — \$3,018

Broward Chapter — \$500

Pinellas Chapter — \$500

Tropical Values Inc. — \$500

Chris Brooks — \$250 (Ambassador Club)

Central Florida Postal CU — \$100

Florida Central CU is now recognized as an Honor Roll credit union

STAR, VAP, and MERIT CERTIFICATES

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:

Bay Gulf CU: Staten Corbett, Robert Krasnicki

Indian River FCU: Albin Faber, Haynes McDaniel

Jax Navy FCU: Larry Myers

NCSC FCU: Mario Berenguer

South Florida FCU: Nannette Paredes

Sunshine State CU: John Madden

Tampa Bay FCU: Pete Burgue, Walter Sluga

STAR CERTIFICATES:

8 Flags FCU: Linda Duffy

Bay Pines FCU: Sheila Henderson

Bell-Tel CU: Mary Brewbaker

Campus USA CU: Tammy Bateman, Troy Battle, Tonya Brown, Tina Gehringer Minor, Pamela Grimes, Laquandra Grimes, Donna Lansberry, Brenda Rivera

Central Florida HealthCare FCU: Kelle Boneta, Janice Bynes, Jennifer Evans, Veronica Hibbs, Mary Travis, Glendaliz Trinidad

Central Florida Postal CU: Kathleen Gontarek

Community Educators CU: Michel Alexander

Duval FCU: Mary Kopp

Eckerd CU: Kimberly Moore

Fairwinds CU: Cynthia Detwiler, Dustin Allen, Jo Ann Weed

First Choice CU: Alica Perez, Sandra Estrada

Florida Commerce CU: Niya Thomas

GTE FCU: Ellezer Berrios, Dubravka Bogovic, Tracy Petersen, Deborah Seymour, Lisa Sirochman

Harvesters FCU: Pamela Cutler, Marcia Taylor

Indian River FCU: Grant Doner

Jax Navy FCU: Carolina McDowell

MacDill FCU: Deborah Hopkins

Pen Air FCU: Melissa Del Signore, Melissa Freeman, Kristal Kelley

Pinellas County Teachers CU: Maureen Burnosky, Marguerite Mambrino, Michele Ryan, Shannon Thomas

Power 1 CU: Laura Atchley, Daniel Betancourt, Katherine Hernandez

State Farm Florida Reg. Off. FCU: Connie Abrams, Debbie Caldwell

Suncoast Schools FCU: Cynthia Beach, Lorraine Crone, Lynn Coker, Ruth Dionne, Robert Finch, Vickie Gregory, Dorothy Hendry, Jolynda Morales, Kathleen Murphy, Kristen Novakoski, Susan Perritt, Judith Reed, Deborah Rosebrugh, Marlyn Sanders, Leyla Spears, Diane Thompson, Sherry Thompson, Deanna Tomlinson, Leah Torres, Heather Williams, Cheryl Ward

Sunshine State CU: Theron Gibson, Brian Moret

Tampa Postal District FCU: Jessica Bogard

Telco of Florida FCU: Debora Roberts

TMH FCU: Lemeal Clyne

Tyndall FCU: Jaime Smith, Gwendolyn Woullard

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Tyndall FCU: Jaime Smith, Gwendolyn Woullard

MERIT CERTIFICATES:

8 Flags CU: Christine Kish

Central CU of Florida: Damaris Gonzalez

Central Florida HealthCare FCU: Mary Snyder

Florida Aircraft FCU: Jeffrey Marshall

Jax FCU: Lacsra Tucker

Jax Navy FCU: Mark Corpuz

Pen Air FCU: Brenda Crenshaw

Power 1 CU: Deborah Khaleel Brooks

Tyndall FCU: Li Chin Hooe

Two New STAR Modules Released

Two new Staff Training and Recognition (STAR) modules were released in late October.

S1300 Member Service: Exceeding Expectations describes member service that goes well beyond the basics. It focuses on how to identify and capitalize on opportunities to provide *superior* or *magnificent* service that builds member loyalty and gains an increasing share of members' business. Issues covered include:

- Determining member needs and preferences;
- Sustaining member relationships;
- Exceeding member expectations in difficult circumstances;
- Understanding the impact of technology on service delivery.

Each chapter begins with an in-depth case study of superior service and ends with a review to help readers apply the service principles. Inspirational quotes and real-life examples emphasize proven philosophies and examples of high-quality service.

S1320 Robbery Prevention and Preparation provides an extensive look at robbery and its aftermath, as well as prevention strategies. This module builds on material covered in *S030 Security* and *S910 Security Issues*. Completion of those modules, however, is not a prerequisite for *S1320*. Students completing the module will have a good grasp of how to deal with the threat of robbery. Activities encourage staff to take an active role in robbery prevention programs at their credit union.

Each chapter begins with a case study that challenges the student to draw lessons for his or her own credit union. Issues covered include:

- Training and practices for dealing safely with robbery;
- Credit union security systems;
- Robbery-conscious procedures during the workday;
- Police and press relations after a robbery;
- Hostage taking, extortion, and bomb threats.

For more information, contact the League Education Department at (800) 342-1266.



Take the First Step to Success...Invest in IRA Training

The foundation of a successful IRA program is the credit union's staff. And the best way to ensure success is to empower your staff with IRA training.

IRA rules are complex, confusing, and constantly changing. You and your staff need regular training to build and maintain IRA expertise in order to answer tough member questions with confidence and competence. That's where IRA training offered by the FCUL Education Department and CUNA Mutual Group can help. We offer two levels of IRA training, so it's easy to meet individual needs.

IRA ESSENTIAL TRAINING

This full-day program teaches IRA basics by concentrating on the traditional IRA and then explaining how Roth and Education IRAs are different. It's a beginner's session, and no previous IRA knowledge is assumed.

The new regulations for required minimum distributions (RMDs) will be discussed, but at a basic level.

IRA ADVANCED TRAINING

This year's full-day advanced session focuses on the new IRS regulations for RMDs and death benefit claims. Participants will leave this session ready to answer member questions and make the changes necessary to keep their IRA programs in compliance.

The registration fee is \$150 for the full-day IRA Essentials Workshop and \$195 for the full-day IRA Advanced Workshop. The discounted fee for attending both full-day workshops is \$320. Lunch will be provided at the workshops. Call the Education Department for more information at (800) 342-1266.

IRA Training Schedule

- Monday, December 3**
IRA Essentials Workshop
Ft. Lauderdale
- Tuesday, December 4**
IRA Essentials Workshop
Orlando
- Wednesday, December 5**
IRA Advanced Workshop
Orlando
- Thursday, December 6**
IRA Essentials Workshop
Pensacola
- Friday, December 7**
IRA Advanced Workshop
Pensacola

VAP Releases Three New Modules

Participants in the Volunteer Achievement Program, through CUNA's Center for Professional Development, will soon have three new modules to choose from.

V412 Developing, Writing, and Implementing Policies examines the board's role in the area of policy development. Scheduled for release in November, it covers the entire process, including:

- Assessing the need for new policies;
- Researching and writing policies;
- Implementing policies;
- Updating policies.

This new module gives directors a simple and accurate guide to understanding this important responsibility. It presents a deeper level of information than the basic introduction covered in *V101 Board and Management Policies*. (Completion of V101 is not a prerequisite to the new module.)

E a c h member of the extended credit union family has d i f f e r e n t financial needs



depending on that member's lifestyle, generation, gender, and other characteristics. **V413 Marketing to Generations and Target Groups**, available now, identifies these differences among key segments of credit union members and potential members. It introduces four primary generations and examines the following areas:

- Characteristics, outlooks, financial needs, and expectations of each generation;
- Credit union products and messages that meet these needs and expectations;
- Other significant target markets based on gender, race, ethnicity, and ability;

Marketing to Generations and Target Groups supports the use of statistical and member feedback tools to provide additional information on member identity and needs. It demonstrates how introducing specifically targeted product enhancements that make members' lives easier can result in a more loyal member base.

V414 Recruiting, Orienting, and Retaining Board Members, scheduled for release later this month, introduces the Policy Governancesm model advocated by author

and consultant John Carver. With a strategic approach to recruitment and retention, this module helps credit unions meet the volunteer challenge and thrive even in fiercely competitive times. The module presents a five-step systematic approach to recruiting, orienting, and retaining credit union directors. Chapters explore:

- Finding and attracting volunteers;
- Using professional techniques for interviewing and selecting candidates;
- Establishing an orientation process;
- Making use of volunteer training and development opportunities;
- Maintaining a supportive environment, and creating a succession plan.

The Volunteer Achievement Program (VAP) is designed to meet the training needs of both new and experienced volunteers. VAP modules deliver essential material quickly and clearly, and are available for all aspects of credit union operations.

For more information, contact the League Education Department at (800) 342-1266.



Credit Unions Again Wooed by Travelers Cheque Vendor



Connie Stoutamire

Editor's Note: Following is a reprint of an article reported by CUNA.

A leading travelers cheque vendor is approaching credit unions offering reduced fees and slashed per cheque costs in response to CUNA's efforts to provide credit unions with a travelers cheque alternative. Earlier in the year, the vendor notified credit unions of new fees and charges for operating a travelers cheque program with its products.

"Credit unions found themselves in a challenging situation because their travelers cheque vendor announced new fees for them for simply operating a travelers cheque program...and gave them very little time to make a decision," says Wes Millar, vice president of strategic services for CUNA & Affiliates. "Many of these credit unions came to us for help. We responded by negotiating an agreement with Travelex to provide Visa Travelers Cheques."

CUNA's Visa Travelers Cheque program offers credit unions the benefit of traveler's

cheques without sign-up or annual fees. Additionally, Visa Travelers Cheques are:

- accepted at more than 10 million locations worldwide.
- fully refundable/replaceable in case of theft.
- branded with the America's Credit Unions logo.

Initial program fees are \$.40 per \$100 of travelers cheques sold. As more credit unions sign up and sell more cheques, the fees will decrease, with the goal being no fees at all.

The CUNA program also provides credit unions the opportunity to offer foreign currency and international travel essentials through My Travel WalletSM. This service eliminates the expense and effort associated with offering these products by individual credit unions, while providing members with convenient access to cash in 76 currencies, foreign currency travelers cheques, Visa TravelMoney—the prepaid global cashcard—and TravelSolve emergency travel assistance.

Today's members tend to carry a combination of travelers cheques, cash, and prepaid cards when they travel. Through CUNA's new program, credit unions can offer all three and earn commissions on the My Travel Wallet transactions.

"We understand that in some cases, the other vendor is quoting fees considerably less than they offered before...when they wouldn't even discuss options," says Millar. "We at CUNA consider that a job well done. Part of what we aim to do is drive the market toward providing credit unions with the best price and service, regardless of the vendor. While we firmly believe that every product and service CUNA offers is the best of its kind for credit unions, if our presence prods others into providing viable products and services in the marketplace, then credit unions win...and we all win in the end."

For more information on the CUNA Visa Travelers Cheque program, contact Shirley Mazanet at smazanet@cuna.com or (800)356-9655, ext. 4290.



Tallahassee FCU Moves Into New Office

The staff from Tallahassee Federal Credit Union is proud to showcase its new home. The new office is still located on W. College Ave., but it moved to an upstairs office in August.

The move is a welcome change for the Tallahassee FCU staff. The new office features much more office space, as well as a large area for supplies and storage.

The credit union is growing in more ways than one. It is now nearing \$5 million in assets, according to Fran Fletcher, manager. "Our members enjoy the personal, community-oriented aspect that we offer," said Fletcher. "Our success really is a joint effort."



Connie Stoutamire, director of the Horizons program (second from right), visited Tallahassee FCU's Linda Glessner, Fran Fletcher, Louise Woodlief, and Truman Vause on International Credit Union Day.

Gulf States CEO Announces Retirement



After 25 years in the credit union movement, Bernard "Bernie" Arvin, CCUE, has announced his plan to retire as president/CEO of Gulf States Credit Union as of March 31, 2002.

Arvin was appointed to the position of president in December 1991. Previously, he had been president/CEO of Micro Switch Credit Union in Freeport, Ill., from 1987 until 1991, and president of Homestead Airforce Base Federal Credit Union from 1977 to 1987.

Arvin has a bachelor's degree in Management from Barry University. He received his CCUE certification in 1983 and completed CUNA Management School in Madison, Wis., in 1980.

Congratulations and best wishes for a great retirement.



Learn to Love Performance Reviews

by Anita Stoumbelis, Director of Human Resources



Anita
Stoumbelis

Whether the time for performance reviews is now or whether you do them throughout the year, I have a question for you: how many of you look forward to doing performance reviews?

If you said YES, you may not need to read further. If the overwhelming response is NO – and I am betting that it is – you may want to read on.

What are the benefits of performance appraisals?

- The process strengthens the relationship with the employee
- Employees learn about their own strengths and weaknesses
- Training needs are identified
- Employee renews interest in being a part of the organization's future
- Employees feel they are taken seriously as individuals and that the supervisor is concerned about their needs and goals
- You find out the employee's needs and goals

The most important part of the appraisal is the process and what comes from the interaction between you and the employee.

Yes, we need the review in order to have a basis for salary increases...yes, we need the review to document the employee's file...but the best part is the consensus building and mutual goal setting that takes place; that is the real value of a performance review.

One of the most important roles you have as a manager is managing the performance of your staff. Here are some ways to get the most out of the performance review process:

The employee should do his or her part.

Have the employee review the job description prior to your meeting with him or her. Has it changed since the last review? Have the employee complete a self-appraisal. Ask the employee to be ready to discuss his or her personal career objectives and things the employee would like to see change.

Maximize the effectiveness of the appraisal interview. Set the tone – this is a working session to discuss the employee's performance and setting future objectives. This is not the time to discuss salary increases – save that for another meeting. Turn off the phone, close the door, have a comfortable chair for the employee, remove physical barriers between you and the employee, and BEPREPARED.

When discussing the employee's performance, whether good or bad, be honest, open, direct, specific, and personal.

Avoid clichés, such as: *"You are not living up to your potential."* Try this instead: *"I thought you had enough experience to handle that last assignment, but you seemed to have trouble completing it. Do you know why?"*

Or, instead of: *"You make very good use of your time."* Try this: *"I like the way you schedule your time. I especially like the way you managed that last project without having to work overtime."*

The post-appraisal meeting. This is the time for a salary discussion and to summarize a plan of action for the coming year.

Becoming comfortable with the performance review process is an important part of a manager's success.

Employees need to know you are interested in their career development. Time and energy spent on the review process will come back to you in a higher level of commitment to the organization from your staff. **YOU HAVE TO LOVE THAT!**

Your High School Members Could Win Up to \$5,000

The National Endowment for Financial Education has announced the sixth annual High School Financial Literacy Awards (FLA) competition. This year's theme is *"Money: Will You Make It? Find a Career...Earn a Living...Get a Life!"*

The FLA competition awards teenagers cash prizes totaling \$36,000. Shouldn't all 12 winners of this year's competition be credit union members? Make it possible by encouraging your high school members to enter.

How the competition works:

The FLA competition gives high school students the opportunity to explain what having a career or being an entrepreneur

means to them and how it relates to financial literacy. Students may submit entries in any one of the following four categories:

- Essay
- Web site
- Mixed media (computer slide presentation, video, brochure)
- Artistic (poster)

In each category, first-place winners receive \$5,000, second-place winners receive \$3,000, and third-place winners receive \$1,000. Students can use the money to pursue future educational opportunities, including college, vocational/technical training, certifications, internships, and foreign studies – or reach other financial goals. Each

winner receives a personalized plaque, and first-place winners and their parents will be guests of NEFE at a special awards ceremony.

High school students can download entry kits from the NEFE web site at www.nefe.org/hsfla/index.html. Completed entries must be postmarked by January 31, 2002. NEFE will notify winners by late April 2002.



FCUL Calendar of Events

DECEMBER 2001

Date Event

Regional

- 3 IRA Essentials Workshop**
Ft. Lauderdale - Fee: \$150
- 4 IRA Essentials Workshop**
Orlando - Fee: \$150
- 5 IRA Advanced Workshop**
Orlando - Fee: \$195
- 6 IRA Essentials Workshop**
Pensacola - Fee: \$150
- 7 IRA Advanced Workshop**
Pensacola - Fee: \$195

JANUARY 2002

Date Event

Regional

- 23 Cross Selling IRAs**
Pensacola - Fee: \$65
- 24 Cross Selling IRAs**
Panama City - Fee: \$65
- 30 New Credit Union
President/CEO Manager
Orientation**
Tallahassee
- 30-31 Legislative Summit**
Tallahassee - Fee: \$100

CHAPTER MEETINGS

For further information please refer to
the League web site
www.fcul.org

Gulf Coast Chapter

December 7 • December 13

Northeast Florida Chapter

December 13

Palm Beach Chapter

December 29

Sara-Mana Chapter

December 13

Southernmost Chapter

November 20

Suwannee River Chapter

December 18

Tallahassee Chapter

December 6

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