



Florida Credit Union News

A publication of the Florida Credit Union League 

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Credit Unions in Florida Respond to Terrorists' Attacks

Florida's credit unions, like nearly everyone else, recoiled in horror on the morning of September 11. As terrorists piloted two jetliners into the twin towers of the World Trade Center and a third jetliner into the Pentagon, Florida's credit unions realized that help would be needed for those affected by these attacks. Nearly from the moment of realization, numerous credit unions in Florida began displaying additional flags and red, white and blue ribbons. And plans to set up relief funds were being formulated.

As the news from New York and Washington began to be reported, word surfaced that police officers and firefighters had suffered major losses in personnel and equipment. Later in the day it became clear, after the collapse of the twin towers, that two credit unions' branches in the buildings were totally destroyed. Four other credit unions in the vicinity of the New York attack were feared to have suffered. Pentagon Federal Credit Union, with a branch in the Pentagon, had also been affected.

Fortunately, none of the credit unions affected lost any employees. Pentagon FCU, although shaken, was ready to open and do business the next day. Two credit unions that lost branches in New York, XCEL FCU and FAA Eastern Region FCU, were functioning again at different locales.

XCEL FCU said it has learned so far that 58 of its members perished in the attack. Korean-American Catholics FCU lost one of its volunteer Board members, Huyn Joon Lee. Lee, an employee of the New York State Finance Department, worked in the World Trade Center. The Town of Hempstead EFCU reports that their credit union manager lost a brother as a result of the attack.

In response to all of this, the New York Credit Union League announced that its foundation was setting up a relief fund to assist credit unions and members affected by the attacks. In Florida, Miami Firefighters FCU set up a separate fund to assist the families of firefighters lost in the World Trade Center.

Below is a rundown of some of the activities as reported by Florida's credit unions in response to this devastating attack on America:

Carla Gomez of **FEC Federal Credit Union** in Medley reports:

"Here at FEC Federal Credit Union, our employees dressed in red, white and blue on Friday, Sept. 14. Our employees are also wearing red, white and blue ribbons. We have ordered pins and will sell them in our lobby to members and then donate the proceeds. We have also ordered 200 candy bars through CUSF and will do the same with those."

Traci Germain, Vice President of Marketing for **GTE Federal Credit Union** in Tampa, reports:

"We have just sent nearly \$2,200 in donations from GTE FCU employees to the Red Cross. Additionally, our Board approved the start of a campaign that could equal nearly \$300,000 in relief being sent to the victims and/or relief agencies. We will be donating \$1 per member, about \$146,000, from the credit union, and are challenging our members to raise an equal amount, that of \$1 per member. We are working on the campaign now, and have not yet determined where specifically the money will go, but our

— continued on page 9

CUNA Network Services, Credit Unions Raise Money for CURA Fund

CUNA Network Services is joining forces with credit unions to raise money for the Credit Unions Rebuild America (CURA) Disaster Relief Fund. CUNA Network Services will donate a minimum of \$1 for every *CUIsp* account opened at participating credit unions by December 31, including current accounts. Their goal is to raise \$150,000.

"Everyone in the CUNA Network Services family is deeply saddened by the events of September 11," says Doug Benzine, senior vice president of CUNA Network Services. "It is our hope that credit unions and their members will join us in our efforts to illustrate the credit union spirit in the face of this tragedy."

The CURA fund was created to provide the credit union movement with a central collection point through which its generosity can be channeled in support of relief efforts currently underway in areas affected by recent terrorist attacks. Seventy-five percent of the money raised will go to the Red Cross and 25 percent will go to the September 11th Fund.

Credit unions interested in participating in the *CUIsp* fundraiser should contact Ellis Waller at (800) 356-9655, ext. 4137 for more information.



Additional information on Florida's credit unions' response to the September 11 attack is featured on page nine.

Florida Credit Union League Board of Directors

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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 email tw@fcu.org.

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www.fcu.org

United We Stand

Now we have another date that lives in infamy. September 11, 2001, now takes its place next to December 7, 1941, and November 22, 1963. These dates all conjure up memories of what we were doing when the terrible events took place. September 11 becomes personal for all of us connected with credit unions. It is personal because, unlike December 7 and November 22, credit unions were part of the story. A small part, to be sure, but still a part of the carnage that took place in New York and Washington.

Two credit unions, XCEL Federal Credit Union and FAA Eastern Region Federal Credit Union, each had a branch office in the World Trade Center. And, although both were totally destroyed along with the rest of the two trade center towers, none of the employees of either credit union were harmed physically. Pentagon Federal Credit Union, which had a branch in the Pentagon, was shaken and closed for a while but suffered no casualties or damage. For that we can all be grateful.

But, to be sure, some credit union members and volunteers were not so fortunate. Korean-American Catholics FCU has reported that one of its Board members was lost in the Sept. 11 World Trade Center attack. Mr. Huyn Joon Lee had joined the CU four years ago. He soon volunteered for its Loan Committee, and then became committee chairman. In February of this year, he was elected to the Board.



A Queens College graduate and CPA, Mr. Lee had begun working five months ago for the New York State Finance

Department at the World Trade Center. From Town of Hempstead EFCU comes word that Robert J. Caulfield, brother of the credit union's manager, Douglas Caulfield, also died in the WTC attack.

We obviously grieve for the loss of these fine credit union people. We also grieve for the loss of countless other credit union members whose lives were lost in this barbaric and senseless attack.

But, my friends, rest assured. Credit unions have already begun to step up and help their brethren who have suffered this attack. As in past tragedies, credit unions from all over the world have wired in their contributions and offered any assistance they can. You can read what some Florida credit unions have done elsewhere in this issue. The New York Credit Union Foundation has received contributions approaching \$500,000. Other credit unions, including our own Miami Firefighters Federal Credit Union, began raising money for the families of the brave firefighters who gave their lives on September 11. Police credit unions similarly have begun helping families of New York policemen who died helping others.

As we pick ourselves up off the floor and rebuild, we must also offer our help and prayers to all of our credit union employees, volunteers and members who now will be called upon to respond to this attack. We hope you can see to it that any families who will see their loved ones called to service are looked after during this crisis. Members who now must face an unseen enemy in a far away land, will be greatly comforted by any assistance each and every one of us offers in the days to come.

United we stand. God bless America.



*Guy M. Hood
President/CEO*

Nineteen credit unions represented at the Florida Credit Union Management Institute (FCUMI)

Submitted by Corinne Henningsen, CHA, CMP
Director of Conventions and Conferences

The 41st Annual Florida Credit Union Management Institute held at the University of Central Florida's Executive Development Center in Orlando, September 16-20, 2001, was very successful, judging by some of the comments made by the participants. The curriculum was designed to ready the participants for a career of leadership in the credit union and in the credit union movement. Emphasis is on developing a better understanding of management concepts and the courses include a variety of topics such as Diversity in the Workplace, Marketing Relationships, Keys to Service Success, the Environmental Scan, Presentation Skills and operational topics.

The speakers were from the University of Central Florida faculty and credit union professionals. This year at the four-day school, we were honored to have three Florida credit union presidents share their management experiences: Ed Baranowski, CCUE, Fairwinds CU, whose topic was Credit Union Financial Analysis; Greg Blount, Tropical Financial CU, who spoke on Roles and Responsibilities of Management; and Doug Samuels, Space Coast CU, provided information on technology.

We were also pleased to have Trudy Prince, CCUE, First Vice Chair of the Board of Directors for the Florida Credit Union League and President of Central Florida Healthcare FCU, award participants with a certificate of completion at the graduation banquet held at the



2001 FCUMI students

Radisson University Hotel.

Below are some of the comments:

- "Wonderful learning and networking experience" – Clare Rumplick, **Central Florida Healthcare FCU**
- "Well-rounded program with diverse presenters that will aid anyone in credit unions to be better – more balanced professionals" – Mike Silvers, **Vista FCU**
- "I really got a lot out of it" – Patricia K. Barber, **Duval FCU**
- "I thought it was a great school and I'm glad I was able to attend" – Judith Scott, **Orlando FCU**
- "Really enjoyed this school. It was very beneficial to those who are seeking a career in management" – Nancy Dultz, **Sentinel Graphics FCU**

This school will be held again in 2002 at the University of Central Florida, Sept. 15-19, 2002.

CUNA Mutual

MemberCONNECT — An Important Component of Your CU's Member Marketing Program

If your credit union is looking to provide an exclusive portfolio of life, health, AD&D, auto and homeowners insurance products designed exclusively for credit union members, you should consider joining more than 5,000 other credit unions who are successfully using CUNA Mutual Group's MemberCONNECT program.

MemberCONNECT, a direct mail program, provides direct access to quality protection and asset accumulation products for more than 26 million credit union members. It can help your credit union protect its members by offering these products at competitive rates.

MemberCONNECT can contribute to your bottom line. By using a single provider for all insurance products, you'll increase your administrative expense reimbursements by delivering a full range of insurance solutions from a single point of contact. MemberCONNECT will provide you with professionally written and designed newsletters, brochures and statement stuffers. A

coordinated marketing approach will increase member satisfaction and marketing effectiveness.

An important component of the program is that your members will have access to a state-of-the-art call center staffed with professional representatives experienced in serving members' needs for life and health insurance, and annuities. These representatives are qualified to answer members' questions and conduct detailed personal needs analyses for your members.

If you're concerned about privacy issues, remember that CUNA Mutual is committed to working with credit unions to develop privacy practices that enhance strategic objectives and protect members' personal information.

For details about the MemberCONNECT program, contact your CUNA Mutual Group Account Relationship Manager at (800)333-2644.





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

Tampa Chapter Excels in Financial Planning Program

Tampa's Chapter is doing great things with the high school financial planning program, *CUs in the Classroom*, for high schools in Hillsborough County.

Seventeen high schools in Tampa are cooperating on a joint education project, working together to make a difference in financial education for high school students. Credit union volunteers will assist in presenting the program to approximately 1,000 students during either the first or second semesters of the 2001-2002 school year. The types of classes being offered range from Academy of Finance classes where students are college-bound to work-study or DTC programs and business and vocational classes. There are 150 credit union volunteers assigned to teach one unit of the program in one or more classes in a specific school. Some classes have already begun and the reports have been very positive.

The Tampa Chapter has also been approached by the transition school for those students who are returning to a school/work environment from incarceration, and they provided materials for the program to be taught by the teacher who has a class in the County jail.

The Tampa Chapter is making a difference and giving students valuable knowledge that will benefit them their entire lives.

For more information contact Carolyn Parslow, Suncoast Schools FCU, at (813) 621-7511, ext. 8700, e-mail: carolyn.parslow@suncoastfcu.org, or Bruce Koehler, Chapter President, USFFCU, (813) 974-3472, ext. 149, e-mail: blkoebler@aol.com.

Panhandle Educators FCU President Attends Event Featuring Gov. Bush

Greg Frith, president and CEO of Panhandle Educators Federal Credit Union and political representative for the Gulf Coast Chapter of the Florida Credit Union League, attended a grand reopening of a prestigious Panama City business on August 27. Also on hand were Gov. Jeb Bush, Rep. Allan Bense, and other local politicians. Frith had the opportunity to hear Gov. Bush's thoughts on education and business development for Florida.

"These events allow credit unions to further enhance the credit union movement by networking with local, state, and national politicians," he said.



Greg Frith shared the credit union philosophy with Rep. Allan Bense at a function in Panama City.

"Survivor" Crew Shoots Spot for Credit Union

Crew members from the television series "Survivor" recently shot a TV commercial for Sarasota Coastal Credit Union in Sarasota, Fla.

Facing tropical storms and sweltering heat during the shoot, the forces of nature seemed to resemble those of the Australian Outback the crew had grown accustomed to.



Crew members from TV's "Survivor" filmed a new commercial for Sarasota Coastal Credit Union.

The commercial focuses on a family and their young boy in an effort to emphasize that this is a great family financial institution. All taping was done on location in Sarasota and surrounding areas and took a little over two days to complete.

Vista Federal CU Introduces New Branch Manager

Vista Federal Credit Union, serving employees of The Walt Disney Company, is proud to welcome Judy Han as a new branch manager.

Judy joins the credit union with several years of diverse experience in the financial

industry. She also holds a bachelor's degree from Florida International University and an MBA from the University of Florida. In her new role, she will oversee the day to day operations of a credit union branch.



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.

NCUA Final Rule Revising Vital Records Preservation

The NCUA Board issued final regulations clarifying that federally insured credit unions may preserve their vital records in electronic format. Vital records include: a list of share, deposit, and loan balances for each member's account; the credit union's financial report; and a list of the credit union's financial institutions, insurance policies and investments. The final rule contains the following key revisions:

- The rule now clarifies that a credit union may preserve records in any format that is accurate, accessible and capable of being reproduced by printing, transmittal or other methods, as authorized by the Electronic Signatures in Global and National Commerce Act (E-SIGN).
 - The rule authorizes a credit union's board of directors to determine which employee will be responsible for duties under the vital records preservation program, in contrast to the current regulation which names the credit union's Chief Financial Officer.
 - Updated record retention guidelines with recommended retention periods from the NCUA Accounting Manual for Credit Unions are incorporated into an appendix to the regulation.
 - The rule has been converted into a question and answer format to make it more user-friendly.
- The final rule is effective Sept. 4, 2001. For more information on the Vital Records Preservation rule, go to NCUA's web site for a copy of the final rule at www.ncua.gov.

NCUA Final Rule on Prepayment Fees

NCUA adopted a final rule clarifying that the NCUA Board, when acting as conservator or liquidating agent of a federally-insured credit union, will honor a claim for prepayment fees by a Federal Home Loan Bank when a federally-insured credit union is placed into conservatorship or liquidation. The final rule is effective Sept. 4, 2001. You can find a copy of the final rule on NCUA's web site at www.ncua.gov.

NCUA Proposed Rule on the Definition of Compensation

NCUA issued a proposed rule amending the regulation regarding the limitation on compensation of federal credit union officials. Currently, the regulation permits federal credit unions to pay the travel costs for an FCU official and an immediate family member. The proposal amends this regulation by using the term "guest" rather than "immediate family member."

NCUA Final Rule on Scheduling Federal Credit Union Examinations

NCUA approved a Risk-Based Examination Schedule Policy proposal that provides flexibility in resource allocation and examination program completion. The policy allows the agency to schedule federal credit union exams on a cycle longer than one year based on a risk analysis of the credit union. Under the new policy, credit unions that are low risk will qualify for a prolonged exam cycle that would average 18 months. A low risk FCU is one that has a CAMEL code of 1 or 2 and is at least well-capitalized (including any risk-based net worth requirements), has been in operation for at least 10 years and meets other low-risk characteristics such as an adequate ALM mechanism and internal controls. NCUA will phase-in the risk-based exam schedule to minimize its impact. About 50% of the qualifying credit unions would be examined next year and the remaining 50% would be examined in 2003, with the new cycle in effect thereafter. NCUA estimates up to 3,400 federal credit unions will qualify for the elongated cycle and that the agency could save from 92,000 to 145,000 exam hours under the new policy.

NCUA Proposed Rule on Requiring all Credit Unions to File Quarterly Call Reports

In conjunction with the final examination program, NCUA approved a proposed rule requiring all federally insured credit unions to file quarterly Call Reports with NCUA. The new proposal would be implemented for the March 2002 quarterly report

cycle. Currently, all federally insured credit unions with assets over \$50 million must file a quarterly Call Report while all other federally insured credit unions file semiannually. Although this proposal would increase reporting for FCUs with assets under \$50 million (**all state chartered credit unions must file quarterly already**), the NCUA Board believes that quarterly call reporting is a crucial component to facilitate the move to risk focused examinations. Some credit unions under \$50 million that are currently not required to file quarterly call reports may be eligible for participation in the extended examination cycle program. Additionally, this proposal would amend its Prompt Corrective Action (PCA) rule to eliminate the requirement to provide written notification to NCUA and any relevant State Supervisory Authority of a net worth change under PCA.

Comments are due to NCUA by Nov. 1, 2001.

Summary of Recent NCUA Letters to Credit Unions

NCUA Letter to Credit Unions No. 01-CU-08 - Liability Management - Highly Rate-Sensitive & Volatile Funding Sources

This is NCUA's third letter on the topic of risk management to provide guidance on balance sheet risk. It follows Letters to Credit Unions Nos. 99-CU-12 and 00-CU-13. The letter further emphasizes the importance of managing risk within a total balance sheet perspective. It focuses on the funding side of asset-liability management.

NCUA Letter to Credit Unions No. 01-CU-07 - Office of Credit Union Development Program & Activity Report

This letter provides the program and activity report for the Office of Credit Union Development, formerly the Office of Community Development Credit Unions, for the calendar year 2000.



Credit Union Political Action

No Issue Left Untouched at FCUL "Hike the Hill"

To say September was a tragic month wholly understates the reality of what we now face. With the World Trade Center and Pentagon incidents, and the heroes who took down the flight outside Pittsburgh rather than let terrorists have their way, every American recognizes a new sense of national purpose and a rededication to protecting freedom and liberty.

That sense of purpose is underscored by the knowledge we are at war to protect our right to govern ourselves in the manner we have for 225 years. That sense of purpose should result in an increased participation in the political process. If we are willing to fight to protect our ability to choose our form of government, should we not elect to participate more fully in that form of government? The League urges you to get involved in politics and government affairs: **It is our government; let us make our voices heard.**

The Florida Credit Union League held its most successful ever "Hike the Hill" in Washington, D.C. Simply put, there was no issue left untouched with our elected members of Congress. We were able to discuss everything on the CUNA and FCUL agendas. We had great social experiences in fabulous settings and camaraderie was the word of the day.



L to R: Sen. Bob Graham (D); Aletta Shutes, FCUL Executive Vice President; and Guy Hood, FCUL President/CEO

We honored our U.S. Senators from Florida and each spoke during our dinner, with Senator Graham taking time to answer questions. Senator Nelson had another engagement and was unable to take questions. However, his banking counsel, Kim Warden, also attended and managed to meet and greet many of those in attendance and answer questions on his behalf.

A social highlight of the evening was a private tour of the capitol hosted by



Sen. Bill Nelson (D) speaks at the event.

Congressman John Mica (R-Winter Park), brother of CUNA's President and CEO Dan Mica (a former congressman himself). Congressman Mica's behind the scenes tour took those assembled to parts of the capitol not seen during the regular tours.

The next day, CUNA staff briefed attendees on issues of importance at the federal level. NCUA Chairman Dennis Dollar gave his perspective on federal issues as well.



Laida Garcia, FCUL Board Chair, Florida Central CU; and Dennis Dollar, NCUA Board Chairman

Afterward, participants hiked the hill and met with almost every member of the Florida delegation. Additionally,



Sen. Bob Graham (D) poses with some of the Hike the Hill attendees.



Dan Mica, President/CEO of CUNA and Affiliates

attendees toured Credit Union House five days before the September 11-scheduled ribbon-cutting ceremony (which was postponed).

Also of special significance, the FCUL Board of Directors met in Washington, D.C., in conjunction with Hike the Hill. This was the first time the League Board had ever met in our nation's capital and doing so most definitely made a difference in the productivity of the Hike the Hill event and the Board meeting.



Mark LeCain, Sunshine State Credit Union, and U.S. Rep. Allen Boyd (D-2)

Building Relationships

In early September, Aletta Shutes, Grace Potter Freni, and Mark Landreth met with incoming House Minority Leader, Rep. Doug Wiles (D – St. Augustine) and House Democratic Caucus Finance Director, Jeff Ryan. They discussed several issues in which the democratic leadership is interested and hoped to gain League support.

Shutes met with House Banking Committee Staff Director Susan Cutchins to discuss the status of the interim project on Public Deposits her staff is working on. The report is to be released in the near future.

Shutes also met with GA Committee Chair Ray Cromer and Nat Toulon of the State

Treasurer's Office to discuss Public Deposits. The two also participated in a lunch to confer with Sharon Whiddon, and Alex Hager and Sunny Phillips from the Department of Banking and Finance about a "sunset" review of Florida's Credit Union Statute. Freni and Landreth attended this meeting as well.

Wrapping up the month, Shutes attended a fundraiser for Tom Gallagher, a candidate for Florida's Chief Financial Officer, which was held at the home of Brian Ballard. She and Guy Hood met with Jim Smith and Bernie Parrish, FCUL contract lobbyists, to discuss upcoming issues.

Potter Freni Named Director of Political Action



Grace Potter Freni

Grace Potter Freni has moved from the FCUL Communications Department to the Governmental Affairs Department and assumed the duties of the Director of Political Action. The focus of her

position will be to assist in organizing grassroots involvement within credit unions and chapters, develop fundraising efforts for CUPAC, researching candidates for

public office, and working in campaigns that are critical to credit union issues.

Freni has been responsible for the Expo at the League Annual Convention for the past two years. She will keep those duties.

Freni has been with the League since January 1999. She has a background in event planning, fundraising, graphic design, and project development. She attended Auburn University and graduated from the University of Florida in 1992 with a degree in Public Relations.

Legislative Summit

Plans for the 2002 FCUL Legislative Summit are already in the making. Mark your calendar for January 30-31. The Summit is scheduled two months early for 2002 because the Legislative Session begins in January rather than March, which is traditional.

The Summit will begin on the evening of January 30, with a reception at the Governors Club in downtown Tallahassee. All our state senators and representatives will be invited.

We will convene on the morning of January 31, at the Doubletree Hotel, for state and federal legislative updates; an FCUL political action report; and an FCUL

Governmental Affairs briefing.

The afternoon is to be spent on "the Hill" in appointments with legislators and staff. Contact the League if you need assistance with making appointments with your respective members.

We hope the change in timing for the Summit will not hinder anyone from attending this very important event. Credit unions' political clout depends on the constant contact we have with our legislators. And legislators respond positively when their constituents make the time to travel to Tallahassee to meet with them personally.

CUPAC Update

We are excited to report **Tree Capital Credit Union** in Perry recently made its first ever contribution to Florida CUPAC in the amount of \$250. This was a big step for this credit union and the League is most grateful.

Due to the change in reporting of Florida CUPAC funds for the Chapter competition to match the calendar year, contributions may still count toward the Chapter Competition. In the lead for 2001 is the Tallahassee Chapter, which has contributed \$20,159.71. Of that total, \$6,301.71 is a Chapter contribution. In second place is the Tampa Chapter with \$16,420.67, of which \$9,000 is a Chapter contribution. In third place, the Central Florida Chapter has given \$12,860 with no Chapter contribution.

CHAPTER TOTALS

Broward Chapter — \$1,340;

no Chapter contribution

Central Florida Chapter — \$12,860;

no Chapter contribution

Escambia Chapter — \$4,846;

no Chapter contribution

Gulf Coast Chapter — \$2,020, of which

\$1,000 is a Chapter contribution

North Central Chapter — \$8,350;

no Chapter contribution

Northeast Florida Chapter — \$10,600;

no Chapter contribution

Palm Beach Chapter — \$2,485;

no Chapter contribution

Pinellas Chapter — \$520;

no Chapter contribution

Sara-Mana Chapter — \$3,500, of which

\$2,000 is a Chapter contribution

Southernmost Chapter — \$8,470, of

which \$500 is a Chapter contribution

Suwannee River Chapter — \$235, of

which \$100 is a Chapter contribution

Tallahassee Chapter — \$20,159.71, of

which \$6,301.71 is a Chapter

contribution

Tampa Chapter — \$16,420.67, of which

\$9,000 is a Chapter contribution

Individuals who make contributions and the state-chartered credit unions that give corporate contributions make up the bulk of the Chapter totals. But as you can see, Chapters raising funds as a group add significant amounts to their overall totals. Consider holding a Chapter fundraiser for CUPAC. For ideas, call the Governmental Affairs Dept. at (800) 342-1266.

STAR VAP & 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: Robert Krasnicki

Indian River FCU: Albin Faber,
Haynes McDaniel

STAR CERTIFICATES:

Bay Credit Union: Jackie Lundy

Bay Pines FCU: Mark Ballou, Renee
Cammarano, Becky Harris, Jerome
Marshall, Debra Ryan

Bell-Tel CU: Cindy Mako, Jennifer
Yocke

Campus USA CU: Tammy Bateman,
Pamela Grimes, Laquandra Grimes

Central CU of Florida: Jamie Dewsnap

Central Florida HealthCare FCU:
Randalynn Candalino, Veronica Hibbs,
Sharon Koenig, Glenroy Nicholas, John
Rivera, Kristin Wright

Central Florida Postal CU: Kimberly
Anderson, Kathleen Gontarek, Nysha
Lucky, Brenda Marafioti

Community Educators CU: Michel
Alexander

Duval FCU: Mary Languido, Robin
Pugh

First Choice CU: Roxanne Tennant

Florida Commerce CU: Shantell Noles,
Amy Pope

GTE FCU: Dubravka Bogovic, Rodney
Hicks, Maureen Imrisek, Michael
Johnston, Norma Miller

Jax FCU: Donna Wedding, Barbara
Beaudrie

Jax Navy FCU: Patty Brown, Ashley
Osborne

Martin FCU: Martha Londono

NCSC FCU: Dawn Barse

Orlando FCU: Amy Sullivan

Pen Air FCU: Beverly Denham, Tracie
Brantley, Shirley Harris, Kristal Kelley,

Pinellas County Teachers CU:

Rebecca Mireles, Michelle Signorelli

Power 1 CU: Laura Atchley,

Guillermina Aybar, Daniel Betancourt

Seminole County Teachers FCU:

Monique Doherty, Christine Mueller,

Shannon Wilkinson

State Farm Florida Reg. Off. FCU:

Connie Abrams

Suncoast Schools FCU: Mona Arnold,

Karen Cartland, Diane Clary, Lynn

Coker, Kim Collins, Jennifer Cooper,

Maria DeLeon, Pamela Diaz, Karen

Encinosa, Amanda Gibson, Yulissa

Jacobs, Suzanne Perritt, Diane

Thompson, Sherry Thompson, Heather

Williams

Tropical FCU: Jacqueline Duque Garcia

MERIT CERTIFICATES:

Eckerd CU: Kimberly Moore

Florida Aircraft FCU: Jeffrey Marshall

Jax Navy FCU: Douglas Griffis

Tyndall FCU: Patsy Parker

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

Online Security Important to All

For those who have considered online security a function handled by technical staff only, *Online Security*, M36 in the MERIT program, may reveal some surprises. Contrary to what many think, online security affects the jobs and responsibilities of all credit union staff in credit unions that operate web sites.

In addition to covering how the internet operates and how communication travels among networked computers, *M36 Online Security* discusses:

- Methods credit unions can use to counter online security threats
- Federal laws and regulations for online security
- Tips and techniques for responding to members' security concerns
- Ways to train staff to maintain online security

For more information on the MERIT program, visit www.cuna.org or call the League Education Department at (800) 342-1266.



New STAR Module Teaches Advanced Collection Methods

Today's successful collectors use methods that respect the rights of debtors while improving the credit union's recovery rate. The latest STAR Module, *S1310 Successful Collections*, is the first staff-training module to portray this new cooperative approach.

Successful Collections stresses an understanding of why some borrowers don't pay and describes ways to work with delinquent members to recover funds and restore their creditworthiness.

Each chapter begins with an in-depth case study with real-life examples of collections. Chapters end with review exercises that challenge staff to relate information to situations in their own credit unions.

For more information on the STAR program, visit www.cuna.org or call the League Education Department at (800) 342-1266.



FCUL Donates to Relief Funds

The Florida Credit Union League, along with the FCUL Service Group, Inc., has contributed \$10,000 to a pair of relief funds set up to assist credit unions, credit union members and families affected by the terrorist attacks of September 11. The FCUL and Service Group contributed \$7,500 to the New York Credit Union Foundation and \$2,500 was given to a fund set up by Miami Firefighters FCU to assist families of firefighters who perished in the attacks. In addition, employees of the League and Service Group have personally contributed a total of \$875 to the same funds.

Credit Unions in Florida Respond to Terrorists' Attacks

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goal is to get it as directly into the hands of those who need it most as we can.”

Bucky Sebastian, President of **GTE Federal Credit Union**, has challenged other credit unions to also pledge \$1 per member for relief efforts.

Alvin J. Cowans, President of **McCoy Federal Credit Union** in Orlando, said his credit union began distributing red, white and blue ribbons for donations by members and employees to relief efforts. In just a few short days, they had received more than \$7,500 in donations.

At **Florida Telco Credit Union** in Jacksonville, Kathy Harrison reports that employees donated blood and set out collection jars at all branches, raising more than \$1,000 in just a few short days.

Central Florida Educators' Federal Credit Union began selling t-shirts with an American flag on it that also had the words “Proud to be an American, Central Florida Educators' Federal Credit Union” on it. Along with members' donations, CFEFCU raised more than \$5,000 by the end of September.

Dozens of other credit unions also raised money and raised the flag high. Florida's credit unions let it be known early on that they were united in support of America.

Clarke American Shows its Pride for America

Clarke American, our league's strategic partner, will donate \$1 for every check order and \$.50 from every label order of the Pride in America® design to The September 11th Fund. The fund was established by United Way and The New York Community Trust to mobilize resources needed to respond to the urgent needs of victims and their families affected by the recent attacks.

“We've seen through these terrible acts the incredible resiliency of the American people,” said Don Dolan, vice president and general manager of Clarke American's Credit Union Division. “Americans coast-to-coast want to reach out and help in any and every way available, and Clarke American is no different. Through this program, credit union

members nationwide will be able to display their patriotism, and know that they're helping those in need.”

Clarke American will be promoting this relief effort on its Internet ordering systems and call centers. Pride in America will appear as the featured check on Check Reorder Express and clarkeamerican@home, the company's internet ordering solutions, through November, however, the contributions from these check and label orders will continue.

Dolan continued, “The money we raise in the short term will aide those hurt by these acts of terrorism. But the impact on our spirit of community and our renewed sense of patriotism will endure.”

Southeast Corporate

Southeast Corporate Expands Marketing Staff

Many important changes are taking place at Southeast Corporate, including enhancements to the marketing and business development department staff.

The latest addition to the staff is John DeLuccia, the new Member Relationship Manager (MRM) for the South Florida region. The South Florida region represents an area encompassing Tampa to Orlando to Daytona Beach and all areas south including the U.S. Virgin Islands and Puerto Rico.

Marketing has also received a new department leader. Heading the department as of August is Jason Norton, Vice President - Marketing. Norton comes to Southeast from Corporate Network Brokerage Services, Inc. (CNBS), Overland Park, Kan., where as Senior Vice President - Business Development, he was responsible for business development growing the firm's brokerage, investment advisory and asset-liability management services.

Pamela Lovell, a Business Development Representative for Southeast Corporate for the past year, has been promoted to

Marketing Specialist. Lovell is responsible for product knowledge management for the marketing staff. Lovell will serve as a product coordinator, providing support and training for members as well as the Corporate's staff.

Nancy Chappell also has a new position as Media/Training Director. Chappell will apply her creative energies toward media design and production and training activities for the Corporate.

“We have strong resources in the marketing and business development department, and we're still looking for the right people to round out the staff and fill the two vacant MRM positions in the Western and North Florida regions,” says Norton. The MRM for the North Florida region will cover the area of the state north of Orlando and into Georgia, and as far east as Panama City. The Western region will cover an area west of Panama City and continuing into Mississippi. Anyone interested in filling either of these positions should contact Jason Norton at (850) 201-3524 or at jnorton@secorp.org.

Budget 2001: Tips and Trends

Budget Planning Tools to Help Credit Unions Save

According to George Safford, principal of Safford and Associates, the number one budgeting challenge is to understand and tie expectations to strategic plans. "This includes properly budgeting marketing and technology expenses that will make a difference for the credit union in terms of service, productivity, competitiveness, and achieving its long term vision," he says.

The following tips are meant to help make credit unions' budgeting process go as smoothly as possible.

Marketing Budgets

- Determine if you need to improve internal resources to meet your goals, including technology that can aid marketing.
- Review member surveys on satisfaction and prioritize areas for improvement.
- Reduce activities your members no longer value.

- Allocate resources to allow more planning time for campaigns and promotions, database mining, and proactive marketing efforts.

Technology Budgets

- Understand your current costs of services and transactions so you can compare expenses when you purchase new technology.
- Upgrade equipment to enhance member service and satisfaction.
- When purchasing equipment, don't forget to budget for service and maintenance plans.
- Determine if there needs to be a fee to cover the cost of new technology and

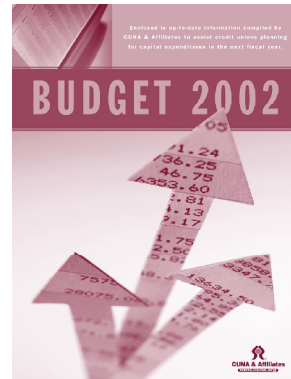
how this will impact member satisfaction.

Through established relationships with carefully chosen suppliers, CUNA Strategic

Alliances makes available the products, services, and technology America's credit unions need to compete effectively in the modern financial marketplace.

Now through March 29, 2002, credit unions can take advantage of special pricing on many of these products and services through CUNA's Budget 2002 promotion. For more information, visit

www.cuna.org and enter "Budget 2002." To request a brochure, call (800) 356-8010, press 3, and ask for #23381-PR.



Horizons



Connie Stoutamire

CUNA to Offer Travelers Cheque Alternative to Credit Unions

Editor's Note: Following is a partial reprint of an article regarding a new program being offered by CUNA.

In response to concerns expressed by credit unions and leagues over recent changes in one travelers cheque provider's fees, the Credit Union National Association (CUNA) has reached an agreement with Travelex to provide VISA travelers cheques to credit unions.

"Through no fault of their own, credit unions have found themselves in a challenging situation in which they need to make a decision in a very short time frame regarding a travelers cheque vendor," says Wes Millar, vice president of CUNA Strategic Services, Inc. (CSSI). "We are very aware of the concerns that many credit unions have, and we have negotiated

a solution that we believe will meet the immediate and long-term needs of credit unions wanting to offer this important service to their members."

Products available to credit union members through the Travelex program include VISA travelers cheques, the TravelSource emergency assistance and access to mytravelwallet.com, a service that allows them to purchase Visa TravelMoney pre-paid debit cards, foreign travelers cheques, and foreign bank notes in more than 70 different currencies. In addition, credit unions will receive marketing materials at no additional cost. There will be no upfront fees and no annual fees for credit unions wishing to participate in the Travelex program. Starting program fees will be \$.40 per \$100 of travelers cheques sold. As the total combined quantity of cheques issued

by all participating credit unions increases, the fees will decrease.

"We understand how important it is to credit unions to be able to offer this service, and we are excited to be able to help them do just that," says Thomas P. Tucker Jr., senior vice president of Sales Development for Travelex. "Through this program, credit union members have access to U.S.-dollar traveler cheques from their credit union branch and foreign currency online. Credit unions can meet all their members' currency needs both at home and abroad."

According to CUNA statistics, approximately 60 percent of credit unions offer travelers cheques to their members.

For more information, or to sign up for this program, contact Shirley Mazanet at (800) 356-9655, ext. 4290.

Southeast Corporate

Southeast Announces IP Grand Opening

Bill Birdwell, President/CEO of Southeast Corporate is pleased to announce the grand opening of its Item Processing Facility in Jacksonville. All of our members are invited to come by and visit the new facility on November 29 from 2 p.m. – 6 p.m. and meet the Item Processing staff.

The decision to launch Item Processing services was made by Southeast Corporate earlier this year after learning that Traveler's Express would be exiting the R/T item processing business.

"Southeast Corporate's member credit unions who were Traveler's clients deserved a permanent, functional, and stable solution for their item processing needs," states Birdwell. With the support of the Florida Credit Union League Service Group (FCULSG) and Cooperative Services, Inc. (CSI), Southeast Corporate began item processing from CSI's facilities in Atlanta, Ga., on May 1, while awaiting completion of the Jacksonville facility.

There is quite a demand for item processing services from credit unions that were not originally Traveler's clients. The number of items processed initially from the CSI facility

was one million. "Today we are operating from our own facility with approximately two million items being processed monthly," explains Birdwell. "We are in the process of obtaining an additional sorter to cover the additional demand that has begun to exceed our current capacity." Capacity for this machine is between 2 and 2.5 million per month. Kay Moon, Senior Vice President of Correspondent Services states "We have plenty of space for expansion and look forward to adding a second machine to accommodate the demand for this rapidly growing service."

Southeast Corporate's Item Processing Service uses state-of-the-art technology to provide a superior service to its members. The IP Service leverages the Internet to deliver imaging to credit unions via Image Depot. Image Depot provides credit unions with on-line capabilities to view cleared draft images—both front and back images. This is an advantage in tracking the processing of the draft. Allowing the credit union the opportunity to search for cleared drafts by date, dollar amount, sequence number, and check digit number – to name but a few search tools.

Item images are available to credit unions next morning and are available on the Internet for up to 90 days. After 30 days, images are archived and available via CD-ROM to ease future look-up capabilities. Southeast's use of technology translates into added value to our members: adjustments are credited to the credit union the same day they are called in and returns are credited the next business day, making it easier for the credit union to balance; On-demand gives credit unions a vehicle to communicate electronically via the Internet to send returns, make copy requests, disclose stop pays/closed accounts as part of the IP Service offering.

State-of-the-art technology converts into price savings for members. "Southeast Corporate will meet or beat the price on any credit union's item processing proposal. Our goal is simple, leverage cost savings created by technology to provide value-added item processing solutions to members," promises Birdwell "The facility is in fine shape, we have an excellent staff, and we are ready for as much business as the credit unions can give us."

Employment Opportunity: *Mortgage Loan Officer*

The FCUL Service Group is looking for a self-motivated person to develop loan portfolio and manage loan intake and processing.

This person should have a four-year degree in business, finance, or a related field, and five to seven years of intake and loan processing, as well as experience working with Calyx Point mortgage software. Proven success and experience working with B&C loans preferred and exceptional interpersonal, presentation, and communication skills are a must. Some travel is required.

We offer excellent pay and benefits. For consideration, send a cover letter, salary history, and resume via e-mail to liz.russell@fcul.com, or fax to (850) 576-5367. You can also mail your information to the Human Resources Department, Attn: Loan Dev. Officer, P.O. Box 3108, Tallahassee, FL 32315-3108. EOE and drug-free workplace.

FCUL Welcomes New Staff Members

The Florida Credit Union League and FCUL Service Group welcome three new members to their staff.



Billy Wells

Billy Wells has assumed the position of public relations/communications coordinator for the League. He is the new editor of the *Florida Credit Union News*, as well as the graphic designer of various brochures and other communication materials. Wells graduated from the University of North Florida with a degree in communications.

Detra White is the new human resources administrator for FCUL Service Group. Her duties will include conducting new employee orientations, recruiting and facilitating the hiring process for non-exempt staff,

maintaining all employee personnel files, as well as providing assistance to the vice president and human resources manager. White brings previous human resources experience from her position at the Department of Highway Safety and Motor Vehicles.



Detra White



Fernann Broom

Fernann Broom is the new marketing intern for the Service Group. She is currently assisting in marketing the Florida and Georgia audit and accounting services to the credit unions in Florida. Fernann graduated from FSU with a degree in communications.

FCUL Calendar of Events

NOVEMBER 2001

Date Event

8-9 Marketing Conference
Tampa — Fee \$375

Regional

Compliance Training Series

8 Orlando — Fee \$125
14 Jacksonville — Fee \$125
15 Pensacola — Fee \$125

CHAPTER MEETINGS

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

Central Florida Chapter

November 15

Escambia Chapter

November 8

Gulf Coast Chapter

December 7 • December 13

Northeast Florida Chapter

November 8 • December 13

Palm Beach Chapter

November 8 • December 29

Sara-Mana Chapter

November 8 • December 13

Southernmost Chapter

November 20

Suwannee Chapter

December 18

Tallahassee Chapter

December 6

FCUL Staff Meets Hollywood Star



You never know who you might run into at one of our events! While participating in this year's "Hike the Hill" function in Washington, D.C., some of our FCUL members got the opportunity to meet Clint Eastwood.

Eastwood was staying at the Hay Adams Hotel and was in town to attend the first state dinner given by President Bush. Some of the FCUL staff was staying at the same hotel and Eastwood was more than happy to pause for a few pictures.

Pictured above are Frances James, GTE FCU; Aletta Shutes, FCUL; Mara Falero, FAA CU; Tom Napier, Sunshine State CU; Chris Brooks, Monsanto Employees CU; Clint Eastwood; and Randy Mims, CCUE, Florida State University CU.

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 bwells@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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