



Florida Credit Union News

A publication of the Florida Credit Union League 

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In This Issue

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

Florida & Georgia credit union service corporations form new company

Promising to offer diversity of products, a vast storehouse of expertise and economies of scale, the Georgia and Florida league service corporations have launched a new, limited liability corporation. The first product that will be offered by the new joint venture will be accounting and audit services. The new company is being capitalized with cash investments from the two league service corporations. Don Williamson, presently leading the auditing department for Georgia Credit Union Services (GCUS), will head up the new two-state program.

Both Georgia and Florida have been exploring the possibility of a joint venture entity. This company and its initial offering are the product of years of meetings between the two leagues. The decision was finalized at a meeting recently in Savannah, GA involving the combined boards of both league service corporations. The vote to form the new corporation was unanimous.

GCUS has been providing auditing services to its affiliated credit unions for more than 30 years. Currently, it performs 85 supervisory audits annually. Through the LLC, auditing services for credit unions will now be available in both states. This service has also just begun to be offered in Florida by the FCUL Service Group (FSG).

Laida Garcia, Chairman of FSG, is extremely optimistic about the new joint venture. "We anticipate that this new

company will become a significant platform for the delivery of products and services addressing the needs of credit unions in both Georgia and Florida," said Garcia.

"We've been working on this for a long time." Joe Foster, vice-chairman of the GCUS reflected on the past cooperation of the two leagues on various education projects. "This is a formal continuation of our partnership that will provide even more benefits and services for credit unions in both Florida and Georgia," he said.

A four-person board, comprised of two members from each league service group, will oversee operations of the new company. Marvin Garland, chief operating officer of FSG will also serve as chief operating officer of the new company.

Guy M. Hood, president and CEO of the Florida Credit Union League and FSG, and a board member of the new company, indicated that inclusion of HR and marketing services in the offerings of the new company is in the business-planning stages. Mike Mercer, president and CEO of Georgia Credit Union Affiliates and also a board member of the new company, said, "we recognize that credit unions are getting fewer and larger in each of the states that we serve. More collaboration between our Leagues will create additional value in the years ahead for credit unions."



Bridge Awards emphasizes member education

Entries are now being accepted in the 13th annual Bridge Awards for Excellence in Member Education Communications, sponsored by the Florida Credit Union League and CUNA.

The bridge awards competition offers your credit union the opportunity to receive expert advice and feedback on your member newsletters and member education programs. Communication experts will review the entries and select first-, second- and third-place winners in three categories: Newsletters, credit unions under \$30 million in assets; Newsletters, credit unions over \$30 million in assets; and Member Education Program.

All entries receive written critiques and a certificate of participation. First-place national winners will receive a free registration to CUNA & Affiliates' 2002 Governmental Affairs Conference in Washington, D.C. National winners will receive plaques and publicity in *Credit Union Newswatch*, *Credit Union Magazine*, and online in *News Now*.

Send your entries to the League by October 5, 2001. For more information or a Bridge Awards entry form, visit <http://www.cuna.org/data/cu/cuna/pr/bridge.html> or contact Grace Potter Freni at 800.342.1266 ext. 312.

You're reading the...

"Best League Newsletter"

As selected in the 2001 AACUL Pro & Blockbuster Awards

Florida Credit Union League Board of Directors

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District #3 Director

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Barbara Harris, CCUE

District #6 Director

South Atlantic FCU

Jace Reyes

District #7 Director

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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 gracepf@fcu.org.

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VP of Communications: Mark Ivester

Managing Editor: Grace Potter Freni

www.fcu.org

Cooperative venture to serve credit unions

By now you've probably read and heard about the new limited liability corporation that has been formed by the Georgia and Florida league's service corporations. We are particularly excited about this new venture that we believe will lead to better and more cost effective products being offered to all of our credit unions.

The first product that will be offered by the new joint venture will be accounting and audit services. Don Williamson, CPA,, presently leading the auditing department for Georgia Credit Union Services, will head up the new two-state program. Because of the combined expertise and capital backing this new corporation, we feel this first product will be one you may want to consider when reviewing the need for accounting and auditing services. Excitement in this new start-up product generated extensive trade media coverage in both *Credit Union Times* and *Credit Union Journal*. And that coverage even caused a credit union in California to contact the League to inquire about acquiring the service. Exciting news!

A growing number of credit unions have inquired whether auditing services could be made available at a cost competitive with existing auditing and accounting services currently available. Those very inquiries led us to believe that a competitive, value based offering would prove to be popular with our affiliates, as it has proven to be for credit unions in Georgia.

This new product is able to consolidate the administrative and overhead expenses resulting in cost savings that can be translated directly in to cost savings for participating credit unions. That, of course, makes it possible to bring a competitive product with a competitive price to credit unions in both states.

We view the audit engagement with a credit union as a meaningful relationship. The credit union knows whom to call if there is a question of accounting issue. An advantage to credit unions using our service, is the fact that our staff is well trained, are all credit union specialists, are up to date on credit union issues, and all engage in continuing education and training to render the very best support possible in the ever-changing credit union environment.

We offer a full-range of services; supervisory committee audit, interim audits, back office accounting services, internal audit, ATM/TG-3 audits, member account verification, tabulation of Mail in Ballots, Bank Reconciliation, Cash Count, Bond Claim Documentation, Supervisory Committee Support and Training, ACH audits, accounting assistance and IRS 990 Tax Form preparation.

This launch has been in the development stages for the past year and a half. We are excited about this, and we know many of you will be too.

Being good stewards of trust and respect is paramount as we continue working to bring you the services

and products that your members need and want. As you move further into the 21st century your members will be demanding more and more from you. In turn, you will be demanding more and more from us. As our Chairman, Laida Garcia states : "We anticipate that this new company will become a significant platform for the delivery of products and services addressing the needs of credit unions in both Georgia and Florida."

The future is bright and the future is now. Stay tuned.



*Guy M. Hood
President/CEO*

Because of the combined expertise and capital backing this new corporation, we feel this first product will be one you may want to consider when reviewing the need for accounting and auditing services.



CUNA Mutual

Tropical Financial CU sees commitment as the key to its successful financial planning program

The cornerstone to Tropical Financial Credit Union's relationship with its members is its financial planning program. Their program has operated for seven years, but it took a lot of hard work to make it what it is today.

The key to starting a successful financial planning operation for credit union members is to commit major resources up front and prepare one, three and five year pro formas. Commitment is the secret, says Greg Blount, CEO, and Nancy Rappaport, senior vice president of its CUSO, Tropical Values Inc. They ought to know. It's made their financial planning program the most successful one in the country in terms of total security sales.

With Blount's passion in the area of financial planning, he knows the value it brings to his members. Blount and his board were committed to what they saw as a vital service: protecting their members' financial security.

"We put a lot of money in the program early, especially on the marketing side, to build awareness among members," Blount said. "I don't think we made money until, maybe, the third year of the program. It's (financial planning) not a quick, out-of-the box program. Our board and management team were willing to see that a long-term effort was needed to create the cultural aspect of the importance of financial planning."

In the seven years Tropical has offered CUNA Mutual's MEMBERS Financial Services program, Rappaport has fine-tuned marketing efforts to kindle members' interest in financial planning. It's a matter of delivering the right information to the member most interested in listening.

Rappaport believed seminars would be a key factor in the success of the program. So early on when seminars would be canceled because of low attendance, she immediately scheduled another, this time trying a different approach to targeting members to invite.

"It took some time to figure out when to send our mailings, when to hold the seminars, when to follow up with newsletter articles and telephone calls," Rappaport says.

"Eventually, we found the right timing formula and scheduling fell into place." She considers 20 to 25 people to be very successful because a smaller group can

often work better, as members are more apt to talk and ask questions in a smaller setting. However, they've had a few seminars where 100+ people have been in attendance.

The seminars are educational, not a sales pitch. "At the end, we may say something like 'for more information call us' and give out business cards," Rappaport says. "We also ask them to complete a survey, indicating their needs and suggestions for future topics as well as their satisfaction level of the seminar."

Employee training is another factor in Tropical's success formula. "Our employees are continuously trained about the protection and investment products so they can better help members," Blount says. "This results in a steady referral rate of members."

Another factor is a keen awareness of members' financial protection needs. Members are frequently surveyed to measure the program's quality, ensure the financial planning representatives are meeting their needs and to determine how satisfied they are with the program. "We get very high satisfaction results," he adds.

It takes years to build trust among members, Blount said, but it comes. So do the referrals. "In the long run, our MEMBERS Financial Services financial planning program is the cornerstone in our relationship with our members," he says. "If we could sit



Greg Blount, CEO, Tropical Financial CU and Nancy Rappaport, senior vice president Tropical Values Inc.

Pittsburgh area car dealer misleads consumers about credit unions

(Editor's Note: The following article is a partial re-print from the Pennsylvania Credit Union League publication "Keystone Extra.")

Monroeville-based #1 Cochran, a large auto dealership in the greater Pittsburgh area, is distributing misleading information about credit unions to potential buyers. The dealer apparently aims to convince car buyers to finance through the dealership rather than their credit union.

A member of Omega Federal Credit Union, Pittsburgh first complained about Cochran's practice. The member was shopping for a car and ready to buy. When it came time to discuss financing, Omega's member expressed her desire to finance the vehicle through the credit union. At that time, #1 Cochran handed the member a letter with seven points warning of the risks of borrowing with a credit union.

The Cochran letter deliberately misleads consumers about the structure of credit unions and the terms of financing. Cochran's most egregious claim warns consumers that they, as owners of the credit union, could be liable if the credit union is sued or fails.

The remaining charges misrepresent the manner in which credit unions extend credit and acquire security interests.

"This dealer's behavior is simply outrageous," exclaimed Pennsylvania League President/CEO Jim McCormick, "and we aren't going to tolerate any entity from any industry trying to harm the reputation of credit unions." McCormick observed that it's tough enough for consumers to make an informed decision about a vehicle purchase without the dealer adding more pressure.

McCormick stated, "even if Cochran distributed this letter to only one consumer, it's one consumer too many. We have served notice on Cochran to cease and desist distributing this notice and we have alerted the appropriate state authorities."

If you or your members spot a similar type of attack on credit unions, please contact the Florida Credit Union League at 800-342-1266.



continued on page 9



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

ECECU unveils community-focused VISA card

Escambia County Employees Credit Union in Pensacola has stepped up its efforts to



connect to its members and the Pensacola community. One example of the initiative is a newly released affinity VISA card with a picture of the historic Escambia County Courthouse. ECECU has been serving Escambia County employees and their families since 1958 and was located in the Courthouse for its first 19 years (1958-1977).

The new VISA card has been enthusiastically received by members and the community. The card is the first in a series of images included in a marketing campaign to increase awareness and to tie the credit union back to the community it serves.

Health Services Credit Union has named Rose Gunter, CCUE, as Vice President of Operations and Keith C. Davis as Assistant Vice President-Lending.

Gunter joins HSCU from another financial institution where she served 21 years in a variety of roles including Vice President. Gunter will be responsible for HSCU's technology and telecommunications operations as well as supervising six branch offices.

Davis will oversee lending operations and work with HSCU's new home mortgage program. Davis worked with Wells Fargo prior to coming to work with HSCU.

Central Florida Educators' FCU opens branch

Central Florida Educators' Federal Credit Union recently replaced one branch facility with a new facility to better serve its members. The new facility has a four-lane drive-thru, two state-of-the-art ATMs and a spacious lobby area which is much larger than the original.

According to Carol Whitfield, the AVP/Branch Manager of the branch, business has increased significantly and members are very happy with the new location and expanded services.



L to R: Sandy Linger; Marion Arden; Carol Whitfield, AVP/Branch Manager; Rebecca Weichsel; Krista Uffelman; Dawn Frey; Chrissy Rigetta; and Brenda Wise.

Escambia Chapter of Credit Unions makes donation to CMN

The Escambia Chapter of the Florida Credit Union League presented the Children's Miracle Network with almost \$9,000 this summer. The funds will benefit Sacred Heart Children's Hospital in Pensacola. The money was raised through the individual efforts of the credit unions in the Escambia Chapter.



Members of the Escambia Chapter.

THE CU of Palm Beach County opens the safest ATM in America

THE CU of Palm Beach County recently held a ribbon cutting for a new ATM at the Palm Beach County Sheriff's office. The credit union's president, John D. Deese, CCUE, along with credit union staff, members of the board of directors and representative from the Palm Beach Sheriff's Office were on hand to celebrate what Sheriff Ed Bieluch referred to as "the safest ATM in America." The ATM is located in the main lobby of the sheriff's office.



L to R: John D. Deese, CCUE, President; Sheriff Ed Bieluch; Tom Shea, Board Member; and Jim Snelgrove, Board Chairman.

Visit the League website for the latest Florida credit union news at www.fcul.org

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.

Electronic Signatures Can Authorize ACH Debits

NACHA approved the use of electronic signatures as a legitimate way for a consumer to authorize an ACH debit payment. This rule validates as authorization any electronic signature that complies with the recently enacted Electronic Signatures in Global and National Commerce Act (E-sign). Thus, it allows an electronic authorization to be authenticated by the consumer through a process that establishes the consumer's identity and his or her agreement to authorize the transaction. This rule is effective January 1, 2002. For more information, visit www.cuna.org.

Accounting Proposal to Measure All Financial Assets and Liabilities at Fair Value

The Financial Accounting Standards Board (FASB) has issued a special report that recommends full fair value-based reporting for virtually all financial assets and liabilities entitled *Recommendations on Accounting for Financial Instruments and Similar Items* (Draft Standard). In February 2001, the Board reaffirmed its goal of requiring essentially all assets and liabilities to be measured at fair value in financial statements. The FASB Board will also issue a Statement that will describe more specifically how to determine fair value of financial instruments and improve the form and content of disclosures required by FASB Statement No. 107, Disclosures about Fair Value of Financial Instruments.

ACH Rules for Payments to Federal Agencies

The Department of Treasury proposes to revise the ACH rules that affect federal agencies when they attempt to convert check payments made to them into ACH debits. These rules would govern check payments made to a federal agency onsite, at a lockbox

location and over the Internet. Except for a few differences these rules are generally similar to the ACH rules proposed for private institutions.

Appraisal Rule Change

The Department of Banking and Finance held a workshop September 4, on changing the rule 3C-100.600 Appraisals and Appraisals Standards to make Florida's standards more closely follow the appraisal requirements of Federal regulators which will reduce the regulatory burden of state chartered financial institutions. When the state issues the final changes on their appraisal rule, I will send state chartered credit unions a regulatory alert.

Final Rule on Incidental Powers

The NCUA issued a final rule that revises the regulation by categorizing activities deemed to be within the incidental powers of a federal credit union (FCU). The final rule authorizes as incidental powers certain activities that, even if not linked to an expressly granted power, nonetheless are convenient or useful in carrying out credit union business.

The final rule also describes how interested parties may request a legal opinion on whether an activity is within an FCU's incidental powers or apply to add new activities or categories to the regulation. The conflict of interest provisions applicable to activities authorized by this regulation are also clarified.

On July 31, we sent out a regulatory alert to FCUs detailing this change. Here are some of the additional powers, which have no income limits:

- Certification services—notary services and electronic signature authentications
- Correspondent services—services provided by an FCU to another credit union, such as cashing share drafts, disbursing share withdrawals and loan proceeds
- Excess capacity—leasing excess space, sharing employees and providing data processing
- Electronic financial services—establishing Web sites for credit unions to

promote their services and effect transactions such as account aggregation, electronic bill payment and Internet access for members

- Financial counseling services—providing advice, guidance or services to promote thrift or assist in members' financial matters
- Finder activities—introducing outside vendors to members and providing information to members about the products of third parties
- Loan-related products—debt cancellation agreements, debt suspension agreements and letters of credit
- Marketing activities—advertising and marketing services in any legally permissible manner
- Monetary instrument services—negotiable checks, money orders and similar instruments for members
- Operational programs—safe deposit boxes and other similar activities that enhance member service
- Stored value products—stored value cards, postage stamps, event tickets, prepaid phone cards, gift certificates and similar media
- Trustee or custodial services—acting as a trustee or custodian for member retirement and education accounts.

Final Rule Amending the CUSO Rule

NCUA issued a final rule amending the CUSO rule. The first change clarifies that the list of permissible activities currently in the regulation are now intended to establish broad categories of permissible activities and the listing of particular activities under these categories is for illustrative purposes and not exhaustive of the activities that may be permissible. The provision for adding new activities is amended to encourage FCUs to seek an advisory opinion from the Office of General Counsel before requesting a regulatory amendment. Lastly, the final rule adds a federally-chartered corporation to the category of permissible structures for CUSOs. The final rule is effective September 4, 2001.

Credit Union Political Action

Since the last update, your Governmental Affairs team, made a trip to the Florida House and Senate Leadership fundraisers in New York City. The League was part of a select group of organizations invited to participate by Jim Smith of Smith, Ballard & Logan. League staff was able to spend quality one-on-one time with the Speaker of the House (Rep. Tom Feeney), the House Majority Leader (Rep. Mike Fasano), the Speaker Pro-Tem (Rep. Sandy Murman) and several other members of the House Leadership team (Reps. Frank Farkas, Bev Kilmer, Gayle Harrell and others). We also attended the Senate Leadership Fundraiser where we were able to spend quality time with Senate President John McKay and Rules Chairman Sen. Tom Lee.



L to R: Aletta Shutes, FCUL Executive Vice President; Guy Hood, FCUL President/CEO; Jeff Miller; and Chris Brooks, FCUL Board Member.

On August 1, Mark Landreth met with House Banking Committee staff attorney, Michael Kliner, to discuss the status of the public deposits interim project Chairman Mark Flanagan assigned to committee staff. Kliner's comments were interesting and we eagerly await his report which is due the House Banking Committee some time in September.

Landreth attended an event at the Florida Retail Federation for Greg Evers, a Republican in the runoff to succeed Jeff Miller. Miller won the primary for Joe Scarborough's congressional seat against five challengers by an astounding 54 percent thus negating a second (runoff) primary.

On August 14, former Rep. Steve Wise beat two challengers to become the Republican candidate to replace former senator (now education czar) Jim Horne. Wise's victory was one for the good guys as he beat a well-financed trial attorney who had switched parties to run in a strongly Republican district. Wise faces two write-in candidates on September 18, and should easily dispose of their challenge.

Guy Hood, FCUL President/CEO; Aletta Shutes, FCUL Executive Vice President; Grace Potter Freni, FCUL; and Chris Brooks, FCUL Board Member met with Jeff Miller in Pensacola, and they spent 30 minutes discussing his campaign for the U.S. House of Representatives. He has been a friend of credit unions while serving the Florida House of Representatives and will continue to be an ally on the national level.

Landreth and Grace Potter Freni traveled to South Florida on August 21, to attend the Southernmost Chapter dinner. Freni provided a report on League activities at that meeting. On August 22, they met with



Rep. Wilbert "Tee" Holloway (D-103) poses with the representatives from Tropical Financial CU.

League nonaffiliates at Dade County Federal Credit Union and Miami Federal Credit Union. Answering some tough questions, they gave the CEOs of those credit unions topics to consider regarding League membership.



Rep. Ed Bullard (D-118)

The next day, they visited Florida Industries Credit Union and spoke with their new CEO (new since January) regarding League membership.

On August 23, Landreth



L to R: Michael Raley, Power 1 CU; Rep. Cindy Lerner (D-119); and Michael Welch, University CU

and Freni hosted Dade legislators at another of the League's statewide legislative "Meet and Greet" events. The Credit Unions of South Florida, a marketing coalition, sponsored the luncheon on Thursday, as well as

the next day's event in Broward County. Attending were Rep. Dorothy Bendross-Mindingall and her aide Tiandra Sullivan; Rep. Cindy Lerner; Rep. Tee Holloway; Rep. Ed Bullard; and Mike Rodriguez, an aide to Rep. Gaston Cantens. Each spoke regarding their experiences with credit unions and the financial services industry. They also had an opportunity to speak regarding their experiences as freshmen in Tallahassee.

On August 24, the Broward event was held. It was well attended and the credit union staff and volunteers noted that



Rep. Dorothy Bendross-Mindingal (D-118)

it was great to see the legislators turn out for the event. Legislators attending were Sen. Skip Campbell, Rep. Jack Seiler and Rep. Eleanor Sobel. Stephanie Grutman of Senator Debbie Wasserman-Schultz's office represented the senator.

All four were given an opportunity to speak, and all impressed the credit union attendees with their knowledge of credit unions and their issues.



Patrick Mason, President/CEO of Sun CU and Rep. Eleanor Sobel (D-100)

Aletta Shutes, FCUL Executive Vice President, attended a fundraiser to “retire the debt” at U.S. Sen. Bill Nelson’s home. This event was held for close supporters of Nelson and the guests were treated to a set of songs performed by Nelson’s daughter.



Rep. Jack Seiler (D-92) and Bill Marquardt, President/CEO of City County CU

August 28, Landreth was in Bradenton for a breakfast event with Rep. Mark Flanagan who chairs the House Banking Committee. They met with Bucky Sebastian, CEO of GTE FCU and Tom Dorety, CEO of Suncoast Schools FCU. Also attending was Cindy Curtis, Sr. VP of Service Center Operations at Suncoast Schools FCU. The event was at the request of Rep. Flanagan and was good timing as Flanagan has

announced his intention to run for the Senate seat being vacated by Senate President John McKay. Rep. Mike Bennett has also declared for that senate seat.



L to R: Tom Dorety, President/CEO of Suncoast Schools FCU; Rep. Mark Flanagan; Cindy Curtis, Suncoast Schools FCU; and Bucky Sebastian, President/CEO of GTE FCU.

A luncheon “Meet and Greet” event in Sarasota on August 29, attracted 20 people including Rep. Donna Clarke, along with candidates for Senate District 26, Rep. Mike Bennett and Rep. Mark Flanagan. The luncheon was very cordial considering two candidates vying for the same seat were in attendance. With almost 40 representatives being termed out next year and reapportionment dominating the political landscape, many current members will be vying for the same seats.



Tom Randle, President/CEO of Sarasota Costal CU and Rep. Mike Bennett (R-67)

An August 30, “Meet and Greet” in St. Petersburg garnered 25 people and a large measure of appreciation goes out to Wendell Brooks and the staff at Pinellas County Teachers Credit Union as they comprised the bulk of those in attendance. Legislators/aides attending were Katie Johnson of Senator Jack Latvala’s office; Senator Jim Sebesta who chairs the Senate Transportation Committee; and Rep. Frank Farkas, who chairs the House Health Regulation Committee. Senator Sebesta spoke regarding reapportionment and delivered a cogent, succinct explanations of the importance of public participation in the reapportionment meetings. Rep. Farkas spoke about issues of concern to the citizens in his district and both were peppered with questions by the attendees.

The Palm Beach Chapter of Credit Unions recently held it’s always successful annual golf tournament. This year the Chapter raised more than \$20,000 for Big Brothers Big Sisters and the Florida Credit Union Political Action Committee.



The tournament would not be possible without the volunteers from the Chapter and the volunteer vendors that work in the area. Pictured here is two volunteers withstanding the heat with a smile: Michael Whalen, Manager of CSR America CU and Karen Larsen, Clarke American.

Posing just before the shotgun start are two avid tournament golfers and FCUL Board members: Greg Blount, President/CEO Tropical Financial CU and Jace Reyes, President/CEO Miami Postal Service CU.



Sen. Skip Campbell (D-33) with the Credit Unions of South Florida banner in the background. CUSF sponsored the Dade and Broward “Meet & Greet” events.

ATTENTION!
The 2002 Legislative Summit will be earlier in the year. Mark your calendars for January 30-31.

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: Suechen Smith

Escambia County ECU: Nettie Williams

Indian River FCU: Robert Allen

Pan Am Horizons FCU: Patrick Carnevale, Raymond Monti, Christiane Sable

Tyndall FCU: Virginia Specht

STAR CERTIFICATES:

Bay Pines FCU: Renee Cammarano, Maureen Cecchini, Stephen Domenichini,

Nicole Fletcher, Karen Frank, Becky Harris, Sheila Henderson, Florence Hayes,

Valerie Mahr, Jennifer Margiasso, Debra Ryan

Bell-Tel CU: Jeanet Foster, Mark Podschelne

Campus USA CU: Janet Folsom, Paula Grimes, Vicki Moore, Francine Shepherd, Michelle Williams, Lynn Williamson, Danelle Wood

Central CU of Florida: Kelli Palmer, Dawn O'Brien, Tami White, Kristine Upshaw

Central Florida HealthCare FCU: Kelly Boneta, Janyce Bynes, Randalynn Candalino, Kristin Wright

Community Educators CU: Michel Alexander

Duval FCU: Mary Languido

Fairwinds CU: Juanita Hess

Florida Central CU: Chandler Yoquelet, Donna Haynes

Florida Commerce CU: Suzanne Elliott, Janet Folsom, April Owens

Florida Hospital CU: Susan Green

GTE FCU: Rodney Hicks, Semptra Johnson, Michael Johnston, Laura Joy, Jennifer Ryan, Deborah Seymour, Susan Weits

Harvesters FCU: Jammie Snow

Jax FCU: Barbie Beaudrie, Linda Hurt, Bradley Snow, Debra Williams

STAR Certificates continued

Jax Navy FCU: Sandra Almeida, Kristin Billings, Thelma Blevins, Kelly Gleaton, Douglas Griffis, Erica Holland, Tanya Mendez, Juanita Boykin Clarke, Valeriana Cameron, Jennifer Robbins, Peggy Thompson

Orlando FCU: Virginia Gavin, Lavern James

Pen Air FCU: Karen Adams, Crystal Capps, Melissa Del Signore

Pinellas County Teachers CU: Julia Berry Smitten, Kay Washer

Power 1 CU: Laura Atchley, Daniel Betancourt, Juanita De Leon

Priority One CU of Florida: Deana Hennessey

Seminole County Teachers FCU: Linda Cara, Shannon Wilkinson

State Farm Florida Reg. Office FCU: Debbie Caldwell, Maggie Young

Suncoast Schools FCU: Lynn Coker, Sonia Babinsack, Karen Encinosa, Susan Ferriolo, Sherry Floyd, Deborah Garcia, Charlene Maybin Lane, Jolynda Morales, Angelica Myles, Judith Poindexter, Pamela Swartwood, Diane Thompson, Sherry Thompson, Janine Tuero, Gemma Vidal, Cheryl Ward, Stephanie Waller

Sunshine State CU: Ramona Moret, Beth Rissinger, Anna VanLandingham

Telco of Florida FCU: Donna Rader

Tyndall FCU: Lori Johnson, Glenda Melvin, Jena Spivey

MERIT CERTIFICATES:

Central FL Healthcare FCU: Mary Snyder

Educational Community CU: Sharon Kramer, Tiffany Otto, Melanie Porto

Florida Central CU: Julie Flatt

Jax Navy FCU: Michael Corpuz, Tanya Mendez

Tyndall FCU: Gilbert Broxson

For additional information on any of these programs, call the League Education Department at 800.342.1266 or 850.576.8171

Twenty-one credit unions represented at the first FCUL Legal Summit Conference

The Florida Credit Union League presented its first Legal Summit Conference in August, and judging by some of the comments from the participants, it was a huge hit. Staff from 21 Florida credit unions were at the conference. The conference was presented in order to present the latest legislative and regulatory items that would affect Florida's credit unions. Representatives from the National Credit Union Administration, the Florida Department of Banking and Finance and seven practicing Florida attorneys were on hand. Topics covered at the conference included: Consumer Lending, Employment Law, Privacy and Web Issues, Trust Account Laws, Collection and Bankruptcy.

Participants had the opportunity to ask the experts questions and they received comprehensive educational materials.

Judging by the evaluations received, the twenty-one credit unions represented got their money's worth.

“Excellent speakers & subjects,”
Dottie Sisemore
Community First CU in Mulberry

“Thank you for the nice organized folder of all the updated regulations and pertinent information pertaining to conference sessions,”
Sharmon Goins
Florida Customs FCU in Tampa

Even more exciting conferences are on the horizon. The Collections and Bankruptcy Conference will be held in Orlando October 10-12. Also, the new IRA requirements will be covered at the IRA workshops December 3 in Fort Lauderdale, December 4 and 5 in Orlando and December 6 and 7 in Pensacola.

Just check our web site, www.fcul.org for more information.



Children's Miracle Network offers Christmas CDs to raise money

Last year the Children's Miracle Network served more than 14 million children through 170 children's hospitals. Credit unions across the country raised more than \$5.5 million, 100 percent of which went directly back to each community's children's hospital. You may already be aware of the Credit Unions for Kids program and the great work it is doing for children in every community.

If you are not already, FCUL encourages you to become involved in this remarkable program. As a means to provide a simple, turn-key fund raising effort for your credit union, CMN is offering you "Kids' Carols" and "Kids' Christmas" as a fund-raising tool for the 2001 Christmas Season.

Produced especially for children, these two Christmas CDs sell easily and are very simple to offer because of their self-contained display box. With a suggested price of \$6.99, they are an affordable way for your members to become more involved with their credit union and their community. You can purchase larger floor displays of 88 CDs or counter displays of 26 CDs.

A brochure outlining this offer has been sent to every FCUL affiliate. The brochure fully explains what is available, along with a price list and ordering instructions. The order deadline for the 2001 Holiday Season is October 1, 2001. Your participation is invited.

If you have any questions about this exciting offer, call League Vice President of Communications Mark Ivester at 800.342.1266, ext. 313.



Horizons



Connie Stoutamire

The second of two Small/Medium Credit Union Conferences scheduled for 2001 was held last month in West Palm Beach with a total of 12 credit unions participating. The topics covered were Asset/Liability Management (ALM) and Business Plans.

Art Stauffacher, CPA with CUNA Mutual Group presented the ALM program and Kelley Hunter, Marketing Consultant with CUNA Mutual Group presented information on writing a Business Plan.

During the lunch hour, NCUA's Carl Windom, Economic Development Specialist, discussed programs available for small credit unions through NCUA.

Beverly Coffey, N. Dade Community Development FCU, commented, "The workshop was worth my time--very informative and helpful." She also said she thought this type

networking/information sharing event should be provided several times a year.

Look for the 2002 FCUL Calendar of Education and make plans to attend a similar event next year.



Conference participants



Kelly Hunter



Carl Windom

...continued from page 3

CUNA Mutual and Tropical Financial CU

down with every member and actually develop a financial plan for college education, retirement or whatever, take them through their life cycle events, then we'd have established the foundational element of our relationship with our members. That's our strong belief, and we're working hard to build upon it."

Looking back, Blount says he made the right decision selecting CUNA Mutual's MEMBERS Financial Services program. "We worked with a consultant and contemplated going with a totally independent program with our own people," he says. "There were better economic directions for us to follow, as some reps would have been totally commission-driven — motivated to move product. But, our core value was financial planning, adding value to our members lives, trying to get as many of them as we can into a financial plan, and only then fulfill that plan with product solutions, not push product."

"But at decision time, it came down to the fact that the ideals and values exposed by the CUNA Mutual program was what we wanted for our members. CUNA Mutual had a lot more emphasis on the fact-finding and seminar approach. Our solid, long-term relationship with CUNA Mutual was also a factor, knowing their values and such."

"I have personal strong belief in the value of this program," Blount added. "It's driven from the top. I feel very strongly that this is a cornerstone of our organization and we're trying to build upon this. I try to provide vision and leadership in that respect. But it's a board vision, too. And Nancy Rappaport has been instrumental as well."

Florida Credit Union League, Inc. 2001-2002 Committee Appointments Listing

Laida Garcia, Chairman of the FCUL Board of Directors

All committee appointments are for a one (1) year term, unless stated otherwise.

Audit Committee

***Brief Description Purpose:** To be the liaison with the CPA firm performing the audit and with the Controller regarding the financial affairs of the League. This committee shall accept the report and management letter, if any, of the CPA firm and formulate corrective recommendations for the Board of Directors concerning the report.*

Chris Brooks, Chair

Monsanto Employees CU

Bill Braddock

Florida Telco CU

John Hirabayashi

Educational Community CU

Bylaw/Policy Committee

***Brief Description of Committee's Purpose:** Responsible for reviewing the League Bylaws, Chapter Bylaws, and Board Policies, and presenting recommendations to the League Board for their consideration.*

Mary Ott Wood, CCUE, Chair

Florida West Coast CU

Tim Baldwin

San Antonio Citizens FCU

Patsy Lindamood

1st Credit Union of Gainesville

Bill Marquardt

City County CU

Trudy Prince, CCUE

Central Florida HealthCare FCU

Henry Prior

Power 1 CU

Jace Reyes

Miami Postal Service CU

CUPAC Trustees

***Brief Description of Purpose:** Assure CUPAC is operating in accordance with state and federal laws and administers the function of the Florida Credit Union Political Action Committee.*

CUPAC Trustee Committee Members serve a three (3) year term.

Trudy Prince, CCUE, Chair

Term expires 2004

Central Florida HealthCare FCU

Chris Brooks

Term expires 2004

Monsanto Employees CU

John D. Deese, CCUE, Vice Chair

Term expires 2003

THE CU of Palm Beach County

Guy Hood

Florida Credit Union League

Bill Enfinger, CCUE

Term expires 2002

FSH Employees CU

John Hirabayashi

Term expires 2003

Educational Community CU

Randall J. Mims, CCUE

Term expires 2004

Florida State University CU

Jim Wagy

Term expires 2002

Tropical Financial CU

Elections Committee

***Brief Description of Committee's Purpose:** Committee shall certify election results, be responsible for the destruction of ballots and declare any election concluded. The Elections Committee shall be dissolved at the conclusion of the League's annual meeting.*

Jim Wagy, Committee Chair

Tropical Financial CU

Fred Houston

Monsanto Employees CU

Debra Woodlief

SCORE FCU

Florida Credit Union Hall of Fame

***Brief Description of Committee's Purpose:** Review nominees information and select the person(s) to be inducted into the Florida Credit Union Hall of Fame.*

Tom Embree, Chair

Fairwinds CU

Alvin Cowans, CCUE

McCoy FCU

Perry Dawson

Suncoast Schools FCU

Ron Fye

Florida Commerce CU

John Wallace

Educational Community CU

Florida Full Family Marketing Committee

***Brief Description of Purpose:** Encourage youth to become involved in the credit union movement. This purpose will be attained by encouraging credit unions to serve the whole family, provide educational programs in financial management through the school system and encourage youth to seek careers in the credit union movement.*

Melba Jordan, CCUE, Chair

State Employees CU

Sandy Adcock

Sarasota Coastal CU

Dolly Champey

PGA CU

Tamara Douglass, CCUE

Fairwinds CU

Cindy Earl

Suncoast Schools FCU

Ed Hamp, CCUE

Tampa Bay FCU

Rick Skaggs

Vista Federal CU

Governmental Affairs Committee

Brief Description of Purpose: Coordinate all activities with the League President and the Legislative and Credit Union Development Department to achieve unity of purpose in legislative and regulatory affairs at the state and federal levels.

The committee is to continually monitor federal and state laws to ensure that credit unions have the necessary legislative and regulatory authority to meet the financial needs of their membership. If necessary, the committee shall recommend to the Board of Directors legislation to achieve these goals; review proposed legislative and rule changes to ensure that the interest of credit unions and their memberships are being preserved or enhanced; recommend official positions on the proposals; annually review existing League legislative priorities and recommend changes. The committee shall respond to legislative and regulatory action calls when requested.

Ray Cromer, Jr., Chair

Envision CU

Ed Baranowski, CCUE

Fairwinds CU

Greg Blount

Tropical Financial CU

Shirlee Bowne'

Florida Central CU

John Davis, Jr.

Pen Air FCU

John D. Deese, CCUE

THE CU of Palm Beach County

Tom Dortey, CCUE

Suncoast Schools FCU

Ed Gallagly

Florida Central CU

Randy Mims, CCUE

Florida State University CU

Dale Schumacher, CCUE

Tampa Bay FCU

Bucky Sebastian

GTE FCU

Terry West

Jax Navy FCU

Art Wood

Railroad & Industrial CU

Personnel Committee

Brief Description of Purpose: Advise the Board of Directors on personnel policy matters for the Florida Credit Union League and Affiliates to ensure an employment environment that will attract and retain the highest caliber staff and assure compliance with all regulatory requirements.

Chris Brooks, Chair

Monsanto Employees CU

Patrick Mason

Sun CU

Lynn Owen, III

Bell-Tel CU

Carolyn Parslow

Suncoast Schools FCU

Patti Wernicke

Escambia County ECU

Volunteer of the Year Selection Committee

Brief Description of Committee's Purpose: Review nominees information and select the person to be inducted as the Florida Credit Union League Volunteer of the Year.

Tom Dessy

Suncoast Schools FCU

Margaret St. John

DOT District 2 CU

Tom Napier, Chair

Sunshine State CU

Wesley Atkins

Bay CU

Vance Bateman

Monsanto Employees CU

Product Spotlight:

Travelers Express/Southeast Corporate FCU Teller Check Program

Travelers Express/Southeast Corporate Teller Check Program can increase fee income, reduce operating costs and enhance key financial ratios for credit unions. A partner of Southeast Corporate FCU, Travelers Express provides both Teller Check and Money Order programs to credit unions.

Flexibility is the key to Travelers Express' processing business. Your credit union gets the benefits of outsourcing while maintaining the control of an in-house service. We work with you to design a disbursement program that integrates smoothly with your current program — while allowing you to reduce expenses and take advantage of our expertise. The Travelers Express official check program maximizes your earning potential by generating increased income while reducing your back office expenses.

Southeast Corporate FCU serves as a settlement agent between its members and Travelers Express. Once you begin issuing your official checks under the Travelers Express program, each day's total dollars are reported to Southeast Corporate FCU through an automated system with US Central. Your account at Southeast Corporate FCU will be charged for the total day's remittance and wired to an account designated by Travelers Express.

The Travelers Express/Southeast Corporate Teller Check Program provides:

- True positive pay
- Fraud reduction by reducing exposure to risk
- Internet access provides:
 - Electronic issuance reporting
 - View cleared items front and back and print from PC...Free!
 - Place stop payments (no forms required)...Free!
 - Retrieve reports...Free!
- Earnings on outstanding balances
- Full reconciliation of account daily/monthly providing all research on any exception items
- Dedicated service/support group with daily account management and review, as well as a local representative
- Allows the credit union to design its check
- Complete staff training

For more information, log on to the Travelers Express web site at www.temgweb.com or contact any of the following:

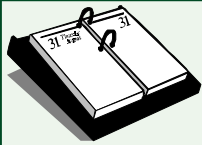
FCUL Service Group: 1-800-342-1266

Southeast Corporate FCU: 1-800-342-0203

Sandra Tilghman at stilghman@temgweb.com or

Travelers Express: 1-800-624-4606 Ext. 2258

or 352-357-6340



FCUL Calendar of Events

2001 Education Conferences and Workshops

September 2001

**16-20 Florida Credit Union
Management Institute**
Orlando--Fee: \$775

OCTOBER 2001

**10-12 Collections and
Bankruptcy Conference**
Orlando--Fee: \$495

**24-26 Florida & Alabama
Leadership Conference**
St. Pete Beach--Fee: \$595

**14-20 International Credit
Union Week**

“Meet & Greet” Legislative Meeting Schedule

**Pensacola Area
September 26
Ramada Inn North**

Send FCUL your website address

The League has a hot button on its website where consumers or other interested parties can search for the contact information of a credit union. One of the pieces of information included is the credit union's website address. If you have added a website or other information that we're not aware of, please contact the Communications Department at 800.342.1266 or email the updated information to info@fcul.org.

CHAPTER MEETINGS

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

**Broward Chapter
Oct. 18**

**Central Florida Chapter
Oct. 18**

**Escambia Chapter
Oct. 18**

**Gulf Coast Chapter
Oct. 20**

**Northeast Florida Chapter
Oct. 18**

**Sara-Mana Chapter
Oct. 11**

**Southernmost Chapter
Oct. 16**

**Suwannee River Chapter
Oct. 16**

**Tallahassee Chapter
Oct. 18**

**Tampa Chapter
Oct. 16**

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

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VP of Communications: Mark Ivester
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CATCH OUR SPIRIT
INTERNATIONAL CREDIT UNION DAY
October 18, 2001

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