



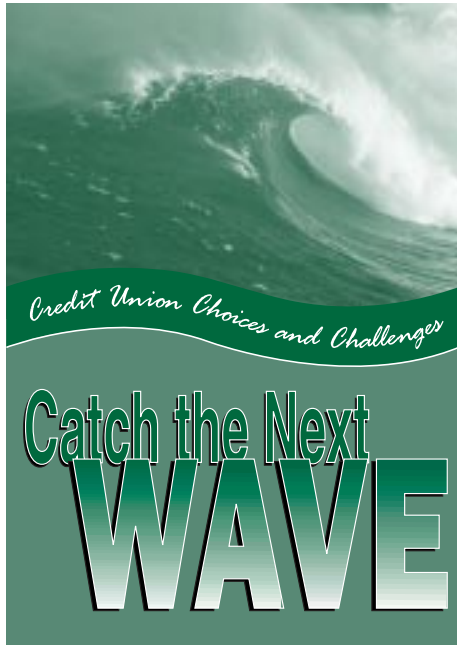
Florida Credit Union News

A publication of the Florida Credit Union League 

April 2002 • Vol. 11- No. 4

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Annual Convention To Reflect Choices and Challenges Facing Credit Unions

Catch the Next Wave: Credit Union Choices and Challenges, the theme for the 68th Annual Florida Credit Union League Convention and Exposition, reflects the change taking place around us. The sessions will motivate, inspire and challenge you to reach your highest potential and develop a positive attitude toward the future.

Whether you are a credit union CEO or manager, board member, volunteer, vice president, marketing professional or human resource specialist, there are sessions that will interest you. From the changing economy to planning for management succession, there are dynamic sessions to

help you adapt to today's rapidly changing political, regulatory and workplace environment. There are also special sessions on Friday to keep your guests entertained as well.

Meet your credit union friends at the social events on Thursday in the CUPAC Golf Tournament, Friday at the Beach Ball social event with the ever-popular silent auction, and at the Saturday evening dinner that will be followed with dynamic entertainment.

Inside this issue are details about the 68th Annual Florida Credit Union League Convention and Exposition. Please read carefully – as you won't want to miss a thing.

Should you have any additional questions about this year's convention, feel free to call Corinne Henningsen, FCUL's director of conventions and conferences, at (800)342-1266.

We look forward to seeing everyone in Orlando for what is sure to be an exciting and thrilling event!

Award Program Deadlines Soon Approaching

Dora Maxwell, Louise Herring, Hall of Fame, and Volunteer of the Year Awards Due in April

April is the deadline for many of FCUL's award programs. Mark your calendars and don't miss the opportunity to reward credit union leaders and recognize your credit union for its community and internalized programs.

The Hall of Fame award is presented to an individual leader who has made outstanding contributions to the growth and development of the credit union movement in Florida and beyond.

The Volunteer of the Year award is presented to a credit union volunteer who has selflessly contributed time, effort, and talent to the development of the Florida credit union movement.

Nominations for the Hall of Fame and Volunteer of the Year awards are due to the League by April 5. Nomination forms have been mailed to each credit union and are also available on our web site.

The Dora Maxwell and Louise Herring awards are given out by the League in conjunction with CUNA. Entries for both contests are due to the League by April 19.

The Dora Maxwell award was established to encourage credit union and chapter involvement in community projects and activities. Community involvement can enhance your credit union's image and is a

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

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Here They Go Again

It obviously is membership time again at the Florida Bankers Association. I say that because in his latest comments in the FBA magazine, Alex Sanchez, CEO of the FBA, is on another diatribe against credit unions.

This time, Mr. Sanchez is shown in a photograph standing in front of a billboard, featuring an ad by Florida Commerce Credit Union. The caption reads: "Florida Commerce Credit Union claims that banks talk down to their customers. Are we going to let them get away with that?" Sanchez writes, "the gloves are definitely off!" He complains that this is an example "of the in-your-face marketing strategies that many credit unions are taking against banks." Sanchez urges his membership to gather together huge sums of money so that the public can be informed that "large, corporate and conglomerate credit unions do not pay state and federal corporate income taxes along with other taxes."

Well, money shouldn't be a problem since, according to the latest FDIC statistics for the country's commercial banks, "Full-year earnings of \$74.3 billion easily eclipsed the previous record of \$71.1 billion, set in 1999."

Mr. Sanchez and the bankers continue to sing the same tired song about credit unions. Even though they are experiencing record profits, mind you, profits earned while the economy is in recession. It makes you wonder how well they'll do once the economy heats up again. The bankers are fanatic in their pursuit of taxation for credit unions. Nothing it seems will deter them.

And you ask, "Why does the ABA and the FBA continue this endless campaign?" Aren't they already earning enough? Well,

according to the Florida Comptroller's Office, the state's financial industry is in "solid" shape. New banks have been popping up like mushrooms, and they're better capitalized than ever. Over the past two years, 53 new banks have been chartered. It would appear that fear of competition with credit unions is not a factor to those that are investing in these start-up banks.

No, the ABA and FBA are still smarting over their defeat a few short years ago during the battle for passage of the Credit Union Membership Access Act. In Florida, the FBA suffered a huge defeat when every member of the Florida House delegation supported the bill and only a former banker, Sen. Connie Mack, voted against it in the Senate. That's not very flattering for an association when it comes time to show how effective they can be in representing the industry.

So, Mr. Sanchez continues to rail against credit unions. He continues to rant about how unfair it is that banks pay federal income tax and credit unions don't. He continues this diatribe even as his members continue to grow and expand and become even more dominant in the market. He alleges inequities even though many of his members also, through Subchapter S regulations, are able to reduce or eliminate any tax liability.

We hear you, Mr. Sanchez. That's why we continue to go to Washington and talk about credit unions with our delegation. That's why we come to Tallahassee to meet with our legislators. We tell them why there is a difference between banks and credit unions.

We tell them the truth, the WHOLE truth.



*Guy M. Hood
President/CEO*

Awards Deadline Approaching

— continued from page 1

great opportunity to give something back to the community.

The Louise Herring award recognizes credit unions that demonstrate in an extraordinary way the practical application of credit union philosophy. Philosophy in action is what distinguishes credit unions from other financial service providers. Our

philosophy and the way we put it into practice is the heart of the credit union difference.

If you have questions about any of these programs, please contact Billy Wells at the League at (800) 342-1266 or via e-mail at bwells@fcu.org. Or, visit www.fcu.org and follow the "League Services/Communications" link for more information.

Handing Over the Keys to Your Front Door

As you read this article, the move is underway. Your friends and colleagues in the credit union industry are handing over the front door keys to its competitors – the banks. That’s right, they’re talking about selling their credit card portfolios! What’s the force behind this trend? Industry trade commentaries list many reasons including: declining profits, stiff competition from large issuers and not enough resources to effectively manage the business. And, we all know the upfront payoff the behemoths are offering is a “sweet” deal.

There’s an old saying, “if it’s too good to be true, it probably is.” Why are large bank issuers willing to pay premium dollar for relatively small credit union credit card portfolios? The answer is simple – they want your members. They don’t just want your credit card accounts...they want data on your “best” members.

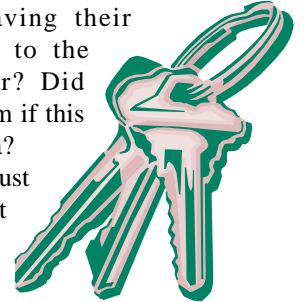
- How old is she?
- Where does she shop?
- How much does she make?
- How much does he spend?
- What does he buy?
- Where does he eat?

This is all very important information. Why? Because, with this information, they determine who are your best and most profitable members. But wait, their contract says they CAN’T solicit your members... so they won’t solicit your members right away. Instead, they’ll begin to immediately mine the data – it takes a while to build a good database. Eventually, your best members will be solicited for all kinds of banking services including mortgages, insurance, checking accounts and investments services.

Don’t be fooled – they are looking for more than credit card loans. And when they

get your member, ask yourself if they will treat your member like your credit union treats them or will they be just another customer? How will your members feel about having their accounts sold to the highest bidder? Did anyone ask them if this was a good idea?

It seems like just yesterday that we loaded the buses, donned the “not for profit” t-shirts, marched on Capital Hill, fought the banks, and won the fight of our life – because we are unique. And now, let’s make sure we aren’t just going to hand over the keys to the highest bidder.



Southeast Corporate Changes Business Hours, Starts Training Programs

Southeast Corporate has begun implementing an enhanced internal staff training program on Wednesday of each week. Therefore, effective immediately on each Wednesday, Southeast will begin its office hours at 9:30 a.m. On all other business days, the office will open at 9:00 a.m. to receive member calls.

“We have begun implementing a company-wide training program that will provide additional information to all staff about the products and services we offer, our infrastructure and systems/processes that we use throughout the Corporate,” states Jason Norton, vice president - marketing for Southeast. Each Wednesday of the month is designated for a different training event.

“Overall, it is a training program designed to enhance everyone’s product knowledge and our delivery of outstanding member service,” states Norton. Regarding member training opportunities, Southeast will be offering a number of training events

throughout the rest of the year.

Southeast is continuing its member product training sessions starting in May. These sessions will run throughout the summer months. Product training topics will include corporate account reconciliation training, local bank vs. Southeast Corporate statement/relationship analysis, APEX-ACH, Open Door and new service/product training.

Starting in late summer, Southeast will be hosting item processing (IP) user meetings. Once the South Florida site is operational, the company will begin hosting IP user meetings in South Florida, the Jacksonville area and Mississippi. User meetings will be held on a frequent basis throughout the membership area to obtain feedback as well as to educate and inform members on relevant share draft topics.

For questions regarding training opportunities, please contact Pamela Lovell at (800) 342-0203 ext. 206.

Giuliani Will Be Keynote at CUNA Symposium

Former New York City Mayor Rudy Giuliani will be the keynote speaker at CUNA’s Symposium in Orlando, to be held Sept. 25-28.

“Rudolf Giuliani is a symbol of American strength in time of crisis, and American resolve in response to desperate challenge,” says CUNA President and CEO Daniel A. Mica. “He will bring a message not only of courage, but of triumph and steadfast determination. He is a tremendous addition to our Symposium program and I know our credit union members will enjoy hearing him.”

The site for this year’s Symposium is the Orlando Marriott World Center, a fabulous resort and convention center just minutes away from attractions such as Disney, Sea World and Universal Studios.



Audit, Accounting, Consultative Services Now Offered Through THE Alliance

FCUL Service Group and Georgia Credit Union Affiliates have joined their Service Group Teams under THE Alliance for Credit Unions to offer audit, accounting and consultative services for our credit unions in Florida and Georgia.

Georgia Credit Union Services (GCUS) has been providing auditing and consulting services to Georgia credit unions for more than 31 years, serving more than 100 credit unions. During that time period, credit unions have experienced substantial growth and business has become more diverse and complex. Through THE Alliance for Credit Unions, these auditing, accounting and consulting services are now offered to credit unions in both states.

Don Williamson, director of audit and consulting services, has been selected to lead our team of auditors in the credit union markets throughout Georgia and Florida. The team brings more than 45 years of experience and a portfolio of auditing and consulting services to the table.

Williamson stated, "We are looking forward to the opportunity to assist you in evaluating the financial and operational condition of your credit union. I believe we are uniquely positioned to serve your auditing needs because we only serve one type of industry – credit unions."

Audit, accounting and consultative services provide credit unions an alternative for their audit and accounting needs, with a

full range of services. THE Alliance for Credit Unions will conduct audits in accordance with NCUA's Supervisory Committee Guide. Additional services include, but are not limited to, member account verification, tabulation of mail ballots, bank reconciliation, cash count, proof of loss (bond claim) audits, information technology reviews, annual supervisory committee reviews and training, internal auditing, ALCO training, compliance audits, ACH audits, ATM/TG-3 compliance reviews, accounting-record keeping assistance, accounting department training, internal control structure reviews, change of management reviews, consultation services and Internal Revenue Services 990 Tax Form Preparation.

As an auditing outsource solutions provider, THE Alliance for Credit Unions is committed to meeting and exceeding the needs of the credit union by providing Board members, management and staff of the credit union more time to focus on their core competencies. THE Alliance for Credit Unions is dedicated to delivering outstanding products backed by exceptional customer service that enables credit unions to achieve their own business plan goals.

For more information, or if you have any questions on the audit, accounting and consultative programs available, contact Don Williamson at (800) 342-1266, ext. 380 or via e-mail at don.williamson@fcul.com.

CUNA Adds .coop Domain Name

Visitors to the Credit Union National Association (CUNA) Web site can now access it at the address www.cuna.coop or www.cuna.org. CUNA has been working in conjunction with the National Cooperative Business Association since last fall to promote the ability of credit unions to register Internet domain names (web and e-mail) with the .coop extension.

"The .coop project was intended both to provide cooperatives with a distinctive domain on the Web and to allow them to reserve names which better described their business, but which may have already been

reserved with the .com or .org domain extension," says Pete Crear, chief operating officer for CUNA. "As the trade association for one of America's largest cooperative business sectors, CUNA enthusiastically participated in this project."

Staff e-mail addresses have also been converted so that addresses will work with either a .com or .coop extension. For example, both pcrear@cuna.com and pcrear@cuna.coop are now valid and will deliver mail to the same inbox.

According to Crear, CUNA will maintain its dual identification indefinitely.

FCUL Service Group and Office Depot Team Up For Benefit of CUs

As a member benefit, Fred Hunter, Director of Business Development, FCUL Service Group, invites all credit unions to participate in Office Depot's Cooperative Purchasing Plan.

Your association's Cooperative Purchase Plan with Office Depot includes attractive discounts on office supplies, free next business day delivery, no minimum order requirements, the opportunity to get discounts in your local Office Depot retail store, along with many convenient ways to place your office supply orders.

Credit unions participating in the Cooperative Purchasing Plan receive up to 70 percent off of the catalog's list price. Business Machines can be purchased at the "Our Price" listing shown in the catalog.

There is no cost to your credit union for participation in this program, and discounts apply to all items.

Fred added, "By also signing up for the "Store Purchasing Card Program," credit unions will now be able to stop in at their local Office Depot retail store and receive discounts on additional office supply needs purchased in the stores."

There are four ways credit unions can order their office supplies from the Cooperative Purchasing Plan: by telephone, fax, the Office Depot retail store in their area, or through the Business Services Division Internet web site. The Internet site will always have the most up-to-date prices and item selections and will track 18 months of office supply orders for the credit union.

To get your credit union started with this program, contact Deirdre Osowski at FCUL Service Group, Inc. E-mail deirdre.osowski@fcul.com or call (800) 342-1266, ext. 380 or leave your fax number to receive a Credit Union "Start UP" profile form.

Office DEPOT
Business Services Division



Regulatory Update

Bill Berg, CCUE, CUCE, vice president of compliance, brings regulatory changes to your attention through this column. If anyone has questions or suggestions for additional topics, call (800) 342-1266 or (850) 576-8171, FAX to (850) 574-6374 or e-mail billb@fcu.org.

Summary of Recent NCUA Letters to Credit Unions

Share Inflows - NCUA Letter to Credit Unions No. 01-CU-19

In the aftermath of the September 11 terrorist attacks on New York City and Washington, DC, some credit unions may experience increased cash inflows as members move funds to insured credit union accounts. Letter No. 01-CU-19 advises credit unions to exercise diligent management practices as they analyze available options and objectives in managing potential increased inflow of funds.

Due Diligence Over Third Party Service Providers - NCUA Letter to Credit Union No. 01-CU-20

This letter identifies the minimum procedures a credit union should follow in conducting a due diligence review prior to entering into any arrangement with a third party.

Disaster Recovery and Business Resumption Contingency Plans - NCUA Letter to Credit Unions No. 01-CU-21

This letter provides guidance to credit unions in developing comprehensive, written, updated and tested Disaster Recovery (DRP) and Business Resumption Contingency Plans (BRCP).

Investments in Brokered Certificates of Deposits sold by Bentley Financial Services, Inc. and Entrust Group - Letter to Credit Unions No. 01-CU-23

This letter advises credit unions that the Securities and Exchange Commission ("SEC") has charged Robert L. Bentley, Bentley Financial Services, Inc. ("BFS") and Entrust Group ("EG") with securities

fraud for selling securities misrepresented as insured certificates of deposit (CDs). BFS was a CD broker and EG acted as the custodian for CDs placed through BFS. The SEC alleges BFS sold financial instruments to investors with interest rates and maturity dates that varied substantially from the underlying CDs. The letter provides contact information for interested parties, since many credit unions were included on the BFS client list.

Federal Flood Insurance Requirements - Letter to Credit Unions No. 01-CU-24

NCUA reviewed a compilation of recent examination findings and learned that some credit unions are not fully complying with the requirements of the agency's flood insurance regulation at Part 760. Letter No. 1-CU-24 serves as a reminder of the regulation's key provisions and provides an examination questionnaire to assist credit unions in strengthening their flood insurance compliance programs.

Office of Foreign Assets Control Regulations - Letter to Credit Unions No. 01-CU-25

NCUA reminds credit unions of their responsibility for identifying and blocking assets and transactions under OFAC regulations. Although the terrorist attacks of 9/11 brought attention to these requirements, credit unions have been required to comply with these regulations for a number of years. Enclosed with the letter, credit unions will find an examination questionnaire, which examiners may use to document a credit union's compliance with OFAC regulations.

Financial Trends - Letter to Credit Unions No. 02-CU-01

Letter No 02-CU-01 provides a report

discussing financial trends for the third quarter of 2001. This report was compiled from the call report data submitted as of Sept. 30, 2001, by credit unions with assets greater than \$50 million.

Changes to the 2002 Call Report, Form 5300 - Letter to Credit Unions No. 02-CU-03

This letter informs federally insured credit unions of changes made to the Call Report, Form 5300, which will be in effect for all reporting cycles in 2002. The changes affect several areas of the Call Report so credit unions are advised to read the instructions carefully. Some changes include adding "Loans Held for Sale" (account 003) to the Statement of Financial Condition, deleting the Interest Rate, Number of Loans and Amount for "All Other Loans" (purchased or to non-members) (accounts 596, 964, and 001) from the Statement of Financial Condition, and adding the number and Amount of "Indirect Loans Granted Year-to-Date" (accounts 617 and 618).

Operating Fee Schedule for FY 2002 - Letter to Federal Credit Unions No. 02-FCU-01

This letter informs federal credit unions that they will be receiving an invoice from NCUA in March regarding the FY 2002 operating fee. If required, the invoice will state the amount needed to adjust the credit union's National Credit Union Share Insurance Fund (NCUSIF) capitalization deposit to one percent of insured shares. The operating fee and the capitalization deposit adjustment will be based upon the assets and the insured shares reported as of Dec. 31, 2001. The combined payment is due on April 15, 2002.





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

Central Florida Educators' Federal Credit Union recently donated more than \$15,000 to the New York Firefighters 9/11 Disaster Relief Fund, established in the aftermath of the September 11 attacks. Members donated \$10,215, while the credit union gave an additional \$5,000.

The credit union also announced the following promotions: Brandy Owens has been named assistant manager at the Leesburg branch.

Owens was also recently named as the institution's Employee of the Year. Annette Boyd has also been promoted to assistant manager of the collections department.



Brandy Owens



Annette Boyd



Catherine Waite

University Credit Union in Miami is proud to announce the addition of new Senior Vice President/COO Catherine Waite to its management team.

Community Educators Credit Union has appointed Steve Kenyon as its director of branch operations. Kenyon now oversees five offices and is responsible for identifying future locations to meet CECU's growth goals.

ECCU Outfits School Computer Lab

A gift of 15 computer workstations from Jacksonville's Educational Community Credit Union will fill a void at Beulah Beal Young Parents Center, according to Principal Lee Marshall.

"Ever since we lost a teacher in the business area last year, the students have asked for the opportunity to work on their own," Marshall said. "Teachers have said, 'If only we had someplace to take the students in to work.' Now we have it."

Beulah Beal continues the education of expectant parents and provides care for the parent and baby until the student can return to his or her regular school.

The computer gift was arranged by ECCU's marketing manager, Patricia Ponder, who had partnered with Beulah Beal's business and social studies teachers. After watching students work on the school's DOS-based units, Ponder tried to have newer computers donated from other area businesses, to no avail. When ECCU upgraded workstations in its accounting and automated services departments, the computers, all less than three years old, were earmarked for Beulah Beal.

"Many of these students will hit the job market very soon, with only the skills and education they have now," Ponder said. "They need to be familiar with computers and programs that are Windows-based."

Marshall agreed, adding the gift will be put to good use. "It's going to expand the things we can do with the girls in so many dimensions," she said. "We are so lucky to have ECCU as our business partner. They always try to anticipate and meet our needs, and work with us step by step."



Students at Beulah Beal Young Parents Center prepare to use computers provided by Educational Community Credit Union. ECCU Marketing Manager Pat Ponder, third from left, and Information Technology Coordinator Matt Richardson, second from right, helped set up the units in the school's computer lab.

FAIRWINDS Credit Union has announced three management promotions. Dianne Goigel is the new vice president of marketing, Meribeth Aaronson is the new vice president of information systems, and Julie Worthen is assistant vice president of human resources.



Dianne Goigel



Julie Worthen



Meribeth Aaronson

Tyndall Federal Credit Union recently celebrated the grand opening of two branches. A new branch in Lynn Haven was built, featuring 10 drive-thru lanes including two ATM lanes. A newly-renovated Parker branch was also opened in February. The 5,000 square foot expansion and renovation increased the facility's total size to nearly 9,000 square feet.



Representatives from Tyndall FCU gather together for the grand opening of the new Lynn Haven branch

Escambia Chapter and Pen Air FCU Donate to Children's Miracle Network

Pen Air Federal Credit Union presented a check for \$5,000 to the Children's Miracle Network, which was received by Sacred Heart Children's Hospital in Pensacola. The \$5,000 was raised through the contribution of a portion of Pen Air FCU's foreign card ATM fees.

The Escambia Chapter of the Florida Credit Union League was also able to make a \$9,330 contribution to the Children's Miracle Network due to candy sales and other fundraising efforts of all member credit unions.

(Top left): Pen Air FCU officials present Shaner Garner of Sacred Heart Foundation with a check for \$5,000 (bottom left): Representatives from the Escambia Chapter also made a contribution to CMN



Pinellas County Teachers Credit Union Promotes College Connection Program

Pinellas County Teachers Credit Union in Largo is pleased with the success of its new College Connection promotion.

After a student loan seminar, the credit union started thinking about offering the 17- to 24-year-old age group a collection of financial solutions specifically designed for students. PCTCU realized that the young adults needed more user-friendly services to help control their finances and establish credit history. The credit union decided to offer a "College Connection", a special account for college aged students.

These young adults are offered many services to help them take control of their

finances and get ready for their future. Pinellas County Teachers Credit Union also offers help with the Federal Guaranteed Student Loan Program and Financial Aid information.

The College Connection kit also includes other benefits such as a mouse pad and brochures about products and financial aid by filling out a response card.

"We have opened over 50 new College Connection accounts in the first 3 weeks of roll out. We are very pleased with the results," stated Marketing Coordinator Devan Endlich.

Milestone

University Credit Union hit the \$100 million mark in assets last summer and is now at \$115 million – and continuing to grow quickly. Congratulations to University CU on this great accomplishment.

Congratulations to Florida A&M University Federal Credit Union for the grand reopening of its location on South Monroe Street in February. On hand to participate in the ceremony were Chairman of the Board Clinita Ford and former United States Attorney General Janet Reno.

Jax Navy CU to Change Name to VyStar

Jax Navy Credit Union is changing its name to VyStar Credit Union as of April 29, the 50th anniversary of the credit union's founding.

Jax Navy's members approved the conversion from a federal to a state charter in November, and the change was effective Dec. 31. The state of Florida approved a field-of-membership expansion on Feb. 11, so the membership is now open to any individual working or living in Duval, Clay, St. Johns, Nassau, or Baker counties.

The credit union is keeping the compass symbol in its new logo, and members will be able to continue using their existing Jax Navy checks, credit cards, ATM cards, and check cards.

"We have great respect for our original core groups from NAS Jacksonville and want our military and civil service families to know they will always be recognized as the foundation on which this credit union was built," said President and CEO Terry R. West.

"The new name better represents who we are and who we strive to be, without changing our commitment to our current members and the Jacksonville community."

The new name was approved by the credit union's board of directors.

Jax Navy Credit Union has named Michael Cascone as its new Chairman of the Board. The credit union celebrates its 50th anniversary this year, and it is fitting that Cascone, who became the first-ever member to join Jax Navy in 1952, is now the new Board Chair.

Credit Union Political Action

Florida Credit Union League's Governmental Affairs staff and two members of the CUPAC Trustees attended the President's and Speaker's Ball last month in Tallahassee. Pictured below are Mark Landreth, FCUL Director of Legislative Development, and Gov. Jeb Bush.



Credit union representatives were also able to greet Lt. Gov. Frank Brogan. Pictured below are (left to right) Randall Mims, CCUE, Florida State University Credit Union; Aletta Shutes, FCUL Executive Vice President; Lt. Gov. Frank Brogan; Grace Potter Freni, FCUL Director of Political Action; and John Deese, CCUE, THE CU of Palm Beach County.



Another Successful GAC

More than 80 representatives of the Florida credit union movement attended CUNA's Governmental Affairs Conference last month in Washington D.C. The credit union representatives visited 14 congresspersons and/or their staff, and the staff of Florida's two senators on Capitol Hill during the four-day event.

For the first time during the GAC, Florida Credit Union League staff arranged small dinners with congresspersons for their respective constituents. Those dinners were with U.S. Reps Allen Boyd (D-2), Tallahassee; Ander Crenshaw (R-4), Jacksonville; Mark Foley (R-16), West Palm Beach; John Mica (R-7), Orlando; Adam Putnam (R-12), Tampa; Karen Thurman (D-5),

Tampa; and Dave Weldon (R-15), Rockledge. All the dinners were very well received by the Florida delegation, although the Jacksonville group was disappointed that U.S. Rep. Crenshaw was held up on the House Floor and was not able to attend. The League hopes to have started a new tradition for GAC.

As always, the GAC features a prominent group of speakers such as Sen. Tom Daschle, NCUA Chairman Dennis Dollar, Newt Gingrich, James Carville, and Miss America Katie Harman. If you've never attended GAC, make plans to do so in 2003. The connections we make while in Washington, D.C. are considered the ultimate in constituent contact.

CUPAC Update

Florida CUPAC is off to a record breaking start for 2002 corporate fundraising. Florida Commerce Credit Union, FSH Employees Credit Union and Florida Credit Union Shared Services all contributed funds in amounts more than they've ever given before.

Florida Commerce's contribution of \$10,000 is believed to be the largest corporate contribution given by a Florida credit union to CUPAC. FSH Employees and FCUSS both gave \$5,000 in corporate funds.

Aletta Shutes, FCUL executive vice president, accepted all the checks on behalf of CUPAC. "We are so pleased by the

commitment to political action of these two credit unions and FCUSS. We hope these contributions will inspire other credit unions to give generously," said Shutes.



J.R. Phelps, Chairman of the Florida Commerce CU Board of Directors, presents a check to Aletta Shutes, FCUL Executive Vice President



Nancy Dalton, President/CEO of FCUSS, (left) and Aletta Shutes



Aletta Shutes accepts a check from Bill Enfinger, CCUE, President of FSH Employees CU



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1: (L to R) *front row:* Mickey Moore, Sunshine State CU; Chauncy Haynes, Sunshine State CU; U.S. Rep. Allen Boyd (D-2); *back row:* Ray Cromer, Envision CU, Randy Mims, Florida State University CU; Ron Fye, Florida Commerce CU; Jim Taylor, SCORE FCU; Grace Potter Freni, Florida Credit Union League

2: (L to R) Aletta Shutes, Florida Credit Union League; Dennis Dollar, Chair of the NCUA Board; Dave Brock, Community Educators CU; Guy Hood, Florida Credit Union League

3: Dan Mica (*center*) presents the first place Bridge Award plaque to Tom Embree and Marcie Hill from FAIRWINDS CU

4: Newt Gingrich debates

5: Jim Snellgrove (*left*) THE CU of Palm Beach County and U.S. Rep. Mark Foley (R-16)

6: U.S. Rep. Jeff Miller (R-1) (*center*) poses with Aletta Shutes and the team from Monsanto Employees CU

7: (*back row*) Laida Garcia, Florida Central CU/FCUL Chairman of the Board; Marvin Garland, FCUL Service Group; Aletta Shutes, Florida Credit Union League; Ernest Allen, Tampa Bay FCU; (*front row*) Rich Helber, GTE FCU; U.S. Rep. Adam Putnum (R-12); Marie Peet, Bay Pines FCU

8: James Carville debates

9: Guy Hood, Florida Credit Union League, receives an Honorable Mention Dora Maxwell Award on behalf of Sarasota Costal CU

10: Rich Helber, GTE FCU; U.S. Rep. Adam Putnam (R-12); and Ernest Allen, Tampa Bay FCU

11: U.S. Rep (R-8) Ric Keller meets with the delegation from Central Florida.



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68th Annual Convention

Convention Schedule

Thursday, May 30

6:45 a.m. – Golf Tournament Registration
7:30 a.m. – Golf Tournament - Shotgun start
8:30 a.m. - 6 p.m. – Convention Registration
12 - 12:45 p.m. – Governmental Affairs Sessions
Session 1 – NCUA Update
Session 2 – State of Florida Update
1 - 3 p.m. – Governmental Affairs Luncheon
3:15 - 4:15 p.m. – Directors Institute
Session A – Financial Reports (V02M)
Session B – Strategic Planning (V404M)
Session C – CEO Performance, Appraisal and Accountability (VL07M)
3:15 - 4:15 p.m. – Concurrent Education Sessions
Session 1 – The Art of Interviewing
Session 2 – Credit Union Investments
Session 3 – Children's Miracle Network
3:30 - 4:30 p.m. – Expo Preview (*Invitation only*)
4:30 - 6 p.m. – Opening Reception and Exhibits
6 - 7 p.m. – CUPAC Reception for Capital/Ambassador Club Members

Friday, May 31

7:15 a.m. – CUES Breakfast
8 a.m. - 2:30 p.m. – Convention Registration
8:30 - 9:30 a.m. – Keynote Address: *Catch the Next Wave* (Jim "The Rookie" Morris)
9:30 - 10 a.m. – Awards Presentations
10:15 - 11:45 a.m. – Concurrent Education Sessions
Session 1 – Choosing the Charter Option That's Right for Your Credit Union
Session 2 – Leadership Skills for Credit Union Executives
Session 3 – The Economic Update
Session 4 – Sales and Service: A Winning Combination
Session 5 – Maintaining An Optimistic Workplace
Session 6 – Marketing Outside The Box
Session 7 – Think Globally, Act Locally for Small Credit Unions
Guest Session: Hello Humor, Goodbye Gloom
11:30 a.m. - 1:30 p.m. – Exhibits Open with Luncheon (Free box lunch for Education Day registrants)
1:45 - 3:15 p.m. – Concurrent Education Sessions
Session 1 – Choosing the Charter Option That's Right for Your Credit Union
Session 2 – Planning for Management Succession
Session 3 – The Economic Update
Session 4 – Timing Teamwork: Successful Starts
Session 5 – Powerful Communication Skills
Session 6 – The FISH Philosophy
Session 7 – Think Globally, Act Locally for Large Credit Unions
Guest Session: IRAs for You and Your Family
3:30 - 4:30 p.m. – Closing Session: *Inside the White House* (Steve Ford)
4:30 - 6 p.m. – Exhibits Open
5:30 - 6:30 p.m. – CCUE Reception
8 - 11 p.m. – The Friday Night Beach Ball: Silent Auction, Live Entertainment and Dessert

Saturday, June 1

8 - 9 a.m. – Delegate Registration
9 a.m. - 12 p.m. – Annual Business Meeting
6:00 p.m. – Reception
6:30 p.m. – Installation of Officers, Annual Dinner
8:30 p.m. – Entertainment: Steve Kelley

Catch the Next WAVE

Opening Session Speaker



Jim Morris

Jim Morris escaped the desolation of his youth by dreaming of becoming a Major League pitcher. But, as with most kids, it was just a fantasy, made all the more impossible by injuries suffered in his early twenties. Having hoped for a professional baseball career, Jim faced reality and became a high school physics teacher. His baseball career was restricted to coaching. He believes his purpose in life is to inspire his students and players to dream bigger dreams than their meager surroundings generally allowed. He bet his team's players that if they made the district finals, he would tryout for the Major Leagues. In 1999, he "caught the next wave" to become the oldest rookie in the Major Leagues. Walt Disney's movie "The Rookie" depicts the incredible true story of his life.

Choosing the Charter Option That's Right for Your Credit Union



Allen Carver

Generally, both Federal and State of Florida credit union charters are one of three types: occupational, associational or community. With the number of credit union charters declining by 50 percent during the last 25 years, it is important each credit union have the charter that best suits its needs to help ensure its future survival. This session will discuss the pros and cons of each type of charter, and Federal versus State, to give you a better understanding of the chartering system and its various options. Allen Carver retired from a 34-year career with NCUA and remains active with credit unions, assisting with community charter proposals, charter expansions and conversions, mergers and other regulatory matters.

Education Day at this year's convention will be held Friday, May 31. This is a great opportunity to hear exciting and informative speakers presenting topics that matter to you and your credit union. Featured here are just a few of the education sessions available to you.

Leadership Skills for Credit Union Executives



Dr. Lou Benson

The job of the president/manager in a credit union has grown increasingly complex. The leadership skills necessary today are vastly different from just a few years ago. This session gives you tips on how to be a leader with a strong sense of purpose, direction and resolve. It includes techniques and tools credit union managers can apply immediately. Session leader Dr. Lou Benson is president of The Benson Group, an organization of quality consultants, management trainers and professional speakers. He is recognized as one of America's finest speakers and seminar leaders for credit union audiences. Dr. Benson, PhD. was the Human Resources Director of a large South Florida medical center. He was the founding member of the medical center's credit union and served as its first Board Chairman.

The Economic Update



Dr. Donald Ratajczak

Dr. Ratajczak, one of the leading econometric forecasters in the United States, directs the Economic Forecasting Center at Georgia State University. The Economic Forecasting Center currently produces eight publications on economic conditions in the nation and in the Southeast. His inflation analysis regularly receives prominence in the national media. Dr. Ratajczak writes a weekly column for the Atlanta Journal Constitution and regularly contributes to several other publications. In this session, he will speak on the economic conditions for the nation and Florida.

Sales and Service: A Winning Combination



Joanne Smikle

This presentation provides a four-fold formula for engendering cooperation between sales and service functions. The formula's components include product, process and system alignment, management and staff development, and continuous quality improvement. You will learn how to integrate the functions to create member loyalty. A noted author, Joanne Smikle's books are used by organizations all over the country. She provides practical approaches for organizational renewal through collaboration and superior customer service.

Maintaining the Optimistic Workplace



Michael Staver

In changing times, an unfortunate fact is that people and organizations can become negative and pessimistic. Decline in morale and negative attitudes can sour relationships and destroy productivity. This session goes to the cutting edge of organizational development and coaches you on the use of the skills necessary to overcome individual and workplace negativity and produce a plan for positive, organizational change. Michael Staver has assisted hundreds of organizations in their growth and development. With a Bachelor's degree in Business Administration and a Master's degree in counseling psychology, Staver understands the importance of results.

Marketing Outside of the Box



Cynthia Grow

Change is constant and will always be part of our lives. What are you doing to reinvent your credit union? What are you doing to attract new members? Remember, your competitors are not just credit unions, they're Nordstrom,

Federal Express and Disney! Anyone who exceeds your members' expectations is your competition! These corporations have set new standards for service, reliability and the "experience." Are you ready for the newest wave in the financial services industry? Cynthia Grow is Vice President of the Creativity & Imagineering Divisions for DEI Financial Facilities, headquartered in Cincinnati, Ohio. As one of the preeminent researchers in the financial industry today, Cynthia Grow is a visionary with a Master's degree in Creativity and Innovation. Her new start up company, CUGrow, Inc., assists credit unions of all sizes in training and motivating employees by tapping into their creativity.

Think Globally, Act Locally for Small Credit Unions



Steven Rick

This session is designed for credit unions with less than \$15 million in assets. Steven Rick is Senior Economist for CUNA & Affiliates' Economics and Statistics department. He conducts economic research, teaches, and lectures at various credit union schools and conferences nationally and internationally. The presentation will discuss how global financial events affect the U.S economy, interest rates and ultimately credit union balance sheet and earnings performance. He will identify trends of savings and loan activity and weigh the influence of future economic events on growth patterns out into the year 2003.

**68th Annual
Convention and Exposition**
May 30 - June 1, 2002
Orlando World Center Marriott

Closing Session Speaker



Steve Ford

On August 9, 1974, Gerald R. Ford assumed the reins of the presidency following the resignation of Richard Nixon. Suddenly, Steve Ford was thrust into the role of "First Son." Steve's unique perspective on life as the President's son encompasses a broad range of fascinating subjects: being 18 years old and having 10 Secret Service agents as constant companions, two assassination attempts on his father's life, his mother's bout with alcoholism. During Steve's non-political "Inside the White House" presentation, you will learn the tools of his success in and outside Washington, DC. He will focus on such issues as the value of a strong family unit, living with values and character, setting and juggling priorities and making the right choices in life. His presentation is entertaining, enlightening, insightful, and inspirational.

How to Register

We've made registering easy as 1-2-3 by offering three methods of payment: check/share draft, direct transfer and credit card. If you are paying by direct transfer or credit card, you may fax your registration forms directly to the League. Registration forms are available in the *Convention Schedule and Sessions Information* brochure that was mailed to each credit union. **To pre-register, send your registration to the Education Department by May 15, 2002.** After this date, all registration forms must be brought to the Convention registration desk at the Orlando World Center Marriott, where they will be processed onsite.

Credit Union Choices and Challenges

Additional Convention Highlights

Annual Golf Tournament

Thursday, May 30 • 6:45 a.m.

Compete against some of the best credit union golfers in the state at the 68th annual golf tournament, benefiting CUPAC. Be sure to register early – a maximum of 144 players can participate. Prizes will be awarded to the winning teams, for closest-to-the-pin, and longest drive. CUNA Mutual will give away a special \$10,000 prize for a hole-in-one.

Governmental Affairs Luncheon

Thursday, May 30 • 1:00 - 3:00 p.m.

CUPAC awards will be presented at the luncheon, along with an interesting speech by David A. Vise, a reporter for The Washington Post who covered the FBI and Justice Department for more than 18 years.

Directors' Institute

Thursday, May 30 • 3:15 - 4:15 p.m.

The Directors' Institute offers volunteers educational opportunities especially geared toward the tasks they face on credit union boards of directors. This institute will meet the educational needs of both new and experienced volunteers by presenting two modules from the Volunteer Achievement Program (VAP) and one module from the Volunteer Leadership Program (VLP). **Financial Reports**, presented by Bill Berg from FCUL, will help you understand your financial reports with easy-to-follow explanations of the statement of financial condition, statement of income and other financial reports. **Strategic Planning** features Connie Stoutamire from FCUL explaining how directors can help management be better prepared to deal with a long-term future filled with potential opportunities and threats. Finally, **CEO Performance, Appraisal, and Accountability** will teach you practical recommendations on the CEO performance appraisal, performance planning process, and the roles of management and the CEO.

CUPAC Reception

Thursday, May 30 • 6:00 - 7:00 p.m.

Capital Club and Ambassador Club members are invited to attend this year's CUPAC reception.

Florida Credit Union League Exposition

Thursday, May 30 • 4:30 - 6:00 p.m.

Friday, May 31 • 11:30 a.m. - 1:30 p.m., 4:30 - 6:00 p.m.

The 2002 Expo will feature more than 120 companies that can help credit unions serve their members by bringing them the best products and services possible.

CCUE Reception

Friday, May 31 • 5:30 - 6:30 p.m.

ICCUE will host a wine and cheese reception at this year's convention. The reception will honor all new CCUEs, and will coincide with ICCUE's annual meeting. If you are enrolled in ICCUE, please plan to attend.

Friday Night Beach Ball

Friday, May 31 • 8:00 - 11:00 p.m.

This year's beach-themed social fundraiser will include the ever-popular silent auction, dancing, a photo show of memorable moments, specialty desserts, cash bars, and live music provided by The Landsharks.

Annual Business Meeting

Saturday, June 1 • 9:00 a.m. - 12:00 p.m.

Learn about the activities of the past year and exercise your right to vote at this year's business meeting. Delegate registration begins at 8:00 a.m.

Annual Dinner and Entertainment

Saturday, June 1 • 6:00 p.m.

The League's annual dinner and entertainment showcase is an excellent way to end the 2002 convention festivities. The reception will start at 6:00 p.m., the installation of the Board of Directors begins at 6:30 p.m., immediately followed by dinner and the after-dinner entertainment. Steve Kelley will be providing this year's entertainment. His award-winning editorial cartoons are syndicated nationwide. His successful second career as a stand-up comic will leave you thinking as well as laughing!

Convention Attire

We want you to be relaxed and comfortable as you learn; therefore, the attire is casual for all functions except the annual dinner, where the dress is business/semi-formal.

EDUCATION TRACK SUGGESTED GUIDELINE

EDUCATION TRACKS	THURSDAY 3:15 p.m.	FRIDAY 10:15 a.m.	FRIDAY 1:45 p.m.
CEOs	Credit Union Investments	Leadership Skills for CU Executives	Choosing the Charter Option That's Right for Your CU
VOLUNTEERS	Directors' Institute	Choosing the Charter Option That's Right for Your CU	Planning for Management Succession
OPERATIONS	Credit Union Investments	Sales and Service: A Winning Combination	The Economic Update
MARKETING	Children's Miracle Network	Marketing Outside of the Box	Powerful Communication Skills
HUMAN RESOURCES	The Art of Interviewing	Maintaining an Optimistic Workplace	The FISH Philosophy
SMALL CREDIT UNIONS	The Art of Interviewing	Forum for Small Credit Unions	Timing Teamwork
LARGE CREDIT UNIONS	Credit Union Investments	The Economic Update	Forum for Large Credit Unions
GUEST	Children's Miracle Network	Hello Humor, Goodbye Gloom	IRAs for You and Your Family
KEYNOTE PRESENTATIONS		Friday 8:30 a.m. Catch the Next Wave	Friday 3:30 p.m. Inside the White House

Clarke American's Campaign Raises Money for September 11th Fund

Within hours of the World Trade Center tragedy and the other terrorist acts of Sept. 11, 2001, Clarke American pledged to donate \$1 from each Pride in America check order and \$.50 from each Pride in America label and checkbook cover order to the September 11th Fund. Clarke American's Pride in America campaign has resulted in \$237,106 in donations for the September 11th Fund.

The Pride in America check features a waving full-color American flag. Twenty-four hours after the events of September 11, orders for the Pride in America check had increased 100 percent; after one week, the orders had increased 400 percent.

"Our customers wanted a chance to show their patriotism and know that in doing so, they have helped people who have suffered a great loss," said Charles Korbell, president and chief executive officer of Clarke American. "In these unprecedented times, we will continue to show our unwavering

support and patriotism as Americans."

The September 11th Fund was established by the United Way Association, the New York Community Trust, and the Council on Foundations to meet the immediate and longer-term needs of victims, families, and communities affected by the terrorist attacks. Additional information on the September 11th Fund may be found at www.uwnyc.org.

Recently, the organizations that established the September 11th Fund announced that they will no longer accept donations to the fund and urged Americans to contribute to community programs. Adhering to this request, Clarke American has concluded its Pride in American campaign. In April 2002, Clarke American will introduce a new cause-related check and return address label design, with proceeds benefiting various disaster relief funds throughout the United States.

Credit Unions in South Florida Meet With Children's Miracle Network

Representatives of 21 credit unions in the Broward and Dade County areas gathered for breakfast on the morning of March 7 to hear from representatives of Children's Miracle Network. The purpose of the meeting was to promote more credit union activity in South Florida on behalf of CMN.

CMN's representatives included: Val Durrant, vice president of corporate and association development for CMN; Maria E. Moldes, CMN director for Miami Children's Hospital Foundation; and Mark Ivester, vice president of communications for the Florida Credit Union League.

The message to the credit unions was simple and direct: get involved. Durrant reminded the audience that CMN was the only endorsed charity with support from the credit union movement. Moldes pointed out that all funds raised in the area would remain in the area and go to Miami Children's



Credit union representatives listen to a CMN spokesman during a breakfast held in South Florida

Hospital. Ivester recited statistics showing the growth of credit union involvement in Florida. He also said no matter how much each credit union raised, it would be put to good use.

VAP CERTIFICATES:

Bay Gulf CU: Robert Krasnicki
Escambia County ECU: Nettie Williams
Indian River FCU: Haynes McDaniel
Jax Navy FCU: Larry Myers
Pan Am Horizons FCU: John Breslin
Seminole County Teachers FCU: Keith Straw

STAR CERTIFICATES:

Bay Pines FCU: Renee Cammarano, Sheila Henderson
Bell Tel CU: Janet Foster
Central Florida HealthCare FCU: Janice Bynes, Carolyn Campbell, Randalynn Candalino, Pat Coon, Shawna Gore, Sharon Koenig, Glenroy Nicholas, Kelle Boneta
Central Florida Postal CU: Kathleen Gontarek
Community Educators CU: Jacqueline Hydorn, Keith Nyberg
Duval FCU: Mary Koop
Fairwinds CU: Dustin Allen, Christina Canfora, Charlene Ferguson
First Choice CU: Diane Penick, Natalie Pickrell
Florida Central CU: Eleanor Maas
Florida Commerce CU: Amy Campbell, Suzanne Elliott, Kevin Meyer, Barbara Pace, Warren Todd
GTE FCU: Ida Corrales, Susan Lowrance, Tracie Sikes, Sonia Sullivan
Indian River FCU: Grant Doner, Kelly Ingersoll
Jax FCU: Marcela Anderson, Lacreza Tucker, Bradley Snow, Donna Wedding
Jax Navy CU: Cheryl Akers, Irene Burke, Jill George, Brenda Luethy, Kristi Malcolm, Leigha Meyers, Laverne Mcdow, Nancy Westbrook
MacDill FCU: Deborah Hopkins
Martin FCU: Elizabeth Scott
Orlando FCU: Angela Watson, Elizabeth Torres, Kimberly Curley
Pen Air FCU: Kristal Kelley, Cristina Parker
Pinellas County Teachers CU: Linda Montgomery, Connie Thomas, Kay Washer, Nancy Sanchez, Lulu Zaveleta
Power 1 CU: Mona Hunt, Henry Gaston, Milly Douglas, Rosemary Sarmiento, Guillermina Aybar, Jeffrey Preston
Railroad & Industrial CU: Patsy Cobb
Seminole County Teachers FCU: Chris Mueller, Sonja Pollard
Suncoast Schools FCU: Kristy Broughton, Cynthia Beach, Arvis Bennett, Annabell Carter, Diane Clary, Lorraine Crone, Lynn Coker, Jennifer Cooper, Zahaira Diez, Karen Encinosa, Rashawn Gadson, Kimberly Griffin, Jennifer Graves, Christine Gregory, Celina Hernandez, Sally Howard, Kathleen Johnson, CCUE, Kelly Kaplan, Susan Klein, Tessa Littlejohn, Adrienne Lyons, Alpha LundyWilliams, Darla Mendenhall, Angelica Myles, Kristen Novakoski, Deborah Nodine, Edward O'Neill, Jessica Oppy, Judith Poindexter, Susan Perritt, Cynthia Ramirez, Elsie Rodriguez, Sana Sadberry, Marbeya Salmeron, Susan Scott, Leyla Spears, Michele Stevens, Deanna Tomlinson, Gretchen Watson
Sunshine State CU: Lisa Boyd, Elaine Inlow, Heidi O'Brien, Theron Gibson, Lisa Smallwood, Ana VanLandingham
TMH FCU: Brenda Starling
Tyndall FCU: Josie Brimer, Shanon Brown, Jackie Gregg

MERIT CERTIFICATES:

Bell Tel FCU: Janet Parish
Central Florida HealthCare FCU: Mary Snyder
First Choice CU: Diane Penick, Christine Curry
Florida Aircraft FCU: Jeffrey Marshall
Jax Navy CU: Jo Ann Bornemann, Vanette Brown, Tuyetvan Dang, Patty Brown
NCSC FCU: Donna Lee Gibbens

Florida Credit Union League Foundation 2002 Drive Begins



Connie
Stoutamire

Thanks to your generous donations last year, the Florida Credit Union League Foundation was able to provide more scholarships and funding than ever before to fellow credit unions throughout the state.

Because of this success, we would like to encourage you to help build scholarship funds for 2002.

The Foundation is designed to educate credit union volunteers and staff through League workshops and CUNA conferences.

During 2001, the Foundation assisted in the funding of 28 credit union persons throughout Florida who were unable to attend educational programs due to cost constraints. In addition, more than 70 percent of the funding went to aid smaller credit unions.

You can make a difference in the success of credit unions and in the lives of the people who work for them. Your contribution of a *Bronze, Silver, Gold or Platinum* gift to the Florida Credit Union League Foundation can help maintain support for those smaller credit unions that face challenges in

developing necessary management skills for its employees.

In efforts to maintain the Foundation's future in the credit union movement and in reaching as many credit unions as possible, we strive to fulfill and exceed last year's goal. In 2001, the Foundation awarded \$10,990 in scholarships.

Scholarship donors have helped in strengthening smaller credit unions through funding for education. The 2001 scholarship donors include: FCUL Service Group, Inc.; Suncoast Schools FCU; Gold Coast FCU; THE CU of Palm Beach County; Florida Aircraft FCU; Central Florida Educators' FCU; Sarasota Coastal Credit Union; Martin Federal CU; Florida Customs FCU; Anchor 7 FCU; Florida West Coast CU; Tampa Postal District FCU; Bay CU; Ed Baranowski, President *FAIRWINDS* CU; Duval FCU; Clay Electric Employees CU; Central FL Healthcare FCU; TMH FCU; St. Petersburg Municipal Employees CU; Florida Central CU; Coast to Coast CU; and Central Florida Postal CU. We thank you for your support.

Make your contribution count and continue the Foundation's goal in "People Helping People."

Bronze: \$100 – \$249, credit union or individual receives a Foundation Donor Certificate

Silver: \$250 – \$499, receives a Foundation Donor Calendar

Gold: \$500 – \$999, receives a Foundation Donor Desk Clock

Platinum: \$1,000 or more, receives a Foundation Donor Plaque

Credit Unions \$30 Million in assets or below...

Check your mailbox for the invitation to the **NCUA/FCUL Small Credit Union Workshop**. The workshop will be held April 11 at the Adam's Mark hotel in Orlando from 7:30 a.m. - 4:30 p.m.

Registration is **FREE!**

You don't want to miss this opportunity! Call FCUL for more information.

NCUA Approves Short Form for Small Credit Unions

The NCUA Board approved a final rule requiring all federally insured credit unions to file quarterly call reports, and providing a short form 5300 for credit unions with assets less than \$10 million.

Those credit unions will be able to use the short form 5300 for filing their first and third quarter call reports, but will have to file the complete version of the Form 5300 for the second and fourth quarters.

"Is there any chance that the short form could be used for the second quarter, too?" NCUA Chairman Dennis Dollar asked Office of Examination and Insurance Director David M. Marquis.

"We may be able to make some changes in the future," Marquis replied. "We will start with the short form for two quarters a year, and see if there are enough triggers to let us know if we need to take a closer look."

CUNA has obtained a draft version of the short form 5300 from Marquis. It is available on the Regulatory Advocacy page of CUNA's Web site.

"We were really pleased that NCUA has responded to the concerns of small credit unions," commented CUNA Associate General Counsel Mary Dunn. "And we were further encouraged by Chairman Dollar's inquiry as to whether the agency could use the shorter form for more than just two quarters."

"CUNA's Small Credit Union Subcommittee and Examination and Supervision Subcommittee will continue monitoring this issue, including the use of the new form, when it is implemented this fall."

"We must focus our resources on areas where there is risk, and away from micro-managing credit unions," Dollar said during the discussion at the Board meeting. "This rule is a necessary part of our new examination program. Smaller credit unions may benefit from the risk-based scheduling and the extended examination cycle program, but quarterly call reports are an essential part of their participation."

"Recent events have shown us that we cannot rely on six-month-old information in determining the safety and soundness of an institution. We need information more frequently."



Changes in Latitudes, Changes in Attitudes. . .

by Anita Stoumbelis, Vice President, Human Resources

*There is one fault that I must find
With the twentieth century,
And I'll put it in a couple of words:
Too adventury.
What I'd like would be some nice dull
monotony,
If anyone's gotony.*

— Ogden Nash, American poet

Management guru Tom Peters tells us that today's organizations must "thrive on chaos." There is a lot of truth in that statement, given today's quickly changing technology and the highly competitive marketplace where we find ourselves. How well we manage change has always been important to an organization's success; we just have to do a lot more of it these days.

How well are you managing changes in your organization? Change management experts tell us there are some very important steps that will ease the negative impact of change in an organization.

A state without the means of some change is without the means of its conservation.

— Edmund Burke, British statesman

• Identify Who's Losing What

In the planning stages, ask yourself these questions:

- 1) Who is going to have to let go of something?
- 2) What are they going to have to let go of?

• Accept the Reality and Importance of the "Subjective" Losses

Loss is a subjective experience, and your "objective" view is irrelevant to those going

through the change. As you introduce the change, you should strive to remain open and understand the views of others. You need everyone's commitment because commitment is the only way you will get people to give 100 percent. Your lack of understanding will be perceived that you do not care.

• Don't Be Surprised at "Overreaction"

People will overreact to the introduction of change. Count on it. What they are really reacting to is the loss that the change will bring.

• Acknowledge the Losses Openly and Sympathetically

Losses are best brought out in the open by managers. It is best to do this simply and directly.

"I know that switching to a new operations system is going to leave a lot of you feeling like beginners again. I feel that way myself, and I hate it!"

It is also important to allow grieving by those feeling a sense of loss. Acknowledge, sympathize with it, and give them more support and extra attention.

• Compensate for the Losses

Is there something you can give back to balance what has been taken away? This could come in the form of specialized training, a different pay structure (such as incentive pay) or more control over certain tasks.

Habit is habit, and not to be flung out of the window by any man, but coaxed downstairs a step at a time.
— Mark Twain, American writer

• Give People Information, and Do It Again and Again

Avoid these pitfalls:

"They don't need to know yet. We'll tell them when the time comes. It'll just upset them now."

"They already know. We announced it."

"I told the supervisors. It's their job to tell the rank and file."

"We don't know the details ourselves, so there is no point in saying anything until we do."

• Sell Problems, Not Solutions

People who understand the organization's problems are in the market for solutions and are more likely to quickly accept changes. Be honest, direct and open with the circumstances driving the proposed changes.

• Treat the Past with Respect

Honor the past for what it has accomplished. Just because you were doing things a certain way and now it needs to change doesn't mean the past way was wrong or bad. Do not attack the past.

• Show How Endings Ensure Continuity of What Really Matters

Yesterday's endings launched today's success, and today will have to end if tomorrow's changes are to take place. Be sure you communicate clearly how today's change pushes the organization forward.

Resources: Managing Transitions, William Bridges, Addison-Wesley 1991.

CUNA To Hold HR Council Summit

The eighth annual CUNA HR Council Summit is set for April 28 – May 1 in San Francisco, Calif. Credit union HR professionals are invited to discover how to maximize the discipline of human resources for positive results and personal growth, explore new solutions to everyday challenges by networking with other participants, and learn the latest strategies and technologies at this three-day summit.

This year's keynote speaker is Cindy

Stynchula, a nationally recognized speaker, trainer of trainers, team builder, and leadership development expert. Dr. Charles Daniel Litchford Jr. will present the opening general session.

The summit will also feature a "Best Practices" general session, designed to recognize human resource professionals and their credit unions for specific projects or activities that resulted in improved efficiencies or procedures benefiting each

credit union and its members. Scheduled breakout sessions include: Stellar Ways to Use Certificate Programs in Credit Union Training; Determining the ROI of Training & Development; Employee Surveys: How To Do It Right; Incentive Compensation – Successes, Failures and Why; and Managing Four Generations at Work

For more information or to register for this year's CUNA HR Council Summit, visit www.cunahrCouncil.org or call (800)356-9655.

FCUL Calendar of Events

APRIL 2002

Date Event

Compliance Training Series

9 Ft. Lauderdale - Fee: \$150
11 Tampa - Fee: \$150

11 **NCUA/FCUL Small Credit Union Conference**
Orlando - FREE

17-18 **Chapter Leadership Conference**
Tallahassee - FREE

21-25 **SE Regional Financial Counseling School**
Orlando - Fee: \$695

MAY 2002

Date Event

22 **FCUL Internet Distance Learning**
Web cast - Fee: \$149

30- June 1
68th Annual League Convention and Exposition
Orlando



CHAPTER MEETINGS

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

Broward Chapter
April 9 • May 14

Northeast Florida Chapter
April 25

Southernmost Chapter
April 16 • May 21

Tallahassee Chapter
April 16 (Golf Tournament)

Tampa Chapter
April 16 • May 11

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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