



Florida Credit Union News

A publication of the Florida Credit Union League

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Credit Union Survey Gives High Marks to FCUL

A member survey conducted by CUNA Research on behalf of the Florida Credit Union League has shown that Florida's credit unions believe that FCUL continues to represent them effectively, keeps them well informed of credit union issues, provides strong leadership, has a friendly and courteous staff and serves credit unions of all sizes. The survey was conducted earlier in the year. A total of 40% of affiliated credit unions responded in the survey, which CUNA Research considers a good response rate for this type of mail survey.

The survey was conducted for specific purposes. First, it was done to discover which legislative/regulatory and competitive/operational/growth issues are most important to Florida's credit unions. Second, it was to measure credit union CEOs perceptions of various aspects of FCUL and its service. Third, it was to measure awareness, use and evaluations of FCUL's programs. And, fourth, it was to ascertain the levels of importance CEOs place on various FCUL functions and their satisfaction with the League's efforts to provide those functions. The survey asked respondents to "grade" FCUL on a five-point scale on each question, where 5.0 represented the highest possible evaluation.

FCUL's Image

The survey reported that Florida credit union CEOs are impressed with FCUL, for the most part, giving the scores of 4.8 to 4.1 on the 11 positive image statements listed on the questionnaire. In 2001, the same survey scores ranged from 4.7 to 3.8, a significant improvement. The survey indicated that FCUL's friendly, courteous staff is its greatest asset. CEOs were most

apt to "agree strongly" that FCUL has friendly, courteous staff. They gave this item a score of 4.8 out of 5.0.

Several survey results show that FCUL has jumped significantly in the way Florida CEOs view the League. The biggest survey gain came in response to the positive statement that FCUL represents Florida credit unions effectively. That statement garnered a 4.1 score in 2001, but jumped to 4.5 in the most recently conducted survey. CUNA Research states that a gain of at least two-tenths of a point is considered meaningful.

Another area that showed a similar gain in positive support was the statement that FCUL provides strong leadership. That survey statement secured a 4.4 score in 2002, up from 4.0 in 2001.

Survey statements that improved by three-tenths of a point from 2001 to 2002 included:

- FCUL is well managed (4.3, up from 4.0 in 2001)
- FCUL is in touch with Florida credit

unions' needs (4.2 vs. 3.9)

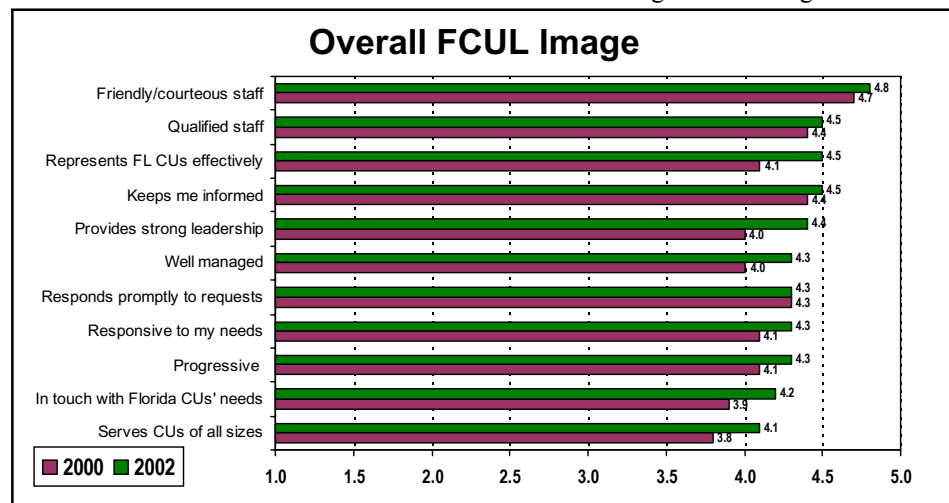
- FCUL serves credit unions of all sizes (4.1 vs. 3.8)

Overall, FCUL's scores on the 11 image statements improved significantly from 2001. Seven of the 11 showed marked improvement, while the other four stayed at the same strong levels.

Importance of League Functions

CEOs were asked to indicate how important it is that the League provides 13 specific functions for their credit union. The survey reports that CEOs believe FCUL's two most important functions are regulatory/compliance issues and state lobbying. About 55% of CEOs consider FCUL's legislative representation/lobbying and regulatory representation/lobbying "critically important." Since last year, these percentages have increased.

CEOs were also asked to evaluate FCUL's performance in these functions. CEOs are most impressed with the League's efforts in the following areas: legislative and



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Florida Credit Union League Board of Directors

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Florida Central CU

Trudy Prince, CCUE, 1st Vice Chairman

District #4 Director

Central Florida HealthCare FCU

Melba Jordan, CCUE, 2nd Vice Chairman

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District #3 Director

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District #6 Director

THE CU of Palm Beach County

Jace Reyes

District #7 Director

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San Antonio Citizens FCU

Greg Blount

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Tropical Financial CU

Mary Wood

At Large Director

Florida West Coast CU

Carolyn Parslow

At Large Director

Suncoast Schools FCU

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"Bankspeak" Still With Us

In the August 29th issue of the Charlotte Sun, Todd Katz, president and organizing director of the Tarpon Coast National Bank of Port Charlotte, wrote a column highlighting his recent trip to Washington to lobby on behalf of Florida's bankers. The column, a sort of "How I spent my summer vacation" piece, continues the persistent and consistent systematic bending of the truth that I have referred to in the past as "bankspeak." "Bankspeak" is defined as bankers speaking what they describe as the "truth" as it pertains to credit unions. After reading his column I can assure you that Mr. Katz has been indoctrinated well by the banking associations.

Katz takes on the role of community columnist by pointing out how "unfair" it is that credit unions don't pay taxes. "Aside from the fact that it is not fair...it is also incomprehensible that an industry that earns billions of dollars would not contribute one penny to the nation's economy." (emphasis supplied) It is truly amazing that anyone can make that statement with a straight face. Mr. Katz must not have noticed the number of homes, cars, appliances and college educations financed by credit unions. He also must have forgotten how that type of lending helps support the industries I've mentioned, which in turn, leads to increased employment and a stronger economy.

But forgetting for the moment that Mr. Katz and other bankers have tunnel vision in their look at credit unions, let's examine this tax issue he and his ilk continually parade in front of lawmakers and the public. Mr. Katz and the bankers love to quote a Treasury study done in 1998 that suggests that "credit unions would contribute nearly \$16 billion if they were taxed like every other company." Katz goes on. "That sure is a lot of money to fight the war on terror, build new schools or reduce the budget deficit." Do they go to a special class to learn how to incorporate the proper buzzwords into their rhetoric?

Mr. Katz conveniently forgets to inform his readers that bankers now enjoy

substantial tax benefits through Subchapter S election, and those benefits will soon surpass the magnitude of the credit union tax exemption. According to CUNA Economist Mike Schenk, the total tax revenue lost to banks' Subchapter S election will soon total \$13.5 billion. Schenk says the banks' tax savings will soon outpace the credit union tax exemption. Didn't see anything in Mr. Katz' column asking that banks pay their "fair share." I also don't hear any credit unions caterwauling and carrying on like banks.

No, Mr. Katz, we're on to your buzzwords and spin. Bankers don't want credit unions taxed out of fairness or competitive "equality." Banks want credit unions taxed so that credit unions will become banks. Then the bankers can eliminate them by simply buying them out.

Mr. Katz did write one true fact in his column. He pointed out that credit unions have been successful at "sending duffel bags full of letters lobbying..." Yes, and they are from real people who love their credit unions and the bankers will never be able to defeat us as long as our members continue to believe in the fair deals and hometown service that makes credit unions different.

I saw a sign recently on a bank marquee that proclaimed: Free checking for life. My only question is, my life or the bank's? Mr. Katz, eighty million credit union members see through your spin.

ICU Day October 17

**How did your credit union
celebrate? We'd like to know!
Send us an email, fax or letter,
telling us about your celebration!**

Pictures are welcome, too!

Email: amy.jowers@fcu.org

Fax: 850.558.1021

Address: PO Box 3108, Tallahassee 32315

Credit Union Survey

— continued from page 1

regulatory representation/lobbying, grassroots activities, representation with the credit union movement and compliance/information services. Scores on these five functions range from 4.0 to 3.6, again on a 5-point scale. Scores on the other eight functions range from 3.4 (member communications and public/media relations) to 3.1 (Job Resource Center). In five functions, FCUL's performance is rated higher in 2002 than in 2001. Those areas are: legislative representation/lobbying, grassroots activities, compliance/information services, HR support services and strategic/operational planning and support. CEOs give the League very high marks in the areas of legislative and regulatory representation/lobbying.

Importance of Issues

The survey provided a list of 13 legislative and regulatory issues that could impact credit unions directly or indirectly during the next few years. CEOs were asked to rank order the four issues that are the most important to them. The near unanimous number one issue is preserving credit unions' tax-exempt status, followed closely by bankruptcy reform. Relaxing field of membership restrictions and preserving the ability to share member data with partners are next on the list. Although the scores for these issues haven't changed much in the

two years of surveys, the bankruptcy issue has gained in importance. How important are the top two issues? The survey reveals that 96% of the CEOs ranked it "very important" and 89% also ranked bankruptcy reform in the same category. There is no doubt that these two issues are clearly on the minds of Florida CEOs.

Conclusion

FCUL President/CEO Guy Hood offered his reaction to the recently concluded credit union survey conducted by CUNA Research. "This survey is confirmation that credit unions in Florida are even more convinced that FCUL is listening to them. Several years ago, when we conducted our first survey, credit unions told us what they wanted from the League by their responses to that survey. Credit unions for the past two years continue to give higher ratings each year because, according to the survey results, FCUL and its staff are meeting their expectations."

Hood said that the FCUL Board of Directors and League staff will continue to strive to meet the expectations of affiliates by devoting resources and staff towards the issues and concerns raised by credit unions in this year's survey.

"Precious dues dollars must go to meet the needs and expectations of all of our affiliates," said Hood.

GET LINKED UP!

"Home Banking has been around for a long time, but not natural person access to share draft images," said Kathy Harrison, Vice President of Marketing at Florida Telco Credit Union. The Jacksonville based credit union began offering its members access to share draft images via the credit union's home banking software, "Private PC" just last month.

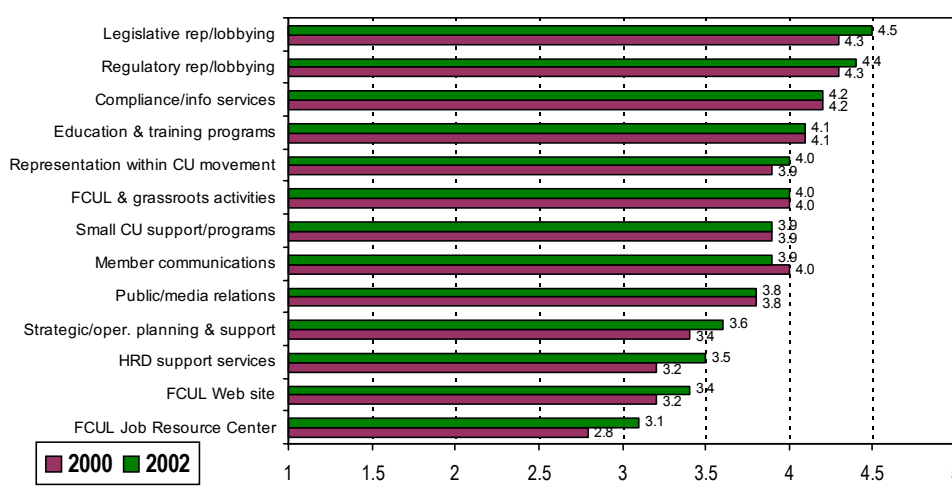
This new service is possible because Southeast Corporate is now also providing item processing and imaging services. According to Harrison, "Today it goes without saying, if you don't have home banking you can't compete anymore. When you do, it has to be good, it has to be reliable." According to Harrison approximately half of the credit union's members use the Internet based home banking service, to check balances and see what checks have cleared.

"In just the first half of August we have had members download 3360 images, and we just started last month and haven't promoted the service yet," said Clay Franks, Controller at Florida Telco.

So how does it all happen? When items are processed, share drafts are run through a high speed sorter where an image of the item is scanned (front and back) and at the same time the sorter captures "MICR" information (routing number, account number, check number and amount) and puts a trace number on the back. Periodically throughout the day, the images are transferred to Image Depot for Internet access.

Already members are letting the credit union know what they think about the availability of the images. Harrison said, "Members have written us saying 'they love it', 'they are thrilled', 'they weren't aware this was there and just happened on it'. We will be promoting the free share draft image service soon in our newsletter, on the Web and via inserts."

Importance of Specific League Functions





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.

USA PATRIOT Act's Customer Identification Program

The National Credit Union Administration (NCUA), along with the other Federal Regulatory Agencies, issued proposed regulations implementing the USA PATRIOT Act's customer identification rules. The proposal requires credit unions to have procedures in place to verify a member's identity when opening an account, and get identifying information that is essentially the same information credit unions currently use to open accounts.

The proposal requires credit unions to implement a Member Identification Program that contains procedures to verify the identity of all accountholders. This would include getting verification on the identity of joint owners, and trustees as well as primary members.

The proposal also requires credit unions to have reasonable procedures for determining whether the member appears on any list of known or suspected terrorists or terrorist organizations which is circulated to credit unions by any government agency.

Other provisions include giving members adequate notice that it is requesting information to verify their identity and retaining records for five years after the date the account is closed.

Recent NCUA Letters to Federally Insured Credit Unions

Repealing CAP and Reducing Burden for Community Charter Applicants

The NCUA issued a rule finalizing its interim repeal of certain community service requirements (CAP). This final rule implements four changes to NCUA's Chartering and Field of Membership (FOM) Manual that were part of two interim rules.

The rule eliminates the requirement that existing community charter credit unions submit written plans on how they would

serve the entire community (CAP) and that community charter credit union applicants submit documents to establish a community area when NCUA has already determined that the specific community is a well-defined community, neighborhood or rural district. The rule also eliminates from the types of acceptable documents the category of common characteristics and background of residents and updates the definition of an investment area by incorporating 2000 census data and the Community Development Financial Institutions Fund of the Treasury Department's updated definition of an investment area.

This rule became effective on May 24, 2002.

Financial Trends in Federally Insured Credit Unions, 1/1/01-12/31/01 - Letter to Credit Unions No. 02-CU-07

This letter provides NCUA's report highlighting credit union financial trends for 2001. The agency's analysis is based on data compiled from the year-end 2001 call reports submitted by all federally insured credit unions.

Account Aggregation Services - Letter to Credit Unions No. 02-CU-08

This letter provides answers to frequently asked questions related to account aggregation and provides additional reference sources that may be beneficial for credit unions considering account aggregation.

Flood Disaster Protection Checklist - Letter to Credit Unions No. 02-CU-04

This letter reminds credit unions of the NCUA's Flood Insurance Regulation's key provisions and provides information about where credit unions can obtain additional guidance to assist them in strengthening their compliance program. This letter also

corrects information provided in NCUA Letter to Credit Unions 01-CU-24 on Purchase Requirements. Flood insurance should cover the principal balance or the maximum limit of coverage, whichever is "less" not "greater" as was stated in the previous letter.

NCUA's Privacy of Consumer Financial Information Examination Program - Letter to Credit Unions No. 02-CU-02

This letter provides information regarding the NCUA examination procedures to assist in complying with the Gramm-Leach-Bliley Act. This letter includes the questionnaire, "Privacy of Consumer Financial Information," which is required for the examination procedure. Additionally, this letter includes documentation adapted from Federal Financial Institutions Examination Council (FFIEC) guidelines, an introduction to Privacy of Consumer Financial Information, examination procedures, a flowchart, and an examination checklist.

NCUA Draft of its Strategic Plan for 2003-2008

The NCUA issued its strategic plan for 2003-2008. The strategic plan consists of two parts. Part one addresses NCUA's long-term goals and the steps it plans to take to implement those goals. Part two contains several appendices, which are intended to provide greater details for the development of the agency's strategic plan, including NCUA's Strategic Picture and Environmental Scan, Human Capital Management, Information Technology, and Strategic Program Evaluation.

For more information on NCUA's Strategic Plan, go to NCUA's Web site at <http://www.ncua.gov/ref/strategicplan/StrategicPlan2003-2008-forcomment.pdf>.

Upcoming Conferences and Workshops



Cassandra Grayson

Collections and Bankruptcy Conference

Orlando, October 8-10
Wyndham Palace
Resort & Spa

This two-day conference will emphasize the vital role collections plays in your credit union's success and how losses caused by delinquency and bankruptcy can be minimized or avoided altogether. The latest techniques and procedures for collections will be covered along with the changes in the bankruptcy laws. Bankruptcy losses can be substantially reduced through the adoption of an aggressive and knowledgeable in-house bankruptcy program.

This conference is designed for CEOs, loan officers, collectors and credit committee members. *Registration fee: \$475.*

Marketing Conference

Tampa, October 24-25
GTE Federal Credit Union

This two-day conference emphasizes the vital role marketing plays in your credit union's success. CUNA and Affiliates' Credit Union Environmental Scan for Strategic Planning 2002-2003 asks readers, "How will credit unions effectively differentiate themselves to achieve a competitive advantage that can be sustained over time?" The answer, according to analysts at Cap Gemini Ernst & Young, suggests that the time has come for financial services firms to make long-term strategic decisions about the future. This information-packed conference will take an in-depth look at various factors and trends that will affect the future of your credit union. *Registration fee: \$375.*

IRA Essentials Workshop

Orlando, November 5
Embassy Suites Orlando Airport
Tallahassee, November 7
Doubletree Hotel

IRA Advanced Workshop

Orlando, November 6
Embassy Suites Orlando Airport
Tallahassee, November 8
Doubletree Hotel

Congress and the IRS have set in motion changes that affect all aspects of your IRA program—contributions, distributions, death benefits and Coverdell Education Savings Accounts. This year the IRS has been busy refining, defining and interpreting these changes and presenting them in their final regulations. That's why the time you spend at FCUL's 2002 training session(s) could be the most valuable time you spend all year.

STAR, VAP and MERIT Certificates

See page 11.

Visit FCUL's Website to register for classes/workshops/seminars ONLINE!

www.fcul.org

Annual Privacy Notice

By Bill Berg, CCUE, CUCE
Vice President of Compliance, FCUL

The Gramm-Leach-Bliley Act (GLB) requires an initial privacy notice disclosure. What is different about this regulation and what makes it the most onerous that I have encountered in my fourteen years at FCUL is the requirement for a yearly disclosure of each credit union's privacy practices. Thirteen regional privacy workshops, three customized privacy workshops for credit unions, and two chapter privacy training sessions were conducted during 2001, allowing Florida's credit unions to comply with this regulation without undue hardship or expense.

The notice must be clear, conspicuous and written in such a way the receipt can reasonably be expected and in a form that can be retained. They can be hand-delivered or mailed to the last known address.

Many credit unions have already sent out their annual privacy notice. If you have not, now is the time to do it since it is required to provide an annual privacy notice to members who use your products and services. Your credit union can issue your **first annual mailing** anytime during 2002. The last quarterly mailing that will comply with this requirement is the **September 2002 statement**, which will be mailed in early October. This allows for the conjunctive mailing of the notice with statements to our members. Once the annual date has been set, you will need to resend your privacy statements on that date or earlier each year.

The notice can be included with other credit union material such as:

- a newsletter article,
- at the beginning or end of the member's statement, or

- an insert with the member's statement.

One other trip wire of GLB is the requirement that contracts with service providers or joint marketing agreements signed after July 1, 2000, must have contract language similar to the following: **The information the credit union is providing you is confidential and you agree to not reuse this information.**

Contracts signed before July 1, 2000, are grandfathered for two years until July 1, 2002, when this language must be included in the contract. You should review all your contracts to ensure this clause is in them.

I have developed a standard privacy notice that can be quickly modified to match your exact requirements. If you would like a copy of this, email me at billb@fcul.org or call me at 800.342.1266 ext. 1028.



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

Congratulations to **Envision Credit Union**! For the fourth consecutive year and in the category of Services - Credit Union, Envision Credit Union has won Best Of Tallahassee in the annual polling of consumers sponsored by *Tallahassee Magazine*. No bank was listed in any category!

Health Services Credit Union has named Rose Gunter Senior Vice President of Operations. Gunter joined HSCU May 2001 as Vice President, Operations and has been quickly promoted to a senior position. Gunter served 21 years in a variety of roles including as vice president at another financial institution. Gunter is responsible for HSCU's technology and telecommunication operations as well as supervising lending and collections.



Central Florida Educators' Federal Credit Union recently named Jeffery Lindsey as the Assistant Vice President of Real Estate Lending. He brings more than 22 years of experience in mortgage

lending and has received many prestigious designations in his field.

Lindsey hails from Virginia and was recently honored with the National Leadership Award 2002 by Senator Tom Davis prior to his move to Metro Orlando.

Escambia County Employees Credit Union Awards Two Area Students \$1,000 Scholarships

Two Pensacola-area students are recipients of the 2002 Al Evans Jr. Memorial Scholarship, presented by **Escambia County Employees Credit Union (ECECU)**. Megan N. Watts and Whitney M. Vaughan, both of Pensacola, were awarded the \$1,000 scholarships by ECECU's Education Committee based on their impressive high school academic and extracurricular accomplishments.

The Al Evans Jr. Memorial Scholarship assists deserving credit union members who are high school graduates beginning undergraduate

education. The scholarship provides a one-time award of \$1,000 for use at any accredited college or university by first-year college students. Both recipients will attend Pensacola Junior College for the Fall 2002 semester.

The scholarship was established in memory of Al Evans Jr. Evans was an ardent credit union supporter and a member of the ECECU credit committee for 14 years. Evans served as head of Escambia County's payroll department for many years. Evans died of cancer in 1997, but his essence lives on through this scholarship.

MacDill FCU Knocks Down Billion-Dollar CU Door

There is a new billion-dollar credit union in CU-land and it goes by the name of **MacDill Federal Credit Union**. According to MFCU President/CEO Robert L. Fisher, an increase in locations and employees to serve members combined with a controlled steady growth over the past five years has helped MFCU reach the \$1 billion in assets milestone this month.

Palm Beach Chapter Raises Over \$5,000

The Palm Beach Chapter of the Florida Credit Union League recently hosted its 12th Annual Charity Golf Tournament. Over \$5000 was raised this year to support the Children's Place at Home Safe and the Florida Credit Union League Political Action Committee. Local credit unions and their sponsors and friends have raised over \$60,000 for area charities and credit union causes.

FAIRWINDS Donates \$3,000 During MDA Telethon

FAIRWINDS Credit Union donated \$3,000 to the Muscular Dystrophy Association during a telethon broadcasted live on FOX 35. FAIRWINDS proposed a 3-minute on-air challenge to the Central Florida community to dig deep in their pockets to raise money for this worthy cause. During the challenge, MDA received \$1,500 raised by the community and another \$1,500 matched by FAIRWINDS. An additional

donation of \$1,500 by FAIRWINDS Charities brought the overall FAIRWINDS donation to \$3,000.

FAIRWINDS employees also volunteered their time to help answer phones and receive donations. Overall, MDA raised \$871,900 from the Central Florida Community.

Florida Commerce CU Director of Marketing Chosen as a Member of Leadership Tallahassee

Samantha Strickland, Director of Marketing with **Florida Commerce Credit Union**, was recently chosen as a member of Leadership Tallahassee Class XX.

Leadership Tallahassee is a community leadership development program sponsored by the Tallahassee Area Chamber of Commerce. Founded in 1983, its mission is to create and empower a diverse network of well-informed leaders whose

strengthened commitment to community involvement improves the Tallahassee area.

In this year's first Leadership session,



Samantha Strickland, Florida Commerce Credit Union, and Senator Durrell Peadon.

Trusteeship/Government, the class members participated in a mock legislative session on the actual Senate floor. Samantha had the opportunity to "represent" Osceola County and put forth amendments on the county's behalf. Before the mock session began, Samantha met Senator Durrell Peadon (R-1).

Dan Clark, CCUE, Tallahassee-Leon Federal Credit Union, and Mark Landreth, FCUL, are the only other credit union employees who have participated in the Leadership Tallahassee program.

8 Flags Federal Credit Union Voted "Best of the Best"

8 Flags Federal Credit Union was voted "Best of the Best" in an annual Reader's Choice contest held by *The News Leader*—a weekly newspaper for Fernandina Beach, Amelia Island and Nassau County. The awards go to the best business or companies in recognition of outstanding service and performance to the public as voted by the readers. The credit union has won the "Credit Union" category for the past four years. This year, however, *The News Leader* combined the bank category and the credit union category, putting them up against Bank of America, First Coast Community, Compass, Southeastern, Southtrust and First National.

Not only did they win the Best of the Best in the Bank/Credit Union Category, but Marlene Frost, CEO of 8 Flags FCU received the Best of the Best Bank/Credit Union Employee award. Congratulations to Marlene and her team!

Marlene Frost, CCUE, left, is presented the Best of the Best Bank/Credit Union Employee award.



Back (L to R): Autumn Simmons, Michelle Van Deren, Jonathan Levitt, Suzanne Krestan, Linda Gamble, Alexis Thagard, Jennifer Tiner.

Front (L to R): Marlene Frost, CCUE, CEO; Lorraine Rossi, Jennifer Worthington, Connie Colcord, Linda Duffy and Christine Kish. Not pictured: Karen Bean, Linda Hardy



CU Employee Goes Above and Beyond

Linda Sue Darling, CFO at **Suncoast Schools FCU**, isn't just your average credit union employee. She goes above and beyond her duties there by actively building relationships within her community and the local political arena. So much so, that she has become an important contact for Representative Sara Romeo's campaign.

Linda recently attended a fundraising reception for Representative Romeo where the The End Breast Cancer specialty tag, was unveiled. Congressman Jim Davis also spoke at this reception.



Linda Sue Darling (right), CCUE, Suncoast Schools FCU with Representative Sara Romeo and Congressman Jim Davis.



The "End Breast Cancer" tag is now available for a \$25 annual use fee. All funds raised will be used to fight breast cancer.



A politically active CU volunteer, Chris Brooks, FCUL Board member, Monsanto Employees CU, right, presents a CUPAC contribution during a recent meeting to Rep. Greg Evers (D-1).

Credit Union Political Action

Florida's Credit Unions:



Jace Reyes, left, Miami Postal Service CU, and Greg Blount, right, Tropical Financial CU, discuss bankruptcy with Townner French, Banking Staffer for U.S. Rep. Lincoln Diaz-Balart.



FCUL Exec. VP Aletta Shutes looks on as Congressman Jeff Miller, center, shakes hands with Chris Rutledge, Monsanto Employees CU.



Congressman Ric Keller (third from right) enjoys a moment with, from left, Jeff McCollugh, Martin FCU; Trudy Prince, CCUE, Central Florida HealthCare FCU; Aletta Shutes, FCUL; Keller; Sandy O'Hern, CFHCFCU; and Tammy Ross, Martin FCU.

On The Hill In Washington, D.C.



Congressman Allen Boyd responds to a question by FCUL Exec. VP Aletta Shutes, as League Board Member Jim Taylor and Sunshine State's Mark LeCain look on.



With the U.S. Capitol as backdrop, from left, Mark Landreth, FCUL Director of Legislative Development; Tim Baldwin, San Antonio Citizens FCU; Mary Ott Wood, CCUE, Florida West Coast CU; Brian Walsh, Banking Staffer for U.S. Rep. Bill Young; Laida Garcia, FCUL Board Chair; and Dale Schumacher, CCUE, Tampa Bay FCU.



FCUL Exec. VP Aletta Shutes looks on as Congresswoman Karen Thurman makes her point about bankruptcy abuse reform.



U.S. Sen. Bill Nelson, standing, and Banking Counsel Kimberley Warden respond to questions from credit union representatives.



Gary Kohn, CUNA's VP of Legislative Affairs, briefs the Florida contingent prior to their being bussed from Credit Union House to Capitol Hill.



U.S. Sen. Bill Nelson addresses the Florida delegation as Walter J. "Mike" Sluga looks on. Sluga is Vice Chairman of the board of Tampa Bay FCU.



Congresswoman Karen Thurman (seventh from right) with many of her constituents and friends in the credit union movement. Seated (L to R): Tom Dessy and Tom Dorety, CCUE, Suncoast Schools FCU; Tim Baldwin, San Antonio Citizens FCU. Standing (L to R): Bucky Sebastian and Tom Quayle, GTE FCU; Mary Ott Wood, CCUE, Florida West Coast CU; Annette Barwick and Carolyn Parslow, Suncoast Schools FCU; Thurman; Laida Garcia, Florida Central CU; Cathy Bartolotti and Dale Schumacher, CCUE, Tampa Bay FCU; Rick Hagan, GTE FCU; Mike Sluga, Tampa Bay FCU; and Aletta Shutes, FCUL.

FCUL Stages Incredibly Successful Hike the Hill

The timing was impeccable as credit union CEO's, volunteers and League staff hiked The Hill to discuss CUNA's number one issue—bankruptcy abuse reform.

The day began with comments by FCUL President/CEO Guy Hood and a briefing by CUNA staff and lobbyists who covered a myriad of topics. But, as John McKechnie, CUNA's Senior Vice President of Governmental Affairs, commented, "Bankruptcy abuse reform is the number one issue, in fact, it is our only issue at this time."

"We are taking names on this bill," McKechnie added, "and we are not accepting the fact that because they've supported us in the past, they think they can vote no on this issue and expect to retain our support."

League Director of Political Action, Grace Potter Freni, made arrangements for nearly 60 credit union CEOs, volunteers and League staff to meet with 22 members of the Florida Congressional delegation, covering all of the House and Senate Office Buildings. Aletta Shutes, Mark Landreth and Grace lead credit union visitors to their meetings.

CUNA staffer Gretchen Graff commented the Florida League brought the largest group ever in the history of the Hike the Hills.



CU CEOs and League Staff Meet with Speaker Designate Byrd

Florida's credit unions met with House Speaker-Designate Johnnie Byrd, recently, at the League office for fellowship, food and contributions. The League made its first ever donation to a speaker-designee's leadership fund. Leadership funds are a method of supporting candidates for office that are favored by a member of the incoming speaker's leadership team.



Florida's House Speaker-Designate, Rep. Johnnie Byrd (R-Plant City), emphasizes a point over lunch at FCUL Exec. VP Aletta Shutes looks on.



Rep. Byrd, center, shares a moment with his neighbors, Mary Ott Wood, CCUE, left, President/CEO of Florida West Coast CU, and her husband, Art Wood, President of Railroad & Industrial Credit Union.

FCUL Meet and Greets a Resounding Success

The Florida Credit Union League reprised its annual Meet and Greet schedule during this summer's political season. Meet and Greets were held in Miami and Ft. Lauderdale. The League hosted the luncheons, while the Credit Unions of South Florida marketing group sponsored the luncheons.

The Meet and Greets are designed to bring credit union leaders together with elected members of the Florida House and Senate, along with our elected members in Washington. The luncheons attracted more than 20 legislators and candidates and almost 75 credit union leaders.



(L to R) Mario Martinez, Rep. Tee Holloway, Hilda Greer, Tad Rubin and Jim Wagay, all of Tropical Financial CU.



Rep. Dorothy Bendross-Mindingall, left, with Rep. Phillip Brutus.



Rep. Gus Barreiro, left, and Joe Lanteigne, President of Mercy CU,



Candidate Tim Hyman, left, poses with Sandra Spence of City County CU, who serves as President of the Credit Unions of South Florida Marketing Group, along with Rep. Gus Barreiro.

Scholarship Opportunities Available



Connie Stoutamire

Did you know the Florida Credit Union League Foundation offers many advancement opportunities for credit unions as well as scholarships to attend the many schools and conferences offered throughout the year?

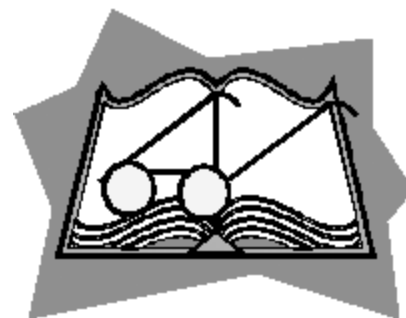
Scholarships are available to help enable the advancement of your staff and volunteers. These scholarships are awarded on an as needed basis and are limited to two per credit union within a calendar year.

Since January 2002, the following credit unions have been granted a Florida Credit Union Foundation scholarship:

Multi-Media FCU
DOT District 2 CU
Central FL Healthcare FCU
DBCCFCU
Florida Customs FCU
Coast to Coast FCU
Florida Episcopal Dioceses FCU
Anchor 7 FCU
Gaylord Employee Tampa FCU
Gulf States CU
Tropicana EFCU
Tallahassee FCU
POCFCU
St. Lucie Community CU
Holmes Washington Teachers CU
Community Trust FCU

The total scholarship dollar amount awarded, to-date, is approximately \$7,500.00.

Download an application from www.fcuf.org or contact Connie Stoutamire, Director of Horizons, at 800.342.1266, ext. 1052, to have an application faxed to you.



Part I: Technology and How It Can Benefit HR



Liz Russell

For years we have seen the growing use of technology to provide services to credit union members and ease the task of back office functions. These management information systems can benefit human resource functions, as well.

Take a quick look at how the field of human resources has changed. The "personnel" department's main function was to manage benefits and process payroll. Now, the focus has drastically shifted to that of a more strategic role. This includes performance and organizational development as well as compliance with the many employment laws. Recently, increasing competition and the rapidly changing economy has put pressure on human resources to develop strategic plans for the most efficient retention and use of good employees. The expectation on whoever is responsible for human resources is that they will be able to meet these newly founded needs while providing the same level of administrative service they have in the past. This expectation has made it necessary to develop solutions to ease the clerical burden.

One option is the use of software-based

tools. When considering which tool to use, examine your needs in groups: organization, employee and information management and benefits administration.

Organization management: With the increased emphasis on strategic analysis, it has become more and more important to be able to quickly evaluate salary administration, budgets and existing human resources. Salary administration software allows an analysis of the distribution of personnel throughout the organization and determine where the payroll dollars are best spent. Budgeting and forecasting can be done quickly and easily.

Employee Management: The "flattening" of organizations, with fewer supervisors working with employees, makes it more difficult to track the activities of the workforce. Technology can make it easier to organize and manage the flow of information. Performance management systems can keep track of the day-to-day performance issues. E-mail provides easy communication and automatic documentation. Human Resource Information Systems (HRIS) allow you to track employee information such as address, date of hire, birth, performance ratings and career pathing.

Information Management: The Internet has put information at your fingertips. Research can be quickly conducted to help

predict and project trends, monitor human resource laws and issues. The Internet also gives access to sites that provide invaluable government and regulatory information. You can identify what's happening in the economy and with the job market and, in turn, develop policies/practices that will help the organization be flexible while maximizing the use of employees.

Benefits administration: Shifting the burden of routine administration to the individual employee is steadily reducing the hours of time spent on paperwork shuffling. Web Portals allow employees to directly manage retirement and health insurance plans without the intervention of the benefits administrator. Routine tasks such as address and dependent changes are done quickly and easily.

The increased use of technology in human resources can be a boon for employers and employees alike. Like all changes, the shift must be planned carefully in order to reduce anxiety and increase the likelihood that the new tools will be used to maximum efficiency.

Stay tuned for part two of this article discussing the effective implementation of a chosen tool in next month's issue.

CUs Achieve Record Success with the HSFPP

Credit unions made a difference in the lives of more than 75,000 students during the 2001-02 school year through the NEFE High School Financial Planning Program (HSFPP). NEFE reports that better than one of seven students nationwide used the HSFPP last year because of credit union involvement.

"It's gratifying to see the way credit unions across the country have stepped up to the challenge of teaching personal finance to high school students with this excellent tool," said Daniel Mica, President and CEO of CUNA. "As bankruptcy filings continue to rise, credit union efforts to educate students about savings and credit promise to be a key force for reversing that trend."

Nearly one of 10 students that credit unions brought to the HSFPP came through the combined work of credit union

professionals and Cooperative Extension educators. According to Phillip Heckman, director of youth education, for CUNA, "These kinds of local partnerships are proving to be very effective in educating parents and school officials to the problem of youth financial illiteracy and in persuading teachers to use the HSFPP."

The number of schools credit unions using the HSFPP worked with during the 2001-02 school year totaled 753.

"Credit unions have shown that they're remarkably good at promoting and supporting this program," said Heckman. "Groups such as the National Youth Involvement Board network and the Education Credit Union Council are providing strong leadership in youth financial education. With the help of Extension educators, credit unions will be a

growing positive influence on tomorrow's young consumers."

Heckman urged credit union people working with the HSFPP to stay in touch with teachers during the school year. "Even if you're not team teaching, your continuing support of individual teacher can help keep the program going in a particular school. Make sure your teacher contacts list you as a sponsor when they order HSFPP materials from NEFE. That's the only way we can measure overall credit union involvement."

For more information on the HSFPP or to become involved in teaching the curriculum, use this link <http://www.cuna.org/data/cu/nefe/hsfpp.html>. Or contact CUNA's director of youth education, Phillip Heckman, at 800.356.9655, ext. 4088, or at pheckman@cuna.coop.

STAR, VAP and MERIT Certificates

VAP CERTIFICATES:

Bay Pines FCU: Graham Medlock

Indian River FCU: Robert Allen, Haynes McDaniel

Orlando FCU: Debbie Owen

VLP CERTIFICATES:

Escambia County ECU: Betty Minton

FAA CU: Rod Gonzalez

Florida West Coast CU: Carmen Bell

Metro North FCU: Larry Ward

Miami Postal Service CU: Beth Cavallaro

SunState FCU: Jack Gamble

West Coast Federal ECU: Jack Reffett

STAR CERTIFICATES:

Bay Pines FCU: Becky Harris

Central Florida Educators' FCU: Stacy Yeziarski

Central Florida HealthCare FCU: Sandra Guerra Smith, Nancy Holt, Laura Sutphin

Central Florida Postal CU: Rachel Farris

Community Educators' CU: Stephanie Deloach, Shelly King, Joseph Martin, Stephanie Stone

Fairwinds CU: Sharon Kern, Amy Messer, Christa Reedy, Simone Sterling

Florida Aircraft FCU: Jasmine Fisher

Florida Commerce CU: Suzanne Elliott, Paula Hietala, Barbara Pace

GTE FCU: Kharon Brown, Barbara Curtis, Lisette Gonzalez, Julie Hankins, Kathy Knapp, Lindy Saldana, Maria Shedrick, Mitzi Toner, Angela Wilson

Harvesters FCU: Barbara Ward, Mary Murph

Indian River FCU: Kay Ann Smith

Pen Air FCU: Beverly Denham, Angela Farnell, Kristal Kelley, Karen Kling, Paula Lewis, Tracie Stevens, Robin Thames

Pinellas County Teachers CU: Sharon Buchanan, Dana Johnson, Meagan Wideman

San Antonio Citizens FCU: Alfredo Garcia, Alanda Orender

Seminole Schools FCU: Chris Mueller

State Farm Fla. Reg. Off. FCU: Maggie Young

Suncoast Schools FCU: Juanita Bartels, Cynthia Beach, Linda Brooks, Kristen Bryant, Kristy Broughton, Ron Brutscher, Stephanie Carbone, Rebecca Chiasson, Hope Clough, Pamela Diaz, Linda Dunmire, Martha Erwin, April Flasher, Tracy Furches, Alexis Gonzalez, Michele Green, Linda Guthrie, Aracelis Guzman, Dorothy Hendry,

Ryan Hill, Belinda Johnson, Barbara Jones, Charlene Maybin Lane, Jill McDaniel, Yadee Mora, Melissa Neubert, CCUE, Elaine Partenheimer, Jennifer Pontius, Lisa Rodriguez, Terri Slater, Jose Vilches, Sheila Wanamaker

Sunshine State CU: Lana Dupont, Theron Gibson, Thomas Long

Tallahassee-Leon FCU: Kywana Sutton

Tyndall FCU: Janie Balthazar, Susan Hepner

UCF FCU: Eva Dvorecky, Sandra Wingenfeld

VyStar CU: Alan Baughman

MERIT CERTIFICATES:

Campus USA CU: Pamela Grimes, Mary Naramore

Florida Central CU: Julie Flatt, Connie Nastars

GTE FCU: Michael Johnston

NCSC FCU: Ruth Forst

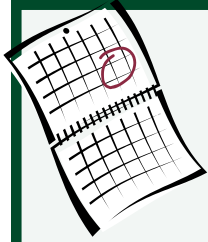
Power 1 CU: Kimberly Romanelli

Sarasota Coastal CU: Twila Eby

Suncoast Schools FCU: Charlotte Alvarez, Patti Berry

Sunshine State CU: Anna VanLandingham

VyStar CU: Brooke Cullen, Timothy Knapp, Christina Sarabia



FCUL Calendar of Events

October 2002

Date	Event
8-10	Collections and Bankruptcy Conference Orlando - Fee: \$475
17	International Credit Union Day
24-25	Marketing Conference Tampa - Fee: \$375

November 2002

Date	Event
5	Regional: IRA Essentials Workshop Orlando - Fee: \$160
6	IRA Advanced Workshop Orlando - Fee: \$195
7	IRA Essentials Workshop Tallahassee - Fee \$160
8	IRA Advanced Workshop Tallahassee - Fee \$195
12	FCUL Internet Distance Learning Web cast - Fee: \$149

CHAPTER MEETINGS

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

Broward Chapter October 17 • October 17
Central FL Chapter October 17 • November 21
Escambia Chapter October 14 • November 14
Gulf Coast Chapter October 17 • • November 14
North Central Chapter October 15
Northeast Florida Chapter October 17 • November 7 October 7 Golf Tournament
Pinellas Chapter October 14 Golf Tournament
Sara-Mana Chapter October 17 • December 12
Southernmost Chapter October 15 • November 19
Tallahassee Chapter November 13
Tampa Chapter October 8

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 amy.jowers@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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