



AMERICA'S  
CREDIT UNIONS™



**FCUL**

# Florida Credit Union News

A publication of the Florida Credit Union League

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## A Time to Treasure – FCUL's 69th Annual Convention and Exposition

**Credit Unions: An American Treasure** – the theme for the 69th Annual Florida Credit Union League Convention and Exposition, reflects how valuable the credit union has become and how important it is that we continue to increase that value by continually looking for the most cost-effective and innovative ways to offer our products and services to our present – and future – members while upholding the credit union philosophy of “people helping people.”

Whether you are a credit union CEO, Manager, Board Member, Volunteer, Vice President, Marketing Professional or Human Resource Specialist, there are sessions that will interest and benefit you – from marketing and branding strategies to effective leadership and communication. These are dynamic sessions to help you adapt to today's rapidly changing political, regulatory and workplace environment. They will motivate, inspire and challenge

you to make our credit unions even more valuable by forging ahead in the credit union movement, creating an enduring path to the future. Guests, too, will be able to participate in Education Day with special sessions offered specifically for them.

Meet your credit union friends at the social events on Wednesday in the Swing-the-Lead Golf Tournament, Thursday evening at the Swashbuckling Ball and Silent Auction and Friday at the Annual Dinner followed by magical entertainment. If you have questions, contact the League's Education Department at (800) 342-1266, ext. 1040. See you in Orlando!

**2003 FCUL  
Convention &  
Exposition  
Wednesday-  
Friday,  
May 28-30, 2003**

CREDIT UNIONS: AN AMERICAN

**TREASURE**



## Award Program Deadlines Extended

*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.

Originally due by April 18, the deadline for nominations for the Hall of Fame and Volunteer of the Year awards are now due to the League by April 25. 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 now due to the League by April 25, as well.

The Dora Maxwell award was established to encourage credit union and chapter involvement in community projects and activities. Community involvement can

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## Florida Credit Union League Board of Directors

**Laida Garcia, Chairman**

*District #5 Director  
Florida Central CU*

**Trudy Prince, CCUE, 1<sup>st</sup> Vice Chairman**

*District #4 Director  
Central Florida HealthCare FCU*

**Melba Jordan, CCUE, 2<sup>nd</sup> Vice Chairman**

*District #2 Director  
State Employees CU*

**Chris Brooks, Treasurer**

*At Large Director  
Monsanto Employees CU*

**John Hirabayashi, Secretary**

*At Large Director  
Educational Community CU*

**Charles Wesley Atkins**

*District #1 Director  
Bay CU*

**Jim Taylor**

*District #3 Director  
SCORE FCU*

**Thomas J. Shea**

*District #6 Director  
THE CU of Palm Beach County*

**Jace Reyes**

*District #7 Director  
Miami Postal Service CU*

**Tim Baldwin**

*At Large Director  
San Antonio Citizens FCU*

**Greg Blount**

*At Large Director  
Tropical Financial CU*

**Mary Wood, CCUE**

*At Large Director  
Florida West Coast CU*

**Carolyn Parslow**

*At Large Director  
Suncoast Schools FCU*

The *Florida Credit Union News* is a monthly publication of the Florida Credit Union League. For business information or subscriptions, write the Florida Credit Union League, call 800.342.1266, or e-mail amy.jowers@fcu.org.

**President:** Guy M. Hood

**VP of Communications:** Mark Ivester

**Managing Editor:** Amy Jowers

[www.fcu.org](http://www.fcu.org)

## And The Survey Says...

Recently, you received our annual survey in which we ask you to identify the critical issues facing your credit union. The questionnaire provided a list of 13 legislative and regulatory issues that could impact credit unions directly or indirectly during the next few years. You have been asked to rank-order the four issues that are the most important to you.

Last year, when you responded to this same survey, you stated that preserving the credit unions' tax-exempt status and bankruptcy reform as the two most important legislative/regulatory issues.

Next came relaxing field of membership restrictions and preserving the ability to share member data with your partners that help you provide service to your members. In fact, 68% of you ranked preserving the credit unions' tax exemption as your number one priority. A hefty 96% of you had the tax exemption in your top four issues. Bankruptcy reform was listed as a top four priority by 89% of all CEO's.

Four years ago, when we asked for your support on FCUL's dues, we pledged at that time that your League would listen to you, would fashion how it operates and design solutions to react to the needs expressed in your survey answers.

This survey is annually sent to all affiliated CEO's. We want to know what is important to you. What makes this survey an important tool is that your League's Board of Directors and management will fashion the League's strategic direction based on the results received.

You told us four years ago that you wanted FCUL to use your precious dues dollars to advance the issues that are important to you. Based on your input,

management and the Board allocate resources taking these issues to make certain we remain focused to our credit unions' input. Your survey answers translate to a solid blueprint that your elected Board of Directors can utilize to construct the first-class trade association you have asked for.

Answering the survey and giving us your opinions makes you a participant in the very decisions that you want to be a part of. Although the survey participation in past years has been rated as good, we would hope that even more of you would

make the decision to participate.

The Board and management of FCUL believe that your participation in the past has led to resource allocation that have helped FCUL achieve many impressive gains on your behalf. Your input has helped us to fashion a political advocacy program that is the envy of other Leagues around the country. A team has been created that helped FCUL persuade state officials to create the Bureau of Credit Unions, the first credit union regulatory body that puts credit unions on an equal footing with other financial institutions in Florida. We have also put in place efforts to combine and cooperate with other Leagues on projects ranging from compliance to products that can be used by your credit union.

All of this is possible because of your active and enthusiastic participation. We hope you will take the very few minutes needed to fill this survey out and making it a part of the collective voice from which we need to hear.



*Guy M. Hood  
President/CEO*

# Survey Shows Credit Unions Embracing Low, Moderate Income Areas

In just a little more than seven months, on average, credit unions expanding into underserved areas in 2001-02 are serving more than 600,000 members, made more than a quarter million loans totaling \$2.9 billion, and helped these members amass savings of \$2.1 billion, according to the results of CUNA's survey of credit unions on service to members of modest means.

According to the survey results, the 256 credit unions expanding into underserved areas

("expansion" CUs), under NCUA's streamlined process, added 470 such areas into their fields of membership. The average time it took these credit unions to add these groups was 7.3 months. Total potential membership was 22.5 million members, and 615,000 actually joined after just 7.3 months.

"Clearly, the survey results demonstrate credit unions are successfully embracing these underserved areas, into which they are making significant inroads," said CUNA President/CEO Dan Mica. "While we all realize we have a ways to go, nonetheless credit unions have assembled a solid foundation upon which to further build additional financial service to consumer/members of modest means."

The survey results further reveal that credit unions are active in offering services geared specifically to low- and moderate-income members (that is: low-income members are those with household incomes under \$20,000; moderate-income members are those with incomes between \$20,000 and \$40,000).

Among the 17 services are: check-cashing services for members (and non-members, in some cases), money orders, financial

counseling/debt counseling, risk-based lending, Christmas/holiday club accounts, and special home mortgage programs.

But credit union accessibility to low- and moderate-income members is probably most apparent in the small sizes of share certificates (CDs) and loans that credit unions make available to their members.

To open a CD, about one in every three credit unions requires only \$100 or less; two in every three requires only \$500 or less. On the loan side (excluding credit cards), more than one-third of credit unions will make loans as small as \$100 or less. About two-thirds will make loans of \$300 or less.

"This is precisely the type of service that low- to moderate income members need to begin their journey to financial prosperity," said CUNA Chief Economist Bill Hampel. "And credit unions seem to be offering this service with enthusiasm. The survey results show that many credit unions are actively working to serve their current members of modest means, and to persuade more potential such members to join the credit union."

The survey found that, on average, credit unions target 40 percent of their marketing

expenses to the low- to moderate-income market. In actively seeking these households into members, credit unions typically conduct up to 11 activities,

including: becoming members of local organizations that service this market; contributing financially or sponsoring community events in these areas; offering special product incentives (free checking, higher savings rates, etc.); advertising in low- to moderate-income areas (including in local newspapers and on billboards).

*"Clearly, the survey results demonstrate credit unions are successfully embracing these underserved areas, into which they are making significant inroads."*

**- Dan Mica  
CUNA President/CEO**

*"This is precisely the type of service that low- to moderate income members need to begin their journey to financial prosperity."*

**- Bill Hampel  
CUNA Chief Economist**

The survey found that 50 percent of credit unions perform at least one of these activities; about 33 percent do three or more.

Additionally, the survey found that expansion credit unions find that they are more successful in attracting low-income members from the underserved area than they are in attracting the higher-income ones.

"This outreach is so important for these credit unions," Hampel said. "For decades, most credit unions have been limited by occupational fields of membership to serving mainstream, large and mostly more stable employers. But in the very recent past, with the growing importance of community charters and more recently NCUA's 'Access Across America' program, credit unions now have a newly acquired ability to serve a more broad demographic. These survey results show credit unions are pursuing this opportunity."

## Credit Unions Help Make Miracles

FCUL strives to support charitable causes that have a direct impact on our community. In collaboration with Clarke American and local credit unions, we are pleased to support The Children's Miracle Network® through the new Children's Miracle Network (CMN) check.

CMN is an alliance of premier hospitals for children. Network hospitals help children that live in our area through treatment, research and prevention of conditions, diseases and injuries that affect them. For every Children's Miracle Network check order placed, Clarke American will donate \$2.50 to the CMN for distribution to the affiliated hospital in your area.

Order your checks today and help make miracles happen! For easy ordering, request product code WDCMN

## Sales and Service: Learn Group Dynamics



Liz Russell

The most important asset in making the transition to a sales and service culture are the credit union employees. Learning group dynamics and the way in which informal groups develop will help

in building a strong, supportive team. The diversity found within each team will dictate what types of motivators and rewards to use when implementing a cultural change. As a natural reaction to change, people have a tendency to form groups to offer support, gain a sense of belonging, reduce stress and provide some sort of identity. The wise manager will use this knowledge to help move the credit union ahead in its quest to become increasingly competitive. If employees are resisting all efforts to implement the changes, try digging a little deeper to find out

what norms have been established. Norms are often not consciously recognized by the group. Once negative norms are uncovered, doing away with them might just be a matter of recognizing these unspoken standards and suggesting ways to replace them. Studies have indicated that groups

have often shown a willingness to change after becoming aware of negative behavior patterns.

The most common concern I've heard voiced by managers regarding development of an incentive plan is how to be fair to the entire team, including the back office staff. The transition would be impossible without a strong service support system. Develop smaller teams within the credit union; then create a plan that has a blend of individual, team and credit union goals designed to motivate employees to include other team members in their suggestions to credit union

members. For example, a teller's incentive can be linked to how many transactions they processed as well as how many loans their team closed and how well the entire credit

union did during the quarter.

A typical incentive program pays a percentage of the base salary for certain goals that are met throughout the year. Bear in mind that you will be dealing with some very different personalities...from accountants to loan officers to tellers. "Money talks" but doesn't necessarily say the same thing to everyone. Employees will have different things that motivate and excite them. The challenge is to blend this diversity into a cohesive movement. One option is to develop short term programs within the larger incentive plan to provide recognition through praise, time off, tokens of gratitude, small bonuses, etc. This will help keep the system exciting and fresh while meeting the needs of a diverse workgroup.

Understanding group development while acknowledging and rewarding the differences that exist between the members of the team will go far in establishing a successful sales and service culture in your credit union.

FCUL is looking for a way to share what other credit unions have been doing. To accomplish this, we'd like to collect samples of incentive plans already being used to share with all credit unions. To do so, e-mail a Word document to [liz.russell@fcul.com](mailto:liz.russell@fcul.com) or fax a copy to 850.558.1143. If you have any questions, feel free to call Liz Russell at 866.834.4479, ext. 1142.

## Deadline Extended

*continued from page 1*

enhance your credit union's image and is a 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 Amy Jowers at the League at (800) 342-1266 or via e-mail at [amy.jowers@fcul.org](mailto:amy.jowers@fcul.org). Or, visit [www.fcul.org](http://www.fcul.org) and follow the "League Services/Communications" link for more information.

### VAP CERTIFICATES:

**Escambia County ECU:** Bessie Bradshaw  
**SunState FCU:** Jack Gamble  
**Tampa Bay FCU:** Betty Coleman, Cinda Huntley, Marcia Perga, Robert Seth

### STAR CERTIFICATES:

**Bay CU:** Jackie Lundy  
**Bay Pines FCU:** Mark Ballou, Elaine Mccall  
**Campus USA CU:** Tina Gehringer Minor, Pamela Grimes, Michelle Williams  
**Central CU of Florida:** Carol Meloy  
**Central Florida HealthCare FCU:** Rob Deptula, Petra Miskova, Iralda Shollar  
**Community Educators CU:** Susan Schoen, Christine Tindell Dawson  
**Florida Central CU:** Donna Haynes, Eleanor Maas  
**Eckerd CU:** Terry Gelvin, Kristy Godfrey  
**Escambia County ECU:** Cynthia Hutchens  
**Fairwinds CU:** Denise Hunstein, Maria Martin, Lourdes Morales  
**Florida Central CU:** Donna Haynes  
**GTE FCU:** Kristina Belkola, Nicole Bonnick, Karen Donovan, Lisette Gonzalez, Rodney Hicks, Jane Holderman, Deborah Larson, Susan Lowrance, Celeste Perkins, Lisa Reho, Mary Schmidt, Jennifer Trout, Heidi Whittington  
**Harvesters FCU:** Maria Morrison  
**Insight Financial CU:** Melinda Butler  
**MacDill FCU:** Maria Fanelli, Kathleen McMinn  
**Martin FCU:** Martha Londono, Cindi Steffens  
**Pen Air FCU:** Barbara Baxton, Cabrini Bowe, Melinda Cannon, Christine Crawford, Carol Cole, Doris Rogers  
**Pinellas County Teachers CU:** Julia Berry Smitten, Kathleen Chambron, Maria Cipich, Karie Cornell, Carolyn Gilmore, Cynthia Griffin, Katherine Odell, Julia Platz, Nancy Sanchez, Kay Washer, Lisa Weaver  
**Pen Air FCU:** Kristal Kelley, Tracie Stevens  
**Power 1 CU:** Rosemary Sarmiento  
**SunState FCU:** Jack Gamble  
**TMH FCU:** Lyndell Maxwell  
**Seminole County Teachers FCU:** Lynda Kavanaugh  
**Suncoast Schools FCU:** Michael Bassett, Kristy Broughton, Cynthia Brust, Jennifer Byrd, Stephanie Carbone, Sylvia Chapman, Kimberly Collins, Carmen Cruz, John Cunningham, April Flasher, Vanessa Fletcher, David Gonzalez, Michele Green, Dawn Harlan, Leah Kripas, Angela Morris, Winifred Muzzy, Melissa O'Neill, Kristen Novakoski, Alisha Pellegrini, Kimberly Pellegrini, Diane Perry, Nora Requena, Lisa Rodriguez, Donald Story, Veena Solanki, Christopher Townsend, Rebecca Vargas Boiter, Cheryl Ward, Amy Yates  
**Sunshine State CU:** Anna VanLandingham  
**Tyndall FCU:** Keely Fitzgerald, Annette Gapetz, Donna Green  
**UCF FCU:** Gail Meyers  
**VyStar CU:** Marie Hemans

### MERIT CERTIFICATES:

**Bay Pines FCU:** Valerie Mahr  
**Campus USA CU:** Pamela Grimes  
**Educational Community CU:** Renee Stevenson  
**Florida Central CU:** Eleanor Maas  
**Florida Telco CU:** Sherry Burnett  
**GTE FCU:** Susan Lowrance, Michael Johnston  
**Pen Air FCU:** Kristal Kelley  
**Suncoast Schools FCU:** Amy Yates  
**VyStar CU:** Cindy Durrance, Lawanda Honkanen, Wendy Stevenson, Gary Williams



## Regulatory Update

**B**ill 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 ext. 1028, FAX to 850.558.1029 or e-mail [billb@fcu.org](mailto:billb@fcu.org).

### HMDA Exemption Threshold

Credit unions and other depository institutions with assets of \$32 million or less at year's end are exempt from Home Mortgage Disclosure Act (HMDA) data collection in 2003, the Federal Reserve Board announced.

The Fed sets an asset-size exemption threshold for depository institutions under Regulation C (Home Mortgage Disclosure) each year. The Fed calculates the exemption using the annual percentage change over 12 months in the Consumer Price Index for Urban Wage Earners and Clerical Workers.

Based on that calculation, the Fed is keeping the asset exemption threshold at \$32 million in 2003. It takes effect Jan 1. The Fed notes that an institution's exemption in 2003 does not affect its responsibility to report the data it was required to collect in 2002.

### Tax Exemption

State and federally chartered credit unions sending representatives to conventions or conferences in Florida, may qualify for an exemption from the Florida sales and use tax by submitting a copy of their charter along with an application form. No fee is required. The Orlando World Center Marriott will grant a tax exemption only to credit unions with a Consumer's Certificate of Exemption. Application forms and information may be downloaded from [www.myflorida.com/dor](http://www.myflorida.com/dor), or forms can be faxed by calling 800.520.7899 and asking for document No. 4300. It may take up to six weeks to receive a certificate.

### PATRIOT Act Information Sharing Regulation

The Financial Crimes Enforcement Network (FinCEN) said it will be reinstating its regulation the week of Feb. 17 to

authorize law enforcement to communicate with financial institutions about suspected money launderers and terrorists, and that allows financial institutions to communicate about this among each other.

"CUNA and others had the chance to work with the agencies in providing input on the revised guidance, which we feel is a vast improvement over the original guidance from FinCEN," says Mary Dunn, CUNA's associate general counsel and senior vice president for regulatory advocacy.

Late last year, FinCEN and other federal regulators suspended the original regulation implementing Section 314(a) of the USA PATRIOT Act on Nov. 26.

During the moratorium, FinCEN worked with law enforcement and other regulatory agencies to improve the logistics of the 314(a) information sharing process and to develop further guidance. Significant changes to the regulation include:

- 314(a) requests from FinCEN will be batched and issued every two weeks, unless otherwise indicated in the request;
- After reviewing a 314(a) request, financial institutions will have two weeks, rather than one week, to complete their searches and respond with any matches;
- Searches will be limited to specific records and, unless otherwise noted, will be a one-time search; and
- If a financial institution identifies a match for a named subject, the institution need only respond to FinCEN that it has a match and provide point-of-contact information for the requested law enforcement agency to follow up directly with the institution.

FinCEN published general instructions for responding to FinCEN requests and frequently asked questions (FAQs) concerning the revised 314(a) process on

its Web site.

### Charge-off Guidance

Where should credit unions start? "In one word, 'documentation,'" advises CUNA Accounting Task Force Chairman Scott M. Waite.

Each credit union's board of directors should "adopt a policy that clearly articulates the criteria that are used to identify credit risk," explains Waite, senior vice president and chief financial officer of Patelco CU in San Francisco. "Management should also remember that they are on a mission here to search for loan impairment, which can and does change from month to month. Therefore their policies need to allow for a comprehensive review process."

NCUA's guidance offers 10 instances of loans that should be charged off. Just a couple of examples:

- A delinquent loan in the hands of an attorney or a collection agency (unless there are "extenuating circumstances" that give the credit union an indication the loan will be paid off);
- A non-performing loan more than six months past due without payment of at least 75% of a regular monthly installment within the last 90 days. NCUA notes that on non-performing loans, transfers from shares and proceeds from collateral sales generally may not be counted as "payments."

"It's important to note that NCUA's guidance here is not a substitute for Generally Accepted Accounting Principles (GAAP)," reminds Waite, who also chairs the CUNA CFO Council and serves on the Financial Accounting Standards Board (FASB) Advisory Council. "NCUA's intent is to supplement GAAP and Allowance for Loan and Lease Losses (ALLL) requirements by providing direction as to what should be addressed in the charge-off policy."



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

## Central Florida Postal CU's CEO Retires



John Blount

After 10 years at the Central Florida Postal Credit Union, President and CEO John Blount has retired. William Kennedy is now President/CEO at the credit union.

When Blount first started at the credit union, only loans and regular savings accounts were offered. Now, it has expanded to become a full service credit union offering almost every product or service that a bank can, but doing it better and at less cost to the members. Blount credits his "crew" for the credit union's success as well. Blount says with their devotion to "be the best we can be," they were very competent and capable, providing quality service to all members.

Although retired, Blount is a consultant with the credit union until the end of April and will continue to be a part of the credit union by becoming a volunteer on the credit union's board of directors.

*We wish you the best...you will be missed!*

## GTE FCU Elects/Appoints

Thomas V. Quayle was elected Chairman of GTE Federal Credit Union's board of directors in February. Quayle has served on the board since 1990 and has been a member of the credit union since 1980.

Chip Coberly and Brad Hines were appointed to the credit union's Supervisory Committee. Coberly is in the Club Relations area of AAA Corporate and Hines is a partner with the law firm Crawford, Owens & Hines.

## From Teller to President...

Larry Tobin, twenty-two year credit union veteran, has been named President and Chief Executive Officer of **FAIRWINDS Credit Union** in Orlando effective July 1, 2003.

Tobin began his career at **FAIRWINDS** as a part-time teller quickly working his way up through virtually every area of the credit union. "Credit unions are different," says Tobin. "They're about 'People Helping People.' Sharing the credit union difference is one of the most important ways **FAIRWINDS** can reach out to the Central Florida community."

"I plan to keep [the credit union] on the cutting edge of technology while continuing to offer members complete financial

solutions from one trusted source," says Tobin. "However, even with these great services the number one reason members stay with **FAIRWINDS** is because of the high level of personalized member service and dedication to member financial education. It's the combination of these qualities that foster the type of trust and loyalty members have with **FAIRWINDS** Credit Union."

"At **FAIRWINDS**, community support and financial education is not just part of our marketing plan, but rather the overall structure of how credit unions were formed," says Tobin.

## Getting Involved...in the Community

Florida State University's Panama City campus preview of 7 Days of Opening Nights was hosted by T.K. and Mrs. Ginger Wetherell, The Honorable Alan Bense and Mrs. Tonie Bense, and The Seven Days of Opening Nights Executive Committee. Local community members were invited to the home of Representative Bense. Jennifer Hall of Panhandle Educators FCU and Grace Potter Freni of the FCUL attended the celebration.



(L to R) Grace Potter Freni, FCUL; Rep. Alan Bense; and Jennifer Hall, Panhandle Educators FCU

## Pen Air Federal Credit Union Hosts Successful Charity Golf Tournament

**Pen Air Federal Credit Union** hosted its third annual charity golf tournament at the A.C. Read Golf Club at NAS-Pensacola to benefit the Navy-Marine Corps Relief Society. The event was a huge success with the course filled with the maximum allowed number of golfers. Prizes donated from sponsors included \$300 cash for closest to pin, golf bags, golf equipment, and a hole-in-one new vehicle from Sandy Sansing. Special thanks goes to Lt. Daryl Pierce and Captain Keely of NATTC for their support in this year's tournament. Pen Air Federal Credit Union is proud to announce that

\$20,000 was raised for the Navy-Marine Corps Relief Society.



(L to R) Capt. Pruitt, John Ochs (Pen Air FCU Exec. VP), Nina Lohr Valdez (Director of the NMCRS), Lt. Daryl Pierce (NATTC), Captain Keely (NATTC), and John Davis (Pen Air FCU President/CEO)

# Credit Unions Give a Big Helping Hand to CMN

## JAX FCU Donates \$14,175 to Local CMN Outreach

After more than a year of hard work, the efforts of **JAX Federal Credit Union** associates recently paid off for hospitalized children in the Jacksonville area when the credit union presented a \$14,175 check to the CMN of Northeast Florida and Southeast Georgia.

“At JAX FCU, we strongly believe in ‘people helping people’ and our associates are encouraged to do their part to help those who are less fortunate by becoming involved in community service,” said Gerri Sesson, CCUE, JAX FCU President.



Representatives of JAX FCU present \$14,175 to the Children's Miracle Network.

## Escambia Chapter Presents \$17,000 to CMN

The **Escambia Chapter** of the FCUL proudly presented Sacred Heart Foundation with a check for \$17,000 to be used for the Children's Miracle Network. The \$17,000 was raised collectively by the Escambia Chapter Credit Unions through the sales of Christmas Cards, Patriotic License plates, CMN pins, candy, and donation boxes.



Representatives from the Escambia Chapter present \$17,000 to the Children's Miracle Network.

## Pen Air Federal Credit Union Presents \$5,000 to CMN

**Pen Air Federal Credit Union** proudly presented Sacred Heart Foundation with a check for \$5,000 for the Children's Miracle Network. The \$5,000 was raised from Pen Air FCU's foreign ATM fees.



John Davis, Pen Air FCU CEO/President presents \$5,000 check to CMN.

## Thank you for what YOU do!

**Florida DOT District 3 CU** is showing its support of our troops and their families during this trying time. The credit union is doing all it can do for its members that have been called to active duty. It is helping and supporting troops on active duty in such ways as freezing finance charges and not requiring any payments on credit union loans for one full year, even if they come back before the year is up! In addition, the member and/or his/her spouse will be allowed to use their Visa credit card up to its limit.

**Monsanto Employees Credit Union** held its 50th Annual Membership Meeting in March at the Pensacola Fairgrounds, with more than 720 in attendance. A “reflections” video was shown covering the credit union's past 50 years of service

Three positions to the board of directors were selected at the meeting, as well. They are Vance Bateman, Gerald Eady and Nelson Whaley.



**Farmers Federal Credit Union** has a new Chairman of the Board. David Anderson has been a life-long member of the credit union and has served as a volunteer there for the last 25 years.

“Through teamwork and doing what is right, we can make a positive difference for our community,” said Anderson.

**VyStar Credit Union** received approval from the State of Florida's Department of Financial Services to expand their field of membership to all individuals who live or work in Alachua, Bradford, Flagler and Putnam counties as well as their immediate family members. The credit union now serves nine counties in Northeast Florida.

“This expansion is part of VyStar's vision to offer the credit union advantage to all eligible consumers,” said Terry West, President/CEO of VyStar.

## Tyndall FCU Opens New Branch

FCUL Executive Vice President Aletta Shutes attended a ribbon cutting for the grand opening of **Tyndall Federal Credit Union's** new branch located in Marianna. Also present were Miss, Junior Miss and Little Miss Marianna, along with Tyndall's Chairman of the Board Joseph Manning and President/CEO Janet Turbeville.



TFCU Chairman of the Board Joseph Manning and TFCU President/CEO Janet Turbeville cut the ribbon.

## Credit Union Political Action CUPAC Chapter Awards Recognition Program



Aletta Shutes,  
Executive VP,  
FCUL

For many years, the competition to be the CUPAC Chapter of the Year was based solely on dollars raised for CUPAC. Whether it was individual contributions, credit union corporate contributions or Chapter fundraisers didn't make a difference; it was all about total dollars. But because new CUPAC programs such as Project Fair Share and Deduct-A-Buck have been initiated, the League recognized Chapters need to be spotlighted based on a number of factors.

After much consideration, the League is pleased to introduce the new and improved CUPAC Chapter Awards Recognition Program.

### Top Fundraising Chapter

This award will be given to the Chapter that contributes the most money to CUPAC from the proceeds of all its Chapter-sponsored events such as golf tournaments, cookbook sales, candy sales, etc.

### Leadership Chapter Award

This award will be given to the Chapter that has the most money given to CUPAC based on the **combined amounts** given by the individual credit unions within the Chapter. These contributions may be made through the Project Fair Share program, Deduct-A-Buck, personal contributions from staff and/or volunteers, corporate contributions, etc.

### Honor Roll Chapter

This designation will be given to Chapters in which **every** credit union in the Chapter makes a contribution to CUPAC. These contributions may be made through the Project Fair Share program, Deduct-A-Buck, personal contributions from staff and/or volunteers, corporate contributions, etc.

We hope this new system of recognition will re-ignite the good, clean competitive spirit of the Chapter competition. This new program promotes fundraising, and with the Honor Roll designation, ensures every Chapter can be recognized.



## 2003 CUNA GAC: A Success

The 2003 CUNA Government Affairs Conference saw more than 90 representatives from Florida's credit unions visiting the nation's capital to attend informative sessions, visit Capitol Hill and dine with their congressional delegation. The Florida Credit Union League's Governmental Affairs staff, consisting of Guy Hood, Aletta Shutes, Mark Landreth, Grace Potter Freni and Mark Ivester coordinated five days of meetings, dinners, receptions and awards ceremonies for those volunteers and staff from Florida's credit unions that made the trip to Washington, D.C. In those five days, 24 of 25 Florida congressional offices were visited and many of the participants were able to sit down and dine in a quiet atmosphere with a number of congressmen.

The group from Monsanto Employees CU had dinner with U.S. Rep. Jeff Miller (R-1), while a group from three credit unions in Tallahassee – SCORE FCU, Florida

Commerce CU and Florida State University CU –dined with U.S. Rep. Allen Boyd (D-2). A large group from the Orlando area dined with U.S. Rep. John Mica (R-7). By being creative with schedules, the credit unions from the Orlando and Palm Beach areas were able to meet with U.S. Rep. Mark Foley (R-16) and U.S. Rep. Tom Feeney (R-24) for a late afternoon reception at a facility near Capitol Hill.

The last day of the GAC, Ann Strickland and Stanley Gold, representing Miami Postal Service CU, had dinner with freshman U.S. Rep. Kendrick Meek (D-17). Across town, a mix of credit union representatives dined with U.S. Rep. Katherine Harris (R-13).

The 2003 GAC was very successful, from the Hill visits and dinners to the hospitality suite hosted by the FCUL Service Group and HRx. Mark your calendars for the 2004 event which will be February 22-25.



*U. S. Rep. Ric Keller (R-8) meets with several members of his delegation from the Orlando area.*

## GAC Snapshots



*The credit union representatives from the Tallahassee area dined with U.S. Rep. Allen Boyd (D-2) and presented him with a CULAC check.*



*The Jacksonville credit unions attended a fundraiser/lunch for U.S. Rep. Corrine Brown (D-3). They were honored to have her sit at their table for the lunch.*



*Ed Baranowski, President/CEO of Fairwinds CU, presents Guy Hood and Aletta Shutes an \$8,000 corporate CUPAC check while in Washington, D.C. at the GAC.*



*Several credit unions with members in U.S. Rep. Katherine Harris's congressional district met with her at the GAC.*



*Stanley Gold and Ann Strickland, Miami Postal Service CU, present freshman U. S. Rep. Kendrick Meek (D-17) with a CULAC check after a productive dinner at the GAC.*



*Aletta Shutes, EVP of the FCUL, presents U.S. Rep. Jeff Miller (R-1) with a CULAC check at a dinner with representatives from Monsanto Employees CU.*



*Stanley Gold and Ann Strickland, representing Miami Postal Service CU, present U. S. Rep. Ileana Ros-Lehtinen with an FCUL scarf.*



*Rich Helber with GTEFCU meets with U.S. Rep. Michael Bilirakis (R-9)*

*continued on page 13*

# 64th Annual Convention

## Convention Schedule

### Wednesday, May 28

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 – Federal Regulatory Update  
Session 2 – State Regulatory Update  
1 - 3 p.m. – Governmental Affairs Luncheon  
3:15 - 4:15 p.m. – Credit Union Directors' Institute  
Session 1 – Asset/Liability Mgmt. for Directors (V415M)  
Session 2 – Maximizing Board Performance (V702M)  
Session 3 – Intro. to Mortgage Lending (V600M)  
3:15 - 4:15 p.m. – Concurrent Education Sessions  
Session 1 – Marketing for Small Credit Unions – Learning to Survive and Thrive  
Session 2 – Preventing Mutiny and Increasing the Bounty  
Session 3 – Children's Miracle Network  
Session 4 – Credit Union & Chapters: Successful Fundraising/How to Get Politically Involved  
3:30 - 4:30 p.m. – Expo Preview (*Invitation only*)  
4:30 - 4:45 p.m. – Volunteer Reception  
4:30 - 6 p.m. – Opening Reception and Exhibits  
6 - 7 p.m. – CUPAC Reception (*Invitation Only*)

### Thursday, May 29

7:15 a.m. – CUES Breakfast  
8 a.m. - 2:30 p.m. – Convention Registration  
8:30 - 9:30 a.m. – General Session  
9:30 - 10 a.m. – Awards Presentations  
10:15 - 11:45 a.m. – Concurrent Education Sessions  
Session 1 – Enhancing Credit Union Image and Awareness – A Cooperative Approach  
Session 2 – Red, White, Blue & You – A Call for Leaders  
Session 3 – 90-Minute Technology  
Session 4 – In the Face of Change: Laughing, Crying and Finally Thriving  
Session 5 – Got Brand? Successful CU Branding Strategies  
Session 6 – The Internal Auditor as an Internal Consultant  
Session 7 – Your Members are Controlling Your Business  
**Guest Session:** Estate Planning  
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 – Thinking of a Name Change & Identity Transition?  
Session 2 – Born to Soar  
Session 3 – 90-Minute Technology  
Session 4 – Becoming a Great Communicator  
Session 5 – Marketing Across the Generations  
Session 6 – The Ever-Changing Economic Environment  
Session 7 – The Fired-Up Workplace  
**Guest Session:** Who Wants to Be a Millionaire?  
3:30 - 4:30 p.m. – Closing General Session  
4:30 - 6 p.m. – Exhibits Open  
5:30 - 6:30 p.m. – CCUE Reception  
8 - 11 p.m. – The Swashbuckling Ball (Silent Auction, Live Entertainment and Dessert)

### Friday, May 30

8 - 9 a.m. – Delegate Registration  
9 a.m. - 12 p.m. – Annual Business Meeting

## CREDIT UNIONS: AN AMERICAN TREASURE



### Opening Speaker

*Zig Ziglar, Author/Speaker/Chairman of the Board Ziglar Training Systems*  
*"Success Is Our Choice – Make It A Balanced Success"*



Mr. Ziglar is a talented author and speaker and has an appeal that transcends barriers of age, culture and occupation. Since 1970, he has traveled more than five million miles around the world delivering powerful life improvement messages, cultivating the energy of change. His corporation is built upon the same philosophy he expounds to his audiences—hard work, common sense, fairness, commitment and integrity. In addition, Mr. Ziglar has written 17 celebrated books on personal growth, leadership, sales, faith, family and success.

### Red, White, Blue & You – A Call for Leaders

*Byrd Baggett, Nationally Recognized Author & Professional Speaker*  
*Byrd's Wyrds*



Blending humor and memorable stories drawn from his two careers with Fortune 500 companies and his successful athletic experience at The University of Texas, his leadership insights take performance to the next level! Topics include:

- Organizational Health Rating.
- Three questions to determine a team's performance potential.
- The "Four Way Test" for leaders – If you pass, your team wins.
- The single most important responsibility of a leader.
- Three greatest obstacles to leadership effectiveness.

### Enhancing Credit Union Image and Awareness – A Cooperative Approach

*Teresa Freeborn, Senior Vice President, Marketing and Communications*  
*Kinecta Federal Credit Union*



A group of credit unions in the Los Angeles area formed an ad-hoc committee to address a proposed initiative for a system-wide cooperative advertising program designed to enhance the image and awareness of California's credit unions. Teresa Freeborn, **CUES 2002 Marketer of the Year**, will talk about how this transpired; what worked and what didn't work on this journey; and share some top-line tracking results regarding the success of the program thus far.

### Your Members are Controlling Your Business

*Jeff Rendel, President*  
*Rendel Holdings*



The tide has turned and your members are in control of your business. Their demands and changing needs will determine the way your business designs and delivers products and services. This session will show you how to hang on in this new way of doing business. Learn about the steps you must take to keep your head above the water, such as: listen to and watch the changing needs of your members; refuse anything short of loyalty with your existing and future member base; give your members what they want, not what you think they want; and make every member's experience with your business a great one.

## Becoming a Great Communicator

Linda Cirulli-Burton, M.S., APR,  
President, Linda Talks



Everyone has to sell something sometime, including themselves, their ideas, services, products, benefits, rules or regulations. This program discusses the importance of the "first brain" and factors that contribute to "likeability." It also takes a fresh look at the classic Moravian communication study thinking and effective, persuasive tools. This program makes a compelling argument that each of us is truly a public speaker!

## The Ever-Changing Economic Environment

James N. Augustine, Jr.,  
Director of the Institutional Sales Group,  
Morgan Keegan & Company



A series of exogenous events and limited inflation have driven US interest rates to 40-year lows. This discussion will review the major economic events in the recent past and the major economic events of this year. We'll review the impact of these events on interest rates and, in turn, institutional fixed income portfolio management. Special consideration will be given to the asymmetrical risk of rising interest rates.

## Marketing Across the Generations

Mark Arnold, CCUE, Senior Vice  
President of Technology,  
Employee & Member Development  
Neighborhood Credit Union



Rotary phones. Touch-tone phones. Cell phones. Each generation identifies itself with unique cultural images. Consumers active in today's marketplace can also be divided into three distinct groups: Matures, Baby Boomers

and Xers. Your willingness and adaptability as an aggressive marketer will determine how successful you are in reaching and bridging these critical age ranges. This session will cover:

- An overview of Matures, Baby Boomers and Generation X.
- Practical ways credit unions can market to each generation.
- Financial products each generation finds appealing.

## Closing Speaker

Thomas Glatt, Sr., President  
Counter Intelligence Associates  
"It Ain't Never Gonna Be 1960 Again"



"We had a great credit union in 1960." We knew all our members by name!" Members could spend as much time with the tellers as they wanted. The credit union was thought of as an employee benefit over at the sponsor." The credit union environment is changing, and in the long run, it doesn't matter what you did to be successful yesterday, it only matters what you will be doing to be successful tomorrow. The credit union member is changing, staff members are changing, the regulatory climate is changing and technology is changing. It's only natural that the strategies we employ to ensure success in the future change too, because it ain't never gonna be 1960 again.

## Equipment Donation

The following items are up for donation by SunState Federal Credit Union.

- Bell&Howell File Master  
Model # Micro-Auto 16  
Series 515A  
*(Item is used for taking picture of documents and placing it on roll film.)*
- Bell&Howell Automaster III  
Model # ABR-415E Auto mag  
Series 1504A  
*(Cuts and inserts roll film in micro fiche jackets.)*
- Bell&Howell ABR 2000  
Model ABR 2000  
With roll film attachment  
*(Reads and prints on a roll and reads cut micro fiche.)*
- Bell&Howell Micro fiche readers  
Model SR VIII

If you are interested in any of these items, please contact Ren'e Gauthier with SunState FCU.

Phone number: 352.381.5216;  
Cell #: 352.317.7751  
E-Mail [rene@sunstatefcu.org](mailto:rene@sunstatefcu.org)

## How to Register

We've made registering as 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. You may also register online at [www.fcsl.org](http://www.fcsl.org). **To pre-register, send your registration to the Education Department by May 14, 2003.** 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 on-site.

If you have any questions, call the Education Department at 800.342.1266, ext. 1040 or 850.576.8171 or e-mail [info@fcsl.org](mailto:info@fcsl.org).

# Convention Highlights



## Swing-the-lead Golf Tournament

Wednesday, May 28 6:45 a.m.

Play with credit union professionals in the 69th Annual CUPAC Golf Tournament benefiting CUPAC. Prizes will be awarded to the winning teams, closest-to-the pin and longest drive. Make a hole-in-one and you could win \$10,000, donated by CUNA Mutual Group. A maximum of 144 players can participate in the tournament, so be sure to register early.

## Governmental Affairs Luncheon

Wednesday, May 28, 1 p.m.- 3 p.m.

This will be a grand affair with **Lt. Gov. Toni Jennings as keynote speaker.** CUPAC awards will be presented at the luncheon. With the luncheon starting at 1 p.m., there will be plenty of time for golfers to attend.

## Directors' Institute

Wednesday, May 28, 3:15 p.m. - 4:15 p.m.

The Directors' Institute offers volunteers educational opportunities specifically geared toward the tasks they face while on credit union boards of directors. This institute will meet the educational needs of both new and experienced volunteers by presenting modules from the Volunteer Achievement Program (VAP). This is an ideal opportunity for new directors to start the volunteer certification program and for more experienced directors to continue their credit union education.

## CUPAC Reception

Wednesday, May 28, 6 p.m. - 7 p.m.

Capital Club and Ambassador Club Members are invited to attend.

## FCUL Exposition

Wednesday, May 28, 4:30 p.m. - 6 p.m.

Thursday, May 29, 11:30 p.m. - 1:30 p.m., 4:30 p.m. - 6 p.m.

The 2003 Expo will feature more than 120 companies offering products and services for your credit union to help serve your members better.

## The Swashbuckling Ball & Silent Auction

Thursday, May 28, 8 p.m. - 11 p.m.

Ahoy, Matey! It'll be a pirate's life for you when you come aboard and join us for the Swashbuckling Ball and the Silent Auction. Don your best pirate garb and mingle with



The Big Idea

your mates and meet some new ones! Join the FCUL crew for a night of eating, dancing and treasure hunting. *The Big Idea* will be the entertainment – covering every type of musical style and genre, from jazz and pop standards of the '30s and '40s, Rock-n-Roll of the '50s and '60s, Disco of the '70s, quirky dance music of the '80s to today's current top 40.

## Annual Business Meeting

Friday, May 29, 9 a.m. - Noon

Arrive at the meeting early and watch for your member friends in the picture show prior to the start of the business meeting. Learn about the activities of the past year and exercise your right to vote at the Florida Credit Union League's 69th Annual Business Meeting.

## Annual Dinner & Entertainment

Friday, May 30, 6 p.m.

The League's annual dinner and entertainment showcase is an excellent way to end the 2003 Convention festivities. The installation of the Board of Directors officers will begin at 6:30 p.m.,



John Ekin

immediately followed by dinner and the after dinner entertainment. For after dinner entertainment, John Ekin, in great demand with many of the world's leading corporations, will bring smiles to our faces with his special brand of comical magic. Mix inspiring and eye-popping magical effects with sophisticated humor, toss in loads of audience participation, and you've got the recipe for a surefire evening of first-class entertainment.

### EDUCATION TRACK SUGGESTED GUIDELINE

EDUCATION TRACKS	WEDNESDAY 3:15 p.m.	THURSDAY 10:15 a.m.	THURSDAY 1:45 p.m.
<b>CEOs</b>	Federal and State Regulatory Updates	Red, White, Blue & You – A Call for Leaders	Born to Soar
<b>VOLUNTEERS</b>	Directors' Institute	90-Minute Technology	Thinking of a Name Change & Identity Transition?
<b>OPERATIONS</b>	Credit Unions & Chapters: Successful Fundraising/How to get Politically Involved	The Internal Auditor as an Internal Consultant	90-Minute Technology
<b>MARKETING</b>	Children's Miracle Network	Enhancing Credit Union Image and Awareness	Marketing Across the Generations
<b>HUMAN RESOURCES</b>	Preventing Mutiny & Increasing the Bounty	In the Face of Change: Laughing, Crying & Finally Thriving	The Fired-Up Workplace



*FCUL Vice President Aletta Shutes, and FCUL President Guy Hood accept a CUPAC contribution from Sarah Hamby (center), Central Florida Chapter representative.*

**More  
Snapshots  
from  
GAC...  
2003  
OUR VISION  
OUR VOICE**



*U. S. Rep. Mark Foley visits with Stephen Graham of Central FL Healthcare FCU and Norman Walker of Gold Coast FCU.*



*Dan Mica (left) and FCUL President Guy Hood with Dora Maxwell winner, Ramona Gonzalez.*



*U.S. Rep. Clay Shaw (R-22) meets with the delegation from Tropical Financial CU, American Airlines EFCU and the League.*



*U.S. Rep. Tom Feeney (R-24) addresses the group attending a reception of credit union leaders from his Congressional District.*



*Tom Embree of Fairwinds Credit Union and Aletta Shutes from the League are part of a group from the Orlando area that had dinner with U.S. Rep. John Mica (R-7) and his wife.*



*U.S. Sen. Bill Nelson stopped in for a photo during a meeting with his banking staff director Kimberly Warden with Florida's delegation.*



*Rob Delany, Pres./ CEO of Gold Coast FCU, and Marvin Garland, COO of the FCUL Service Group, take part in the Florida GAC attendees networking opportunity at the FCUL hospitality suite sponsored by HRx.*

# Florida Credit Union Shared Services, Inc. Pays Dividend to Credit Union Shareholders

The Florida Credit Union Shared Services, Inc. Board of Directors approved a plan to return a portion of invested capital to its shareholders of record as of January 1, 2003. This amount included a capital return of more than \$1 million, and dividends totaling \$365,237. In addition, the company paid \$277,468 in patronage rebates to participating credit union issuers and acquirers based on transaction volumes.

According to Chairman Mark LeCain, "This is the fourth year Florida Credit Union Shared Services has paid a dividend to our shareholders and the third year we have paid rebates to our Florida participating credit unions."

Florida Credit Union Shared Services, Inc. continued a steady progression in building the shared services network.

Florida participants experienced continued growth in transaction volumes, completing more than 5 million member transactions at its 89 outlets during 2002. This represents an overall 10 percent increase in transactions conducted at Florida service centers and an increase of 17 percent in transactions processed for members at shared service facilities across the country. Reasons for this accomplishment include the increase in both the number of outlets and the number of participating credit unions.

As Florida Credit Union Shared Services continues to mature, the company has evolved into a network switch with the goal of building a network of shared service facilities across Florida and supporting other national networks. Across the nation, there are 979 locations

in 37 states and 5 international locations. There are 826 credit unions currently participating in shared services.

LeCain adds, "Our vision remains clear: A world where every credit union member is welcomed and served at every credit union facility, everywhere. The Florida network will remain a leader in making this vision a reality."

For additional information, please contact Nancy Dalton, President/CEO (904) 731-8133, [ndalton@worldnet.att.net](mailto:ndalton@worldnet.att.net).



## ATTENTION... ATTENTION! FIRST CALL FOR THE...

### 2003 Coastal Supervisory Committee/Internal Auditor Conference

#### Program Content

- New Supervisory Committee Orientation
- NCUA Issues and Answers - Dialogue with the Regulators
- Allowance for Loan and Lease Losses - Calculations and Methodology
- Understanding Financial Statements: What Supervisory Committee Members Should Know
- Credit Union Fraud: Prevention, Detection and Ethics
- Developing Your Internal Auditing Work Plan - How to Organize and Implement
- Internal Auditors-Maintaining Independence and Professional Distance
- Compliance Issues and Updates - What You Should Know
- Board and Supervisory Committee Governance Issues
- Monitoring Your Information Security Programs
- Risk, Interest Rates, and Capital-ALM for Supervisory Committee and Internal Auditors

*Jointly sponsored by the:  
Florida, Georgia, North Carolina and  
South Carolina  
Credit Union Leagues*

#### Hotel Information

Get a jump start on making preparations to attend. We are anticipating a big crowd for this year's event so be sure to make your hotel reservations as soon as possible.

**Hotel:** The Hyatt Regency

**Central Reservation phone number:** 800.233.1234

**Room rate:** \$139 per night, single/double

**Valet parking:** \$12 per day

**June 26-28, 2003  
Hyatt Regency Hotel  
Savannah, Georgia**

Make plans now to attend an outstanding educational opportunity for **Supervisory Committee** members. Details are being finalized for a program that has been broadened to also include programming for **Internal Auditors**. You will gain valuable knowledge and information to assist in meeting the responsibilities of your position in protecting the safety and soundness of your credit union.

*Be sure to indicate you are with the Coastal Supervisory Committee/Internal Auditors Conference room block.*

Be looking for additional program information coming your way on a weekly basis with the registration brochure arriving by the end of April.

## Florida's Credit Unions Join State in Anti-predatory Lending Education Campaign

The Florida Credit Union League has joined with Florida's Chief Financial Officer, consumer groups and other financial services providers in kicking off a statewide campaign to educate and warn the public about predatory lending practices. At a news conference Tom Gallagher, Florida's Chief Financial Officer; Ray Cromer, President/CEO of Tallahassee's Envision Credit Union and representatives from the American Association of Retired Persons, the Florida Bankers Association, the Florida Association of Mortgage Brokers, the Florida Financial Services Association and several members of the Florida Legislature outlined the new education campaign and steps being taken to educate the public.

"Predatory lenders offer easy access to money but leave consumers vulnerable to inflated interest rates, exorbitant fees and harassing collection tactics," said Gallagher, agency head of the Florida Department of Financial Services. "We are urging consumers to beware of high-pressure sales tactics and to carefully consider costs and repayment terms before taking out a loan."

Last year, state lawmakers passed the Florida Fair Lending Act, which aimed at cracking down on predatory lenders. The new law requires lenders to disclose certain facts prior to closing a loan and prohibits deceptive loan tactics, including:

- Extending credit regardless of a borrower's ability to pay,
- Calling a loan due even though the borrower has complied with the terms of the loan,
- Refinancing a loan during the first 18 months unless there is a benefit to the borrower,

- Charging pre-payment penalties for longer than three years,
- Increasing interest on loans going into default, and
- Balloon payments on loans that mature in less than 10 years.



Tom Gallagher and Ray Cromer, CEO, Envision CU

The Florida Credit Union League worked with all the groups at the news conference in pushing for passage of last year's law.

Ray Cromer, President/CEO of Envision Credit Union, represented the League at the news conference. Cromer said that credit unions were ready to join in educating the public about deceptive and predatory lending.

"Credit unions originally were formed to fight unfair lending practices," said Cromer. "It is only fitting that we continue the fight and join with CFO Gallagher in his campaign to educate the public."

As part of the public education campaign, public service announcements for both radio and television have been developed and will begin airing on March 15. Public forums will also be held in several cities over the next two months, including Fort Lauderdale, Jacksonville, and the Tampa Bay area.

## Community Investment Fund Continues to Grow

The Community Investment Fund (CIF) continues to grow. At the end of



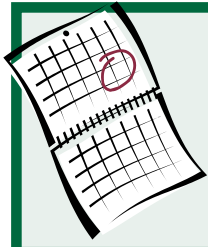
Connie Stoutamire

2002 the funds balance was \$153 million. Proceeds from \$103 million of the CIF are designated for the Ed Callahan Fund, established in October in honor of Ed Callahan's retirement from San Francisco-based Patelco CU. Proceeds from the fund, established in Callahan's honor, will support Foundation grant-making in the area of cooperative development and financial literacy.

States with participating credit unions will continue to receive their portion of the Foundation's total return for use in local development initiatives, including credit union education and small credit union development.

With the CIF, it is a win-win situation. The credit union earns income from the investment and the state foundation has funds available to assist credit unions in continuing their education. As of October 2002, Florida has four credit unions with investments in the CIF. Suncoast Schools FCU, GTE FCU, Gold Coast FCU and The CU of Palm Beach County. With these investments of \$16,140,000, the Florida Credit Union Foundation receives a pro rata share each quarter. The Florida Credit Union Foundation offers scholarships to credit union staff and volunteers to attend FCUL seminars and workshops and also CUNA schools and conferences.

If you are interested in receiving additional information about investing in the CIF please contact Kris Hoffman, Manager of Donor Relations at 608.231.4397 or contact Connie Stoutamire, Director of Horizons, FCUL at 800.342.1266 ext 1052.



# FCUL Calendar of Events

## April 2003

Date	Event
<b>16-17</b>	<b>Compliance Workshop</b> FAIRWINDS CU, Orlando Fee: \$229
<b>17</b>	<b>Loan Marketing Strategies</b> Quick Bites - Fee: \$79
<b>23-24</b>	<b>Mortgage Lending Seminar</b> Tampa - Fee: \$329

## May 2003

Date	Event
<b>28-30</b>	<b>69th Annual Convention and Exposition</b> Orlando - Fee: TBD

## June 2003

Date	Event
<b>6-13</b>	<b>SRCUS CU Mgmt. School</b> Orlando - Fee: TBD
<b>18</b>	<b>Deposit Account Compliance</b> Webcast - Fee: \$149
<b>25-28</b>	<b>CUNA Mutual Discovery Conference</b> Boca Raton - Fee: TBD
<b>26-28</b>	<b>SE Supervisory Committee Conference</b> Savannah, Georgia - Fee: \$300

## CHAPTER MEETINGS

For further information, please refer to the League Website

[www.fcul.org](http://www.fcul.org)

### Escambia Chapter

May 15 • July 10

### Northeast Florida Chapter

April 24

### Tallahassee Chapter

April 29 Annual Golf Tournament  
June 19

The *Florida Credit Union News* is a monthly publication of the Florida Credit Union League ([www.fcul.org](http://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](mailto: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.

**President: Guy M. Hood**  
**VP of Communications: Mark Ivester**  
**Managing Editor: Amy Jowers**



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