



Florida Credit Union News

A publication of the Florida Credit Union League 

August 2004 • Vol. 13- No.7

In This Issue

President's Message	2
Governmental Affairs	3
Regulatory Update	4
News from YOU	7

FCUL joins with Florida CFO Tom Gallagher and others to launch statewide financial initiative

Most Floridians are financially conservative, but a significant number put themselves at financial risk by waiting too late to save, running up debt and other practices, according to a survey released by a statewide partnership spearheaded by Florida's Chief Financial Officer Tom Gallagher. The Florida Credit Union League joined with Gallagher's Department of Financial Services as well as the Florida Council on Economic Education, the Florida Insurance Council and the Florida Bankers Association to jointly sponsor and launch a new initiative, "Your Money, Your Life." This initiative was formed in cooperation with the state's financial industries and the Allstate Foundation. It will include public outreach, a media campaign and one of the most comprehensive websites (www.yourmoneyyourlife.org) on personal financial matters yet created for Floridians.

Among the findings of the survey, conducted by Mason-Dixon Polling & Research, are these:

- *About one in five Floridians has suffered a financial crisis due to job loss, divorce or illness, yet most say they don't contribute regularly to an emergency reserve fund.*
- *The number one money concern of Floridians is having enough money to retire, yet one in four puts nothing aside for retirement each month and an equal number waits until their 40s or 50s to begin saving for retirement.*
- *Less than half of those under 35 invest.*
- *44 percent of those with children have started saving for college.*



FCUL President/CEO Guy Hood (left) and Florida CFO Tom Gallagher

- *More than a third of Floridians under age 50 say they are "living from paycheck to paycheck."*
- *76 percent have started no new investments this year, and 78 percent have not added significantly to existing investment.*

FCUL President/CEO Guy Hood said it was easy for the League to join with other financial providers to sponsor "Your Money, Your Life."

"The Florida Credit Union League became involved in the "Your Money, Your Life" project because we want to help Floridians put their money to work for them," said Hood. "This initiative gives them the resources they need to do just that."

CFO Gallagher said the "Your Money, Your Life" website will be helpful to retirees, families with children, workers and students, providing information on everything from the benefits of beginning to save money while you are young to tips on home buying, investments and insurance. The site, in both English and Spanish, features eight custom-built calculators to help individuals figure such things as loan

repayment schedules or determine their personal investing styles and whether they're saving enough money for retirement. Gallagher stated that the initiative will carry its message to Floridians through public service announcements, op ed columns, editorial board visits and a half-hour television show being produced for release later this year. Hood stated that this campaign fits perfectly with the League's efforts to promote financial education initiatives in schools throughout the Sunshine State, sponsored by the Florida Credit Union Foundation.

Weekly email communications to begin in September

Beginning in September, the Florida Credit Union League communications department will begin sending a weekly email communication to all affiliate credit unions. These will allow us to provide you with important information and to keep you abreast of League happenings.

If you do not have an email address, no problem! The text of the email will be faxed to you. Our first email will be sent to all the addresses/fax numbers that are currently in the FCUL database. If you do not receive an email from us the first week of September but wish to, please email your information (name, email address and/or fax number) to amy.jowers@fcul.org. Or, fax the information to 850.574.6374.

Florida Credit Union League Board of Directors

Trudy Prince, CCUE, Chairman
District #4 Director
Central Florida Healthcare FCU

Melba Jordan, CCUE, 1st Vice Chairman
District #2 Director
State Employees CU

Wesley Atkins, 2nd Vice Chairman
District #1 Director
Bay CU

Chris Brooks, Treasurer
At Large Director
Gulf Winds FCU

Mary Wood, CCUE, Secretary
At Large Director
Florida West Coast CU

Jim Taylor
District #3 Director
SCORE FCU

Richard Helber
District #5 Director
GTE FCU

John D. Deese, CCUE
At Large 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

Carolyn Parslow
At Large Director
Suncoast Schools FCU

Michael Whalen
District #6 Director
Rinker Materials CU

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

President: Guy M. Hood
VP of Communications: Mark Ivester
Managing Editor: Amy Jowers
www.fcui.org

The never ending lie

With all due respect to noted '70's rockers Delaney & Bramlett, I think it is fair to say that the theme song for the latest banker attacks on credit unions could be, "(I've Got a) Never Ending Lie For You." The hallmark of this latest round is the ever increasing volume of lies being spewed by the banking industry to push their point that credit unions need and should be taxed. As CUNA's Vice President of Economics and Statistics stated recently, "There have been more half-truths and more outright lies from bankers over the past two years than ever before."



Guy M. Hood
President/CEO

Strong words but, true words. Bankers have ratcheted up their campaign and are now hitting the Congressional offices in greater numbers than ever before to spread their campaign of misinformation and lies. One Washington veteran remarked that more letters, more faxes, more emails and more visits are coming from bankers than credit unions, both on the taxation issue and the debate surrounding the Credit Union Regulatory Improvements Act (CURIA). It is clear that the bankers mean business.

Fortunately, we have the truth on our side ... if we will use it. And, even though bankers have put on a full court press in Congress, so far no one has stepped forth to advocate their tax position, and a lot more congressmen and senators have stepped up to state their opposition. More and more lawmakers are also signing on to support CURIA, a truly meaningful bill for credit unions seeking regulatory relief.

But, the bankers keep coming with their never ending lies about credit unions. The bankers continue to state the myth that savings & loans and mutual savings banks lost their tax exemptions in 1951 because they became more "bank like." In a recent publication, the American Bankers Association quotes a Congressional Budget Office report stating that "Congress eliminated the [tax] exemptions for savings and loans and mutual savings banks on the grounds they were similar to profit-seeking corporations." The report quoted was written in 2003 seeking to summarize what happened in 1951. An interesting quote, but simply the misinformed opinion of a

congressional budget analyst seeking to explain why taxing credit unions might be an option. The real reason why savings and loans and mutual savings banks lost their tax exemption can be found in the pages of the Congressional Record from 1951, not some staff report written 50 years later. In those pages, if the bankers care to read them, they will find actual debate from senators explaining that the exemption for savings and loans and mutual savings banks were

being lifted because those institutions were not passing on the entire benefits to their customers. In other words, they were becoming similar to profit-seeking corporations since that was what they had become.

Another lie is the one that credit unions in places like Canada and Australia, which have been made subject to some form of taxation, indicates "that removing the tax exemption will not threaten the health and prosperity of credit unions." That will come as a surprise to the folks in Australia. An Australian newspaper, The Age, reports in its June 26, 2004, issue that only 180 credit unions remain in Australia with only 57 of them reporting a combined net profit last year. The remainder, according to the paper, "are trading in the red."

The taxation issue is not new to bankers. They have been spouting this line for decades. They produce fancy pamphlets and brochures that seek to shock their readers into believing that credit unions are pulling the wool over everybody's eyes and have so completely fooled Congress that the time has come to "reign in" these "mega institutions." What is so very laughable about all this is that Congress' intent in 1998 when it passed the Credit Union Membership Access Act was to open up the barriers preventing credit union membership. In other words, credit unions are accomplishing, according to the bankers, exactly what Congress intended them to do in 1998. Why is this all such a surprise to them?

The answer, of course, is that bankers are still smarting from the licking they took

— continued on page 6

Credit Union Political Action

FCUL attends National Conference of State Legislators

The National Conference of State Legislators (NCSL) was not as “exciting” as it could have been thanks to a large contingent of credit union support. The room where the meeting of the Financial Services Committee was held was full of credit union league representatives from around the country dissuading any efforts to negatively amend the banking and credit union policies of the NCSL. Rep. Nancy Detert (R-70) was the Florida legislator present for the meeting. Grace Potter, Director of Political Action; Mark Landreth, Director of Legislative Development; and Jim Smith, FCUL contract lobbyist, were in Salt Lake City for the NCSL.

The following day a panel on the Modernization of Credit Unions was held.



L to R: Mark Landreth; Rep. Will Kendrick; Grace Potter; Don Severance; and Earnest Sumner.

Two regulators, Dave Chatfield, President and CEO of the California and Nevada leagues and Keith Leggett, an economist with the ABA, were on the panel. The opening statements were predictable with the regulators and Mr. Chatfield

being very supportive of credit union modernization and Mr. Leggett being very negative and mentioning taxation as much as possible. The same Utah

legislator who offered an unfavorable amendment in San Francisco at last summer’s NCSL was very vocal, taking over much of the discussion period after the opening remarks. Finally

the chair of the committee allowed others to speak and many positive comments and questions were heard. Again, the room was full of credit union representatives from around the country.

While out in Salt Lake City, Grace Mark and Jim spent time with Sen. Dave Aronberg (D-27), Sen. Jim Sebesta (R-16); Rep. Nancy Detert (R- 70); Rep. Ed Jennings (D-23); Rep. Will Kendrick (D-10); Rep. Dick Kravitz, (R-19); Rep. Eleanor Sobel (D-99); Earnest Sumner, House Sergeant-at-Arms and Don Severance; Senate Sergeant-at-Arms.

The League was also a sponsor of “NCSL Florida Night” where all the legislators and other Florida attendees got together to network.



Rep. Tee Holloway (D-103) and FCUL’s Mark Landreth



L to R: Mark Landreth, Rep. Dennis Ross (R-63) and his wife, Cindy.

On the campaign trail...

The Central Florida area credit unions were busy in July hosting candidate meetings and a politically themed Chapter meeting. Trudy Prince, CCUE, CEO of Central Florida HealthCare FCU and FCUL Board Chair, invited Rep. Fred Brummer (R-38) to meet with her peers where they discussed his campaign and the regulatory climate for credit unions. Rep. Brummer was presented a CUPAC check as well as several other checks for his campaign. He has one Democratic opponent for the November election.

Trudy also arranged for a meeting with Rep. John Quinones (R-49) in Kissimmee who has three Democratic

opponents. Trudy presented CUPAC and personal checks during the meeting.



Rep. Fred Brummer (second from left) and Central Florida area credit union representatives.



Rep. John Quinones and Trudy Prince

Grace Potter, FCUL Director of Political Action, was in town for the two afore mentioned meetings and was also the speaker for the Central Florida Chapter meeting. She updated the Chapter on the political activities of the League, the CURIA, and local races of interest. While she was in Central Florida, she met with Rep. Sheri McInvale (D-36) who has a Democratic Primary race and a General Election race with a write-in. Grace also met with Rep. Baxter Troutman (R-66) in Winter Haven, who has a Democratic opponent.

Traveling further south to Ft. Lauderdale, Grace met with Rep. Elyn Bogdanoff (R-91) who was re-elected without opposition. Later that day Grace traveled to Miami to participate in a Democratic Party event where she spent time with many members of the House Democratic Delegation and had dinner with Rep. Susan Bucher (D-88), Rep. Dwight Stansel (D-11), and Rep. Eleanor Sobel (D-99). The following day she was joined by Jace Reyes, CEO of Miami Postal Service CU and FCUL Board Member, at a golf tournament where he mingled with House Democrats.



Grace Potter and Rep. Sheri McInvale

— continued on page 6



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 ext. 1028, fax to 850.558.1029 or email billb@fcu.org.

Incidental powers rule allows FCUs to open local charitable foundations

Federal credit unions may establish non-profit charitable foundations to support causes within the community the institution operates, according to a recent legal opinion letter from NCUA. Under the incidental powers rule, credit unions can create charitable foundations to provide an institutional structure for its charitable giving and to facilitate long-term charitable objectives in the community. By creating a nonprofit charitable foundation, an FCU can charter a foundation focusing specifically on the FCU's charitable goals, while promoting the FCU's name in the community and generating goodwill. This arrangement may subject the FCU to operational and reputation risks, including conflicts of interest. NCUA expects the FCU to provide information about and access to records of the foundation as necessary to ensure that the operations of the foundation comply with applicable law and do not impair the integrity of the FCU's operations.

New \$50 Note

The newly redesigned \$50 notes, featuring subtle background colors of blue and red, images of a waving American flag and a small metallic silver-blue star, will be issued beginning on Sept. 28. On the day of issue, the Federal Reserve Banks will begin distributing the new notes to the public through commercial banks. The announcement of the \$50's day of issue signals to banks and businesses that they should make final preparations for the new notes. For some businesses, preparations include training cash-handling employees on how to use the notes' security features, for others it entails making technical adjustments to ATMs or machines with cash receptors, such as vending or automated checkout machines.

Deferred compensation plans

CUNA and CUNA Mutual Group are trying to obtain clarification from the Internal Revenue Service (IRS) about a recent ruling on deferred compensation plans.

Eligible employers, including tax-exempt organizations as well as state and local governments, can offer highly compensated executives deferred compensation plans under Section 457 of the Internal Revenue Code (IRC). Many federal credit unions use the plans to attract and retain talented executives.

On April 9, the IRS responded to a federal credit union's inquiry about establishing a non-qualified deferred compensation plan and whether Section 457 of the IRC applied to such a plan. The IRS responded that since the federal credit union was a "federal governmental instrumentality" it is not an eligible employer. As a result, the IRS concluded that the credit union could not offer a Section 457 plan.

Section 451 is the IRC provision applicable to the deferred compensation plans offered by "for-profit" employers.

Options that federal credit unions have in the face of this private letter ruling:

- Take no action and wait for IRS to provide further clarification;
- Request a private letter ruling from the IRS specific to your situation, since the ruling that was just issued is only applicable to the credit union making the inquiry;
- Create/amend the current deferred comp program to comply with IRC Section 451, while understanding the risks of doing so; or
- Request a revenue ruling from the IRS, which would apply to all federal credit unions.

Fed rules provide model for negative information

The Federal Reserve Board issued amendments to Regulation V, which

implements the Fair Credit Reporting Act (FCRA), that would add model notices for financial institutions to use if they furnish negative information to consumer reporting agencies.

The amendments also provide guidance to financial institutions regarding the use of the model notices. The Board is publishing the model notices pursuant to the Fair and Accurate Credit Transactions Act (FACT Act) amendments to the FCRA.

These amendments provide additional examples of language that may be used to comply with these requirements.

FACT provides that the institution must provide a clear and conspicuous notice about furnishing negative information, in writing, to the customer if any financial institution:

- Extends credit and regularly and in the ordinary course of business furnishes information to a nationwide consumer reporting agency; and
- Furnishes negative information to such an agency regarding credit extended to a customer.

"Negative information" means information concerning a customer's delinquencies, late payments, insolvency, or any form of default.

Visit...



**FCUL's
Compliance
InfoSight
Online**

Your one stop for compliance answers.

www.fcu.org

With great power comes great responsibility

Over the past three years, nearly 500 community charters have been granted by NCUA and their state regulatory counterparts. One of the premises behind a community charter is that the credit union will serve the entire community. A portion of the conversion application describes the ways the credit union will reach out to all segments of their proposed community, which include marketing efforts, new branches and direct mail.

For credit unions that have been granted this extra “power,” there is a responsibility to serve everyone.

But therein, lies the rub. How does a credit union serve EVERYONE? Not all members are created equally. Some need special attention, some need assistance and some need a break. When a typical credit union breaks down its current membership base, it will find that the “A” members are declining, the “B” members are staying steady and the number of “C” and “D” members is growing.

This is a trend that has been evolving over the last 20 years, not something that just happened over night. Consider that 20 years ago an average family’s debt represented about 66 percent of its discretionary budget, and today it’s about 113 percent. An average family of four spends 21 percent *less* on clothes, 22 percent *less* on food and 44 percent *less* on home appliances than a similar family did in the 1970’s. It is not that today’s families are saving more either. They are going without because they don’t have that money to spend. And when they do spend on major purchases, it is usually done with a credit card. Credit card debt has increased from less than \$10 billion in 1968 (inflation adjusted) to more than \$600 billion in 2000 – an increase of more than 6,000 percent!

These families are the new generation of the credit union movement and of the financial services industry. What is being seen is not just a credit union phenomenon,

— continued on page 6

STAR, VAP and MERIT Certificates

Congratulations to the following individuals who have earned certification levels in the Staff Training and Recognition (STAR), Volunteer Achievement (VAP), Volunteer Leadership (VLP) and Mid-Manager’s Enrichment Training (MERIT) Programs. Additionally, we salute these credit unions who have recognized the importance of investing in their most important assets... their staff and volunteers.

VAP CERTIFICATES:

Florida Telco CU: Cynthia DeLassus
Gulf States CU: King Halikman
McCoy FCU: Richard Albert, Fred Browne
USF FCU: Willie Stokes

STAR CERTIFICATES:

1st Credit Union of Gainesville: Alicia Gagnier, Cynthia Williams
Bay Pines FCU: Toni Kapla
Community Educators CU: Judith Buckingham, Nicole Carluccio, Lani Carpentier, Daniel Powell
Central Florida HealthCare FCU: Mari Ani Camchong, Deborah McKinney, Petra Miskova, Onassis Nyariri, Gretchen Rivera
Fairwinds CU: Brandy Jenkins, Sharon Kern, James King, Linda Nygard
Flag CU: Jarius Hollinger
Florida Baptist CU: Darrel Murray
Florida Commerce CU: Kevin Meyer
Florida State University CU: Rita Bennett Daugherty, Melanie Purvis
Florida Telco CU: Teresa Barber, Tambi Graves
GTE FCU: Linda Ambuel, Mindy Amoroso, Elizabeth Beck, Rose Borgias, Theresa Carter, Denise Drewry, Chris Fredricks, Christina Givens, Maria Gonzalez, Jodie Gross, Ralph Higgins, Lori Martin, Norma Miller, Susan Pedersen Rossi, Celeste Perkins, Linda Sowell
Harvesters FCU: Maria Morrison
Indian River FCU: Grant Doner, Stacy Wingate
Insight Financial CU: Kelly Clanton, Melina Depedro-Otto, Veronica Keefe, Amber Krieger, Torrie Leitner, Nancy Ortiz, Melissa Pinho, Danielle Renz, Jessica Tears, Lindsay Urdal
JM Associates FCU: Glenda Dingle
MacDill FCU: Denise Mero, Sherry Kashakitis, Kamini Khan, Laurie Rose
NCSC FCU: Mai Johnson
Pen Air FCU: Melissa Coogle, Darren Duke, Cindy Heal, Irene Myers, Richard Smith
Pinellas County Teachers CU: Ian Adcock, Kathleen Chambron, Susan Janney, Kenneth Kurtz, Patricia Leach, Jennifer Sgro
Railroad & Ind. FCU: Cynthia Reavis
San Antonio Citizens FCU: Shawne Weaver
Suncoast Schools FCU: Jessica Adame,

Latonya Adkins, Jennie Ayers, Cynthia Barber, Ann Battelli, Maria Bedoya, Darlene Behringer, Kimberly Brocksmith, Joyce Burgess, Judyann Campspeer, Jill Choate, Erika Christensen, Pamela Cleveland, Heather Cudworth, Heather Cummings, Dana Demartino, Linda Disbro, Corey Durfey, Elaine Farmer, Diana Forero, Candace Goodman, Christine Gregory, Joyann Grochowicz, Florinda Herrera, Karen Karppe, Ramona Lohr, Irene Martinez, Andrea McCasland, Rose Moore, Brandy Murray, Winifred Muzzy, Angelica Myles, Jaime Patricella, Patricia Pearson, Alisha Pellegrini, Paula Phair, Amanda Reschke, Rosemary Rivera, Vanessa Rodriguez, Chip Schofield, Krystal Shaw, Veena Solanki, Deborah Sparkman, Noreen Spurr, Heather Stein, Diane Thompson, Andrea Tyner, Catherine Ward, David White, Darla White, Jaclyn White, Kimberly Wild, Yvonne Wilson, Marie Zackschewski

Tyndall FCU: Wanda Reid

VyStar CU: Kimberly Akridge, Tracy Anderson, Jan Blais, Tina Brown, Matthew Dapra, Ellen Davis, Beverly Emmert, Vickie Erd, Demetria Evans, April Fratus, Ashley Hanning, Robert Kennedy, Katrina King, Erika Lennon, Kellie Lloyd, Rachel Love, Kristi Malcolm, Angela Miller, Sylvia Mitchem, Rhyvonne Osborn, Kelly Rudowich, Donna Upchurch, Susan White, Abby Wolfe

MERIT CERTIFICATES:

Bay Pines FCU: Cynthia Hill, Claudia Willis
Campus USA CU: Tina Gehringer Minor
Florida Central CU: Shirley Littleton
Florida Telco CU: S. June Burnett
Suncoast Schools FCU: Juanita Bartels, Darlene Behringer, Krisi Constance
VyStar CU: Louise Davis, Melissa Folds, Kay Mandrell, Robin Nolan

The STAR, VAP, VLP and MERIT Programs are nationally recognized standards of professionalism for credit union staff and volunteers. These staff and volunteers have expanded their capabilities for the benefit of their credit union. For additional information on any of these programs, call the League Education Department at 800.342.1266 or 850.576.8171, ext. 1040.

A 12-Step Program for Managers (Part III)

By Anita Stoumbelis, FCUL Vice President, Human Resources

As discussed last month, the results of a Gallup research project on how employee satisfaction impacts the success of an organization identified "12 Questions" as the most powerful indicators of the link between employee satisfaction and the four business goals of (1) overall productivity of the employees; (2) profitability of the business; (3) retention rates for staff; and (4) superior customer service.

Throughout the summer of 1998, Gallup set out to test their conclusions by gathering data that measured the four business goals from 24 different companies, representing 12 distinct industries over 2,500 business units.

They then interviewed the employees who worked in those business units and asked them to respond to each of the 12 questions on a scale of 1 to 5. More than 100,000 employees took part in the survey. The results: employees who responded more positively to the 12 questions also worked in business units with higher levels of productivity, profit, retention and customer service.

What was most interesting about the results is that the satisfaction levels were not consistent across business units within companies. This meant that for the most part these 12 opinions were being formed by the employees' immediate manager rather than by the policies or procedures of

the overall company. **The manager - not pay, benefits, perks or a charismatic corporate leader - was the critical player in building a strong workplace.**

It is probably not surprising to confirm that the managers and supervisors in a credit union hold the keys to organizational success. Great managers take aim at securing the highest scores they can on the 12 questions. What do these great managers do differently? What are their secrets to success? The actions to achieving success can be expressed in very simple terms:

- Select a person.
- Set expectations.
- Motivate the person.
- Develop the person.

As a manager, you must ask yourself daily:

- (1) Do I have the right person for the job?
- (2) Do they know what is expected of them? Have I been clear on the goals of the job and how they tie to the credit union's goals?
- (3) Am I doing the right things to motivate? Am I praising enough?
- (4) Do I care about the employee's future? Am I helping them grow?

No matter how any different styles are used, when managers perform these tasks well, a solid foundation is laid, every employee's talent is maximized, and the credit union becomes stronger.

Great power, responsibility

— continued from page 5

but a national one. People are saving less and spending more. Housing and tuition costs continue to rise while salaries are not keeping pace with these increases. More Americans are going without health insurance. Companies continue to downsize and move jobs overseas. And with each of these challenges, members are getting caught in the middle.

With the continued rise in bankruptcy, more members are finding themselves behind the financial eight-ball. According to a 2001 Consumer Bankruptcy Project report, 87 percent of all bankruptcy filings are due to three reasons: job loss, medical problems or change in marital status – divorce or separation.

Additionally, there is a growing number of Americans who haven't had an opportunity to establish credit. The New American market, especially the Hispanic market, is emerging as a growing constituency in the financial services landscape. Consider that in 2003 the U.S. Hispanic market became the biggest minority group in the U.S., with 40.5 million Hispanics creating a \$580 billion economy. Many of these individuals have not been granted access to financial resources not because they have bad credit, but a lack of credit.

Serving all members of the credit union's field requires some creativity and innovative thought, and it is incumbent upon the credit union to work toward a goal of 100 percent service. While it may not be possible to serve every member, this should be a goal of all credit unions - not just those which have been granted a community charter.

By Geoff Bacino, Former NCUA Board Member and Executive Vice President of Legislative and Regulatory Affairs for CENTRIX Financial.

Never ending lie

— continued from page 2

in 1998 and do not intend to rest until they have destroyed the credit union movement. Our job now is to make sure our elected officials maintain the correct stance that credit union membership should be available to as wide a range of the population as possible. And, it is our job to remind Congress what great benefits credit unions bring to their communities and constituents.

The only difference between us and the bankers? We'll tell the truth. And, tell it often!!

Campaign trail...

— continued from page 3

Grace rounded out the week by participating in a candidate walk to help with the re-election efforts of Rep. Kevin Ambler (R-47) in Tampa. At that event, she was able to spend time with Rep. Ron Reagan (R-67) and several other lobbyists and Republican legislators and aides.



Rep. Chris Smith (D-93), House Minority Leader Designate; Rep. Anne Gannon (D-86); Jace Reyes, and Rep. Mary Brandenburg (D-89).



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

Envision CU branch opens in Wal-Mart

Envision Credit Union, in Tallahassee, announced the opening of its new Wal-Mart West Financial Center, in July. The center includes a plasma television - located above the ATM - that continuously plays the credit union's commercials from the last several years. Since its recent opening, the Center has had non-stop activity!!



Envision's Wal-Mart Financial Center

FAIRWINDS CU celebrates milestone

FAIRWINDS Credit Union announced their recent achievement of \$1 billion in assets. This milestone was celebrated by Crewmembers in Orlando, recently.

In 1999, **FAIRWINDS'** assets reached more than \$580 million. This year, only five years later, they have nearly doubled their assets and serve more than 115,000 members.

Congratulations, **FAIRWINDS** on this monumental milestone!!

FSU CU opens newest branch

The **Florida State University Credit Union** held a grand opening and ribbon cutting celebration for its newest branch in Tallahassee, recently. The new office, in conjunction with the Shared Service Facility, is a full service branch that includes a lending center, ATM, drive-thru window and teller line.

Bill Berg and Amy Jowers were on hand as representatives of the League.



J. Bradley Blake, Pres./CEO of FSU CU, welcomes guests to the grand opening.

New President/CEO for NCSC FCU



Southall

The **NCSC Federal Credit Union** Board of Directors selected **David Southall** as the CEO/President of NCSC Federal Credit Union upon the retirement of Rock Wester. Southall worked for NCSC Federal Credit Union for 13 years before taking a position with CUNA Mutual Insurance Group.

Vista FCU names new VP/CFO

Tom Ewing has been named **Vista Federal Credit Union's** new Vice President/CFO. He has more than 23 years of experience in accounting and finance. Before joining Vista, he served as CFO for Financial Partners Credit Union and Vice President of Finance and Accounting for Lockheed FCU.

Gulf Coast Chapter holds Summer Social

The **Gulf Coast Chapter** held a summer social, recently, at which they welcomed local candidates running for elected positions in the Gulf Coast area. Both State Attorney candidates - "Sister" Blackmon Milligan and Steve Meadows - were present along with candidates for property appraiser, school superintendent, sheriff and several other positions. Greg Frith, President/CEO of Panhandle Educators FCU and Chapter President, introduced each candidate and invited them to speak to those present. The candidates were also able to mingle with their constituents while enjoying a BBQ dinner.

Gulf Winds FCU opens branch in Alabama

Gulf Winds Federal Credit Union opened a new branch in Atmore, Alabama in July. The new branch is the seventh branch for the credit union. The new branch is a full-service financial institution complete with a drive-through lane, drive-up night deposit, an ATM and numerous technology upgrades that save time and add convenience.

In memory of...

Jaret Westberry, husband of Anchor 7 FCU Manager Loretta Westberry, passed away recently after a long bout with cancer. Mr. Westberry was a field rep with the League from 1955-1960 and helped establish more than 40 credit unions in Florida. After his service with the League, Mr. Westberry managed three credit unions, Jax Police FCU, Ryder FCU and Southern St. Johns FCU before retiring.

CUNA Mutual & CUNA team up to fight ID theft

Incidents of ID theft cost U.S. businesses and financial institutions nearly \$48 billion in 2003. At the same time, nearly 10 million individual victims had their reputations tarnished and now face the unenviable task of cleaning up their credit histories.

CUNA Mutual Group and the Credit Union National Association (CUNA) are collaborating to offer a comprehensive set of tools, advice and resources to help credit unions and their members fight ID theft.

The two organizations jointly mailed all U.S. credit unions ID theft prevention information and instructions for accessing an online toolkit hosted on the Web sites of both organizations. The information will identify key action steps for credit unions to educate members, implement appropriate internal control prevention measures and assist victims.

Regardless of how it's done, ID theft is a fraud that usually involves financial institutions. Individual consumers perhaps bear even more of the brunt from ID theft.

Education is the starting point for combating this problem.

CUNA's Centers for Personal Finance and Professional Development and CUNA Mutual's Credit Union Protection division have collaborated to develop an online toolkit that pulls together a host of resources credit unions can quickly access to educate themselves and their members. Credit unions can access the toolkit by visiting www.cunamutual.com and typing "identity theft toolkit" in the searchbox.

"Identity theft is a serious crime that affects all financial institutions, which is why it's vital they provide basic ID theft prevention information to their members and customers. Working together, CUNA and CUNA Mutual are marshalling efforts to provide the credit union marketplace with the necessary tools, resources and information to combat the problem," said Mike Kitchen, CUNA Mutual president and CEO.

CHAPTER MEETINGS

For further information, please refer to the League website

www.fcul.org

Broward Chapter

September 9

Central Florida Chapter

August 17 • September 16

Escambia Chapter

September 16

Gulf Coast Chapter

August 27

Tallahassee Chapter

August 18 - bowling tournament
August 19

Northeast Florida Chapter

August 26 • September 9
September 30 - golf tournament

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 email 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



Florida Credit Union League

P.O. Box 3108

Tallahassee, Florida 32315-3108

**First Class Mail
U.S. Postage
PAID
Tallahassee, FL
Permit No. 618**