



Florida Credit Union News

A publication of the Florida Credit Union League

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Legislative session ends successfully for Florida CUs

It is always good when legislation passes that enhances the operating environment for credit unions. Sometimes, however, the greatest success is achieved when bad legislation does not pass.

An example of this was an amendment added to SB 1788. This legislation would have stopped any real estate transaction dead in its tracks; except one involving homestead property, in which there was a dispute regarding the broker's commission. Through the perceptiveness of Rep. Don Brown and his willingness to stand up to an influential Senate leader, the amendment was able to be stopped. Ultimately, among the leaders of both chambers, cooler heads prevailed and Rep. Brown's bill, HB 461, the House companion to SB 1788, went to the Governor without the bad language.

During the session, the League's lobbying team also voiced support for SB 2960, which contains several financial institution improvements.

A great credit union-friendly provision in SB 2960 prohibits mortgage brokers and lenders, consumer finance companies and merchants who use retail installment contracts and insurance agents from using the name or logo of a financial institution and its subsidiaries or affiliates, without the written consent of the financial institution, in a manner that would lead a reasonable person to believe the solicitation came from the institution. In light of numerous advertisements by "Credit Union One" offering to "help you become debt free" this provision will be of great help in preventing misleading advertisements by businesses masquerading as a credit union

or other financial institution. Those provisions relate to institutions that are less than two years old or are in trouble from a safety and soundness standpoint.

SB 2960 also amends 655.0385(1), which will require that each financial institution notify the Office of Financial Regulation of the appointment of any individual as an executive officer or equivalent position at least 60 days before the appointment or employment becomes effective if the institution is subject to other provisions of .0385(1).

A new paragraph, (4), has been added to .0385. The new paragraph requires that, beginning one year after opening, when an individual is appointed to the board, the notice sent to the OFR must be accompanied by a \$35 fee. The fee will cover the costs of background investigations by the Florida Department of Law Enforcement.

Also, as provided for in 655.045, a new financial institution is exempt from the annual audit requirement if it has been open less than four months.

Because certain records can be subpoenaed from a credit union, an amendment to 655.059(1)4.e. will enable the credit union to recoup reasonable costs for reproduction of those records. If there is a dispute as to what is reasonable, the fee will be set by the court or agency with jurisdiction over the subpoena.

An amendment added to 655.94, F.S. relates to non-payment of safety deposit box rent. The new language will allow a notary who observes the opening of a safety-deposit box to be a director, officer, employee or stockholder of the institution.

Previously, they could not be associated with the institution. This section also changes the mailing notice from "registered" to "certified" mail.

The League also supported SB 2682 by Senator Dave Aronberg. The bill relates to credit counseling services and will regulate those who provide confidential money management, debt reduction and financial education services. SB 2682 is very pro-consumer legislation that will protect those whose credit has been damaged from being preyed upon by unscrupulous operators. And, while the League supported this good,

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Four directors elected to FCUL Board

The Florida Credit Union League is pleased to announce four newly elected directors to the League Board. They are as follows: **John D. Deese, CCUE**, THE CU of Palm Beach County; **John Hirabayashi**, currently 1st Vice Chairman, Educational Community CU, as elected At Large Directors; and **Michael Whalen**, Rinker Materials CU, as elected District #6 Director. Also elected as District #4 Director by acclamation was **Trudy Prince, CCUE**, Central Florida HealthCare FCU.

The elected Directors will be seated after the Annual Meeting in June. Each will serve three year terms.

Florida Credit Union League Board of Directors

Greg Blount, Chairman
At Large Director

Tropical Financial CU

John Hirabayashi, 1st Vice Chairman

At Large Director

Educational Community CU

Jace Reyes, 2nd Vice Chairman

District #7 Director

Miami Postal Service CU

Chris Brooks, Treasurer

At Large Director

Gulf Winds FCU

Mary Wood, CCUE, Secretary

At Large Director

Florida West Coast CU

Charles Wesley Atkins

District #1 Director

Bay CU

Melba Jordan, CCUE

District #2 Director

State Employees CU

Jim Taylor

District #3 Director

SCORE FCU

Trudy Prince, CCUE

District #4 Director

Central Florida HealthCare FCU

Richard Helber

District #5 Director

GTE FCU

Thomas J. Shea

District #6 Director

THE CU of Palm Beach County

Tim Baldwin

At Large Director

San Antonio Citizens FCU

Carolyn Parslow

At Large Director

Suncoast Schools FCU

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Serving those of modest means

Credit unions came about, as we all know, because they were to provide financial services to "people of small means." In fact, the following is found in the committee report on the bill that became the Federal Credit Union Act of 1934: "The bill is designed to provide for the Federal incorporation and supervision of a credit union system, which will make credit for provident and productive purposes more available to people of small means." Now, what did that mean exactly? And, how would the "small means" definition fit with the mission of today's 21st century credit unions?

Let's look again at the original congressional staff report on the Federal Credit Union Act. "At a time when industrial recovery depends on the buying power of the masses of the people, usurious money lending in total amounts which are now figured in billions of dollars annually, obviously destroys vast totals of buying power represented by the difference between what the average worker should pay for credit and what he does pay for credit. It is with this truly national problem that Senate bill 1639 [the Federal Credit Union Act] is primarily concerned." That statement makes it obvious that Congress viewed the creation of credit unions as a major step in helping "the masses" finance purchasing power that would help fuel the economic recovery from the Great Depression.

In 1934, Congress defined credit unions this way: "The credit union does three things for its members: (a) It enables them in good times to accumulate some savings for protection against bad times; (b) It enables them to protect themselves from high rate money lenders and, by making it possible for them to buy and pay cash for things, protects them from installment overcharges, the whole process turning interest overcharges into cash buying power; it solves for its members a problem which, since earliest recorded history, has resulted when unsolved, in usury; and (c) it educates

its members in matters having to do with the sane and conservative management of their own money."



Guy M. Hood
President/CEO

So, it is apparent that in 1934, the U.S. Congress' belief was that "people of small means" meant nearly every hourly wage worker, farmer and small entrepreneur. Today, the term "small means" has been replaced by its equivalent "modest means." "Modest means" is defined as any household with a total income of \$40,000 or less. Think about that for a moment. In an era when it is

common for households to have two income earners, households that earn \$40,000 or less are now considered "people of modest means." Back in 1934 any household earning at least \$40,000 annually would have been considered very affluent. Time, inflation and growing needs have caused us to redefine our thoughts about what exactly is a person of modest means in the 21st century.

More importantly, if we accept the modern definition of "modest means," do credit unions still strive to serve those segments of the population? CUNA recently conducted a survey to make that determination.

In 1934, "people of small means" were faced with loan sharks and criminals who would help them "bank" through means less than favorable to the consumer. This affliction brought about the creation of credit unions. Today, "people of modest means" are often tempted by title lenders, payday lenders, check cashers and other less traditional financial providers. The challenge for credit unions is to reach out to those faced with those choices.

CUNA's survey, completed in January, 2003, found that roughly 50 percent to 75 percent of credit unions with assets of \$20 million or more provide programs that are geared primarily to low-and moderate-income members. These programs include check-cashing services for members, money

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The 2004 FCUL Convention and Exposition is right around the corner.

Are you registered?

If not, why not? The 2004 FCUL Convention And Exposition promises to be a big hit with Hollywood style! With a new schedule and a new venue comes a well-rounded assortment of education sessions, networking opportunities and a bigger than ever Exposition.

The theme this year: "Credit Unions: A League of Your Own," wholly describes credit unions and why they remain the distinctive and unique financial institutions that serve more than four million Floridians.

Don't miss "Thursday Night Fever" which is this year's social event or the keynote speaker Frank Abagnale - from the *Catch Me if You Can* movie in which he is played by Leonardo DeCaprio - who will talk about fraud and identity theft. There's also the Caddyshack Golf Tournament that will be played on two courses. Plus, much more!

For more information or to register, visit the League's website, www.fcul.org, and click on the convention link at the top of the League's home page.

2004 FCUL CONVENTION AND EXPOSITION SPONSORS

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Credit Union Political Action

At session end



Aletta Shutes,
Executive VP,
FCUL

The 2004 State Legislative Session thankfully ended on time this year and credit unions are no worse for the wear. Please read the article on the front page for more specific information detailing our activities. I will focus my column on our planned activities for summer.

We've already scheduled an event for U.S. Rep. Alcee Hastings and will also be participating in an event for Mel Martinez, candidate for U.S. Senate. Other meetings with national candidates will be explored, focusing on incumbents or candidates who have been particularly supportive of the credit union movement or for congressional members whose committees will see credit union related legislation.

Regardless whether we hold meetings or fundraisers for congressional members, we will spend considerable time focusing on members of Congress, if for no other reason than Florida Bankers Association members have already made two trips to Washington this year peddling their desire to have our tax-exempt status removed. Rather than making multiple trips to our nation's Capitol, we will take advantage of the extended time they will spend in their Districts campaigning this summer to take our message to the legislators. This plan will make it easier for all of you to help us tell the credit union story - because no one can tell the story of credit unions' unique position in the financial services arena like a credit union CEO, manager or volunteer.

The Governmental Affairs Department will coordinate events during the summer with members of the Florida legislature as well. These events will range from Chapter "Meet & Greets" to small intimate events with a legislator and just one or two credit union leaders. Please make every effort to attend these excellent opportunities for you to explain the credit union difference, and to get to know your legislators better.

Fundraiser for credit union friend

Mary Wood, CCUE, of **Florida West Coast CU**, and Art Wood of **Railroad & Industrial FCU** hosted a fundraiser for a friend and neighbor who is running for a Florida House seat. Rich Glorioso (R) of Plant City is running for the seat now occupied by Speaker of the House Johnnie Byrd (R-62). The support of this candidate is extremely important not only because Glorioso has been a credit union member for years (and currently a member of MacDill FCU), but one of the other candidates in the race is a banker.

The Tampa area credit union CEOs were invited to participate, and those that did are pictured (right): Ed Gallagly, Florida

Central CU; Tom Ness, USF FCU; Tom Dorety, Suncoast Schools FCU; Mary Wood; Glorioso; Art Wood; Tim McMurry, PowerNet CU; Bill DeMare, Bay Gulf CU; and Tim Baldwin, San Antonio Citizens FCU. Along with several personal checks, Glorioso was presented a CUPAC check.



A black tie event

The FCUL Governmental Affairs staff and two credit union representatives recently attended the President and Speaker's Ball at the University Center on the campus of FSU. FCUL was a sponsor giving those League representatives attending great access to nearly all the members of the Legislature in one night! Below are just a few of the pictures captured during the black tie event.



Aletta Shutes and Rep. Sheri McInvale (D-Orlando)



Senate President Jim King (R-Jacksonville) and Grace Potter, FCUL Director of Political Action.



(L to R) Rep. Allan Bense (R-Panama City), Speaker of the Florida House Designate; Deb Enfinger, SCORE FCU; Bill Enfinger, FOCUS CU; and Aletta Shutes, FCUL Executive Vice President.



(L to R) Rep. Bill Galvano (R-Bradenton); Mark Landreth, FCUL Director of Legislative Development; Rep. Dick Kravitz (R-Jacksonville); Rep. Ron Reagan (R-Sarasota); Rep. David Rivera (R-Miami).

Matalin, Carville and Enfinger

Florida CUPAC Chairman Bill Enfinger, CCUE, and President of FOCUS Credit Union, recently attended an event with FCUL Governmental Affairs staff that featured the “political odd couple” of Mary Matalin and James Carville. Matalin has been an advisor to both President George H. Bush and President George W. Bush. Carville has advised President Bill Clinton and is seen regularly on CNN’s *Crossfire*.



Matalin and Enfinger

Enfinger had this to say about the event: “The Carville/Matalin event roused the interest of everyone who attended, whether

liberal or conservative. Matalin spoke of her involvement with the Bush Administration before and after the events of September 11th took place, while at the same time exchanging light hearted jokes with her husband. Carville spoke of his experiences with the Clinton administration as a chief political strategist, and was somewhat more serious than his wife. But, as the program ended, you knew that this couple was just ordinary like the rest of us with common problems and experiences.”

FCUL supports one of its own in bid for office

When it comes to running for office, credit unions are known for supporting their own. Bill Cox, VP of Operations at Pen Air FCU in Pensacola, is a candidate for Escambia County Supervisor of Elections. And, because it is vitally important to support credit union friendly candidates for any elected post, the Florida Credit Union League stepped up to the plate.

At a recent fundraising luncheon held in Pensacola, FCUL’s Director of Legislative Development, Mark Landreth, presented Cox with a CUPAC check and a number of

personal checks from League staffers.

Cox noted the Supervisor of Elections interacts with every public official whose district touches on Escambia County making it a great platform for getting to know those elected officials. Cox’s campaign account is housed at Pen Air FCU.

If you are interested in knowing more about Bill’s campaign, you may call him at his home telephone number, 850.256.5534.

At it again

Mary and Art Wood recently worked in the campaign of Rick Lott, candidate for City Council in Plant City. He is running in the seat being vacated by Rich Glorioso (see related article on page 4). Mary and Art are the epitome of political advocates we’d like all credit union staff, volunteers and members to emulate on behalf of the credit union movement.



Bush proclaims support for CU tax status

President George W. Bush told CUNA President/CEO Dan Mica that he supports the tax exemption for credit unions because of their structure as “service-oriented, member-owned financial cooperatives.” Both major party candidates now have endorsed credit unions’ tax status.

In a letter to Mica dated April 30, Bush wrote, “I support strongly the tax-exempt status of credit unions, and will continue to highlight the important contributions that credit unions make to our financial system.” Bush said America’s credit unions have played an important role in the success of his administration’s “pro-growth policies that have spurred strength and vitality in our economy. By increasing lending opportunities to small business, families and workers, credit unions are contributing to our economic recovery and increasing opportunities in our communities.”

“As service-oriented, member-owned financial cooperatives, credit unions should continue to invest in a safe and sound manner in America’s future,” said Bush.

In March, the presumptive Democratic presidential nominee, U.S. Sen. John Kerry (D-Mass.), said in a letter to Mica that he also would “oppose any efforts to change the existing tax-exempt status of credit unions.”

“On behalf of CUNA and America’s credit unions, we commend President Bush for his continued support of our tax-exempt status,” said Mica. “He clearly recognizes our tax status is tied to structure and all we do to help American consumers and small business.”

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 e-mail billb@fcu.org.

NCUA Share Insurance Rule Revised

The NCUA Board unanimously approved revisions to share insurance regulation Part 745 to simplify, clarify and provide parity with the deposit insurance rules of the Federal Deposit Insurance Corporation.

Final rule amendments include:

- Provide a six-month grace period continuing insurance coverage following the death of a member;
 - Provide a six-month grace period continuing separate insurance coverage following the merger of insured credit unions;
 - Clarify that the interests of non-qualifying beneficiaries of a revocable trust account are treated as individually owned funds of the owner even when the owner has not opened an individual account; and
 - Clarify that Coverdell Education Savings Accounts, formerly Education IRAs, have insurance coverage.
- NCUA Board Member Debbie Matz also inserted language into the preamble of the new Part 745, which outlines four steps that credit unions are encouraged to take to help members maintain full insurance coverage following the merger of insured credit unions:
- Make members aware of any pending merger as soon as possible;
 - Suggest that members begin planning to restructure their accounts if needed to maintain full coverage;
 - As soon as a merger is completed, notify members who have funds over the limit that a six-month grace period has begun; and
 - Help members restructure their accounts before their six-month grace period expires.
- NCUA had proposed a requirement that a member's intent to create a revocable trust be noted in the title to the

account. This requirement will not be in the final rule due to strong opposition from CUNA and the Florida Credit Union League.

Separate Insurance for Living Trusts

NCUA recently clarified how share insurance coverage is applied to revocable trust accounts established by members in connection with living trusts.

NCUA Associate General Counsel Sheila Albin wrote the response to a letter from Deer Valley CU in Phoenix, Ariz.

While NCUA said it typically does not address in writing insurance coverage of particular accounts, the agency thought this query to be of interest to other credit unions. Further, NCUA said "the burden is on members who establish living trusts—to not credit unions—to consult with their own private counsel regarding the legal and regulatory sufficiency of a trust so that it will qualify for insurance."

The NCUA concluded that "the trust in this case has a defeating contingency affecting the interest of two of the beneficiaries and, therefore, the interests of those beneficiaries do not qualify for separate insurance. Shares in the account attributable to those interests are added together with any shares in any individual accounts owned by the Settlor and insured up to \$100,000."

"The result in this case, based on the information you provided about the accounts the Settlor holds, is that the living trust has \$200,000 of insurance coverage, leaving approximately \$65,000 uninsured. It appears, however, that, because the Settlor only has about \$23,000 in his other individually owned accounts, the uninsured portion from the living trust would have coverage under the \$100,000 available in the aggregate for all individual accounts," wrote Albin.

Remedies revised for lost, fake Treasury checks

Federal rules were revised last week governing indorsement and payment of checks drawn on the Treasury. A number of the changes in Treasury's revised rules are in line with recommendations from CUNA.

The rule sets the remedies available when checks are lost or stolen; allocates the losses for stolen or counterfeit checks between the federal government and the indorser; and establishes how Treasury may collect (reclaim) debts owed by banks and other indorsers.

In one change, Treasury shortened the time frame it allows for itself to make an initial examination of the check. Until that examination, all payments on the check are considered provisional. The proposed rule would have limited final examination to 90 days, but in response to CUNA's comments, the final rule shortened the time to only 60 days. "This will help credit unions because it clarifies when they are no longer liable on Treasury checks," said Michelle Profit, CUNA assistant general counsel.

The rule also states that after final payment, Treasury will not reclaim on a counterfeit check unless a financial institution failed to make all "reasonable efforts" to ensure that a check is an authentic Treasury check and not a counterfeit check. CUNA had asked Treasury for guidance on what constitutes a "reasonable effort." Treasury has now defined that term, making clear a financial institution must at least attempt to verify the Treasury watermark.

Treasury's final rule also sets a 60-day limit on the time it has to make a ruling when a financial institution protests Treasury's decision not to pay any check. Treasury did not set a deadline for itself in the initial proposal, but CUNA's comment letter was one of the two that requested a self-imposed deadline.

The final rule takes effect May 3.

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/VLP CERTIFICATES:

McCoy FCU: Richard Albert, Fred Bierbaum

Miami Postal Service CU: Barbara Bowens

STAR CERTIFICATES:

Bay Pines FCU: Cynthia Hill, June Terry, Claudia Willis

Central CU of Florida: Amity Shockley

Central Florida HealthCare FCU: Onassis Nyariri

Florida Central CU: Betty Martin

GTE FCU: Mindy Amoroso, Bonnie Castillo, Terri Fisler, Chris Fredricks, Kathy McIntyre, Jaimee Pfeifer, Lana Walsh

Insight Financial CU: Susan Cauley, Kelly Clanton, Jonathan Harris, Jackie Orendorf, Nancy Ortiz, Meredith Patrick, Celeste Sepulveda, Cindi Steffens, Lydia Tikasingh

JM Associates FCU: Donna Jenkins

MacDill FCU: Laurie Rose

NCSC FCU: Melissa Arrant, Stacey Scott

Pen Air FCU: Sharon Fletcher, Cindy Heal, Belinda Walker

Pinellas County Teachers CU: Elena Brisson, Joni Johnson, Nancy Sanchez

San Antonio Citizens FCU: Shawne Weaver

Suncoast Schools FCU: Alejandra

Alvarez, Debra Bryn, Erika Christensen, Heather Cummings, Jody Kelly, Judith Reed, Linda Rodgers - CCUE/CFSP, Amy Stewart, Kimberly Wild

Tallahassee FCU: Fran Fletcher

Tyndall FCU: Pearl Leverette

VyStar CU: Alfred Aviles, Ashly Fogle, Cassandra Goodwin, Tirea Herron, Stephanie Kilgore, Jennifer Kwiatkowski, Stephanie Kilgore, Lisa Lasch, Marnita Lewis, Franchesca Martin, Angela Miller, Tina Muse, Rhyvonne Osborn, Christina Weer, Susan White, Abby Wolfe

MERIT CERTIFICATES:

Educational Community CU: Melissa Meeks

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.

FCUL Horizons Director attends State CU Foundation conference

Connie Stoutamire, FCUL Director of Horizons, recently attended a State Credit Union Foundation conference. The Florida Credit Union Foundation's financial resources have grown by leaps and bounds under Connie's direction, and this conference was just one of a number of planning type events taking place now and in the near future that will help her work with the Foundation's Trustees in developing programs in which to best spend the money in the Foundation's reserves.



Pictured left to right: Connie Stoutamire, FCUL Horizons Director; Jeff Carpenter, Vice President of League Relations, America Association of Credit Union Leagues; and RoxAnne Kruger-Monahan, Washington Credit Union League and Chair of the State Credit Union Foundation Executive Committee.

Legislative session ends

pro-consumer legislation, credit unions have been exempted from the provisions of the legislation. In fact, the League was able to kill a proposed amendment raising the ceiling percentage on the fees these services could charge.

Though FCUL is your presence on the Hill in Washington and at the Capitol in Tallahassee, the League fully realizes no one can talk about credit unions' unique position in the financial services

marketplace like a credit union CEO, manager or volunteer.

Over the summer the League's Governmental Affairs Department will arrange events with members of Congress and the Florida legislature. Should one be held in your area, please make every effort to attend. These will be great opportunities for you to discuss the credit union difference with your legislators. The events will range from "Meet & Greets" to smaller, more

intimate events with a legislator and a couple of credit union people. Every effort should be made to attend when there is an opportunity for a credit union representative to be in the same room as a legislator.

— continued from front page



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

New branch

The **Miami Postal Service Credit Union** recently opened a new branch in Pinecrest. It is also a shared service facility.

Pictured below: Jace Reyes, CEO, Miami Postal Service Credit Union, and Jennifer David, Chairman of the Board.



Chapter announces new board members

The **Central Florida Chapter** is pleased to announce the election of three board members. They are: Vice President, **Tammy Ross**, Martin FCU; Director, **Jeff McCullough**, Martin FCU; and Director, **Lesli Dooley**, Community Educators CU.

Other members of the board are: President, **Valorie Grant**, CCUE, Central Florida Educators' FCU; Secretary, **Carol Wyatt**, Insight Financial CU; Treasurer, **Jeff Jakubik**, Orlando FCU; Education Chairman/Director, **Bill McCoy**, CCUE, Fairwinds CU; Director, **Tod Mazzocco**, McCoy FCU; Director, **Sarah Hamby**, Fairwinds CU; and Director for District 3, **Trudy Prince**, CCUE, Central Florida HealthCare FCU.

Grand opening for Navy Federal first remote call center

Navy Federal Credit Union recently celebrated the grand opening and ribbon cutting for its new 56,000-square-foot facility located at the Navy Federal Heritage Oaks Center in Pensacola. The facility houses the credit union's first remote call center and a branch office—it is the first large operational facility outside of Navy Federal's Vienna, Virginia headquarters.

"Today marks a very significant moment in Navy Federal's operational history. The Navy Federal Heritage Oaks Center and our first remote call center operation reinforce our mission to be a world class credit union ... providing the men, women and families of the Navy and Marine Corps the highest level of member services possible," said Brian L. McDonnell, President/CEO of Navy Federal. "This facility is proof of our commitment and investment to this project and this community."

At present, the call center takes an average of 3,800 member calls and 175 loan applications a day.



Navy Federal Pensacola Call Center ribbon cutting: Left to Right: Tom Banjanin, Escambia Board of County Commissioners; Brian McDonnell, Navy Federal President/CEO; and Charles Carlan, Chairman, Pensacola Area Chamber of Commerce.

Railroad & Industrial FCU hosts Chamber event

Railroad & Industrial Federal Credit Union recently hosted the monthly Plant City Chamber Breakfast with the Honorable Mike Bilirakis (R-9) as guest. Pictured with the congressman are Marion Smith, Executive Director of the Plant City Chamber and Art Wood, RIFCU President/CEO.



McCoy FCU, Partners in Education

McCoy Federal Credit Union has been selected as one of Orange County Public Schools' Outstanding Partners in Education for the 2003-2004 school year. Orange County Public Schools recognized McCoy Federal for its outstanding association with Lancaster Elementary School. In addition to supporting Lancaster Elementary with their school supplies and during the holidays, McCoy Federal makes an effort to assist whenever a need arises. The credit union strives to make a positive difference in education in Orange County. McCoy Federal was recognized at a Community Resources celebration in late April, 2004.

An example of the “People Helping People” philosophy in action

The credit union philosophy of “People Helping People” doesn’t just apply to a credit union’s members; it’s practiced among the credit unions themselves. Below is a letter written to Terry West, President/CEO of VyStar Credit Union, thanking him for his credit union’s help in solving a problem at a smaller credit union.

May 5, 2004

Mr. Terry West, Pres/CEO
VyStar Credit Union
4949 Blanding Boulevard
Jacksonville, Florida 32210

Dear Terry,

On behalf of the Board of Directors of Metro North Federal Credit Union, it is with heartfelt gratitude that I write this letter to thank you for your recent generosity. Our credit union found itself in quite a dilemma, and it became clear that we needed some assistance to resolve our problems. Having known and worked with you over the years, I never hesitated to reach out to you for help. Your immediate offer to volunteer your staff to assist us demonstrates that “all big” credit unions are not just waiting for the “small” credit unions to fail. The credit union philosophy “People Helping People” remains strong. We are so thankful that credit union CEO’s such as you are “always” there to assist small credit unions when there is a need.

Joyce Walters, your Financial Analyst, was assigned to our credit union “until the problem was resolved.” Ms Walters is a true professional and a wonderful caring person. Even though our settlement account was truly a “mess,” she never showed negative concern to me or gave up on her task to balance this account. Ms. Walters not only helped with this problem but also made suggestions on procedural changes as well as a new format for reconciliation.

Your generous offer of assistance without expectation of remuneration is to be commended and used as an example of credit unions’ unity and strength to those who would like to see our movement fail. You and those like you give us the courage to face whatever obstacles lie ahead.

Again, I thank you personally on behalf of my Board and small credit unions everywhere.

Sincerely,

Paula VanHorn, Treasurer
Metro North Federal Credit Union

Modest means

— continued from page 2

orders, financial counseling/debt counseling and risk-based lending. In addition, NCUA, through Dennis Dollar’s “Access Across America” program has been extremely successful in reaching out to “people of modest means.” NCUA numbers indicate that the 494 federal credit unions which adopted an underserved area since 2000 had an average membership growth rate of

4.36 percent during the four-year period. The average membership growth rate of all federal credit unions was 1.29 percent in the same four-year period, a difference which is 237 percent higher in the credit unions which have elected to expand service into underserved communities.

So, clearly credit unions served “people of modest means” in 1934 and they strive

quite vigorously to do so today. Credit unions continue the same noble purpose that brought about their creation by their activities and aggressive expansion into underserved areas. Without credit unions, these “people of modest means” would have no alternative other than the check cashers and payday loan companies to serve their financial needs.

Getting maximum value from the six touch points of communications

By Nancy Friedman

Are you aware of all the six touch points of communications? The six ways you can enhance or foul up a business or a personal relationship? You should be familiar with them all. Let's go over each point...because throughout the day, both in business and our home life, we all have the ability to "touch" people in a variety of ways. And with each point there are pros and cons. Here we go.

Touch Point #1: *The phone.*

And not just your business or home phone. Your cell phone, too. Telephone Doctor surveys show that more than 80 percent of all business transactions involved a phone call at one point. The telephone is what's known as a 'synchronous' method of communication. And what that means is - you're in sync with the person you're communicating with. You can have a simultaneous two-way exchange of information. Both parties need to be communicating at the same time for maximum effectiveness.

That doesn't mean you need to agree with the person you're talking with, but, more importantly, you both are able to communicate immediately. The best part of the telephone touch point is the ability to hear the tone of voice being used.



That stimulates the listener's imagination—almost like the radio.

On the phone, we have no sight. Just sound. And, how we perceive those sounds makes a whole lot of difference. So tone of voice is critical with the first touch point. Two people can say the same thing to one person...and yet the listener can hear it differently from each.

All that being said, the telephone is a very effective and popular method of

communication (providing you've reached your called party). Gets answers quickly. Responds rapidly. As you might imagine, this 'touch point' is one of my personal favorites. (I don't even want caller ID. Takes all the fun out of a phone call.)

Touch Point #2: *Email.*

Ah yes, the beloved email. Well, that's "asynchronous." Meaning you communicate one-way information, one direction at a time. And you may not get immediate communication back. With email, you have relinquished interpretation of the tone of voice to the other person. What you write can be "heard" whatever way they want to hear it. This can be dangerous. Remember, email etiquette is new. (You can read more about it on the Telephone Doctor RESOURCE page.)



However, suffice to say when we email something, it needs to be short, sweet and to the point.

Plus, it needs to be obviously friendly. It's a delivery method that has the ability to "sit" for hours...sometimes days without an answer.

(When to meet rather than use email? A client of ours told us once, "when there are more than two emails on the same subject back and forth, it's time for a face-to-face meeting.") That's easy to say for those of us who work in the same area; however, if your emails are international or even regional, your emails are your critical "touch point."

Be careful in your emails. Many hurt feelings have come about due to insensitive writing. That's a good place to practice all your 'please and thank yous.' Short, terse, one-word answers are perceived as "rude."

Touch Point #3: *Voice Mail.*

Again, this is an "asynchronous" means of communication. You can leave a voice message for someone...and when you get an answer, if ever, is up to him or her...not you. And it's not instantaneous, as is speaking with someone on the telephone. So here again, your voice mail needs to be special.

As we've said many times, there are three types of voice mails. Poor - average - and great. When you leave a voice mail, make it a great one. Remember, you get to use your tone of voice. That's a real plus. Your listener can hear the laughter, the smile and the tone. Use it to your advantage. (Again, our Telephone Doctor website RESOURCE page has a voice mail article that will help you in making all your messages great.)

Touch Point #4: *Snail Mail.*

Things like letters, brochures or samples. These are some of the original forms of business communication and they continue to be a great method of communication. As is true with emails, though, the written word can be miscommunicated very easily. So email, voice mail and snail mail, are very similar when communicating. All are "asynchronous." You wait for an answer.



— continued on next page

Touch Point #5:
The Fax Machine.

Remember when that method of communicating came on the scene? Seems we didn't know how we operated without it. And today, it trails sadly behind the other touch points. Yet, it's still there and being used. Just not as much or as often. And a reminder, again, it is 'asynchronous'. One-way information; waiting for an answer.



sound, tone of voice, facial expressions, body language - the entire package. Just like television. It's the ultimate "synchronous" touch point.

Maintaining eye contact is key in this special touch point. Those that will not make eye contact while communicating with us are sometimes judged "suspicious." We suspect that they may be hiding something.



Beware, too, in a face-to-face situation that your head doesn't look as though it's on a spindle. Focus on the person, or people, you're talking with. They deserve your full attention. And you'll find you soon notice, when someone is talking with you if they're concentrating on you and the topic...or if their eyes are wondering around looking elsewhere - anyplace but with you.

And yet, with all these touch points and

helpful hints...we often still "miscommunicate." In our work place, we most probably use all six touch points many times a day.

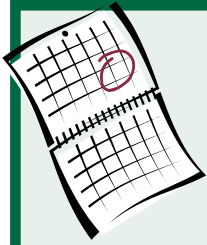
Nancy Friedman, president of Telephone Doctor Customer Service Training, is a popular keynote speaker at conferences and corporate meetings. She can be reached at 314.291.1012 or check out the Telephone Doctor Website at www.telephonedoctor.com.

Touch Point #6:
Face-to-Face Communications.

Obviously this needs little, if any, explanation. When we communicate in a face-to-face situation, we have it all. Sight,

Nancy's simple guidelines to help focus on which touch point to use when and how to make them work FOR us and not against us:

- Telephone - If you reach your called party...GREAT. That's immediate. It's also good for leaving messages - that don't need an immediate answer. If you need immediate action, try to reach another person. The telephone is only 'synchronous' when you have reached the called party.
- Voice Mail - That would be 'asynchronous.' Leaving messages that will be returned when the called party decides to return it (if ever).
- Email - Again, one-way communication. Keep it short, sweet and to the point. Use your manners. Remember, one word answers are perceived as rude.
- Courier - Still a great way to communicate. But be careful with the written word. Keep in mind how possible miscommunications might occur. More than once, words have come back to haunt the writer.
- Fax - For those that still use this method of communication, one pagers are appreciated. And again, written words need to be checked and double-checked to be sure it won't be misunderstood.
- Face-to-Face - The ultimate method of communication. Immediate reaction, tone, sight, sound and body language. Total "SYNCHRONOUS" communication. And that hug or handshake makes it all worthwhile!



FCUL Calendar of Events

June 2004

Date Event

17 - 19

2004 FCUL Annual Convention and Exposition -
Wyndham Palace
Resort & Spa - Orlando



Register for the 2004 FCUL Convention online. Go to www.fcul.org and click on the Online Registration for Convention link.

CHAPTER MEETINGS

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

Broward Chapter
June 8

Northeast Chapter
June 24

Tallahassee Chapter
June 24

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