

UPDATE

A PUBLICATION OF THE CONNECTICUT CREDIT UNION ASSOCIATION
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September 11, 2006

WOCCU News



The 2006 World Credit Union Conference in Dublin

A CONNECTICUT credit union leader on the move: Kathy Chartier, CEO, Members Credit Union and CCUA Chair, attended the 2006 World Credit Union Conference held in Dublin, Ireland last July. Sponsored by the World Conference of Credit Unions and hosted by the Ireland League of Credit Unions, the conference was attended by more than 1,800 people from 48 countries. Among the top-notch speakers were Dan Mica, CUNA CEO, Bertie Ahern, Ireland's current prime minister, and Mary Robinson, former president of Ireland.

The conference is an excellent opportunity to learn about the exciting things that credit unions are doing worldwide, including involvement in developing countries. It's also a fun chance to make new friends and visit with old ones from around the world.

"It is a great honor for the Irish League of Credit Unions to host the conference," said Liam O'Dwyer, CEO, Ireland League of Credit Unions. "It is recognition by World Council of Credit Unions of the success of



At the International Partnership Luncheon, old friends unite for good conversation and excellent food. From left, Kathy Chartier, CEO, Members CU and CCUA Chair; David Marquez, Chair of COPOS Credit Union, Port of Spain, Trinidad; Christine Gerritt, Chair of Seasons FCU; and Carlos Calderon, CEO of OAS Credit Union in Washington DC. Seasons FCU and COPOS CU signed a formal credit union partnership agreement at CCUA's Leadership Conference in Portsmouth, New Hampshire last weekend.

the Irish credit union movement. That success is increasingly reflected with worldwide membership of over 157 million people."

"The primary intention of the conference is to share best practices, new initiatives and developments among key credit union personnel worldwide," said Pete Crear, CEO, WOCCU. "It is seen by credit union personnel as a significant opportunity to network and be trained across the areas of strategy, financial operations and good governance, and provides support for countries where the credit union movement is developing."

NEXT YEAR the conference will take place in Calgary, Alberta, Canada from July 29-August 1. Kathy encourages anyone who has an interest in the difference that credit unions are making around the world to attend this exciting conference. ■



Kathy Chartier poses briefly with Pete Crear, WOCCU CEO.

A Look Ahead:

Compliance Council	Sept. 13
Eastern Chapter Meeting	Sept. 13
New Haven Chapter Meeting	Sept. 13
Disaster Recovery	Sept. 14
Collections	Sept. 19
Bomb Threat Training Teleconference	Sept. 19
Hartford Chapter Meeting	Sept. 27
Phone Center Cross-Selling Teleconference	Oct. 3
Asset/Liability Management	Oct. 18

For details about these events, see the back page or visit www.ctcua.org and click on the Calendar of Events link.

Between the Quotes:

A Small Charge Can Signal a Large Charge Later

That small charge on your credit or debit card statement may be a prelude to a big scam. Take note of any small charge—it might not be yours. Scam artists are using stolen or counterfeit cards to make test charges at gas stations and other places with automated charge machines. If the card works, and if you're not paying attention to your statements, they'll consider that a green light and charge more expensive items. According to Fair Isaac Corporation, there are more than a million such cases a year. If you notice a small charge and know it's not yours, call your card issuer immediately. ■

—Consumer Reports Money Adviser

CCUA Leadership Conference



2006 Leadership Conference a Huge Success

THIS PAST WEEKEND'S CCUA Leadership Conference saw 224 registered Connecticut credit union people from 34 credit unions and nine guests from the Cooperative Credit Union League of Trinidad and Tobago eagerly gather at the Sheraton Portsmouth Harborside Hotel & Conference Center in Portsmouth, New Hampshire.

The three-day weekend began on Friday afternoon and promised education sessions for credit union management as well as volunteers. More than 135 participants attended eight sessions offering facts, opinions, points of view, assessments,

evaluations, discussions and reviews on topics of interest and importance to credit union operations and the credit union movement in general.

While all gatherings—educational and social alike—provided great opportunities for the exchange of ideas, friendly chats and constructive networking, one event in particular drew especial attention: Seasons Federal Credit Union and COPOS Credit Union from Port of Spain, Trinidad signed their official partnership agreement under the International Partnership Development program. ■



At the Conference, members of COPOS Credit Union, Trinidad, and Seasons FCU sign their partnership agreement in the International Partnership Development program. At right center is Seasons FCU CEO Keith Wiemert. Signing at far right is Christine Gerritt, Seasons FCU Chairperson.



Above, CCUA CEO Kevin Chandler, at left, reads a proclamation from CT Governor Jodi Rell to the visitors from Trinidad and Tobago.



Above, it turned out there was nothing "fishy" about Barb Bass' Saturday presentation, "Fishing for Volunteers."

At right, Mark Mayfield makes a point to a capacity crowd at his Sunday morning session.



At left, speaker Bob Treadway explains how to develop anticipation skills for the future.

Below, conference attendees absorb points being made during the "How to Look into the Future of Your Organization" session on Saturday morning.



At left, Victor Corro, WOCCU International Partnerships Manager, stresses the importance of shared ideas across international borders.



Credit Union News



Wepawaug-Flagg Federal Credit Union Donates Flags to Honor new Middle School

WEPAWAUG-FLAGG FEDERAL CREDIT UNION (Hamden) has donated classroom flags to the Hamden Board of Education in honor of the new Hamden Middle School located at 2623 Dixwell Avenue.

The dedication and ribbon-cutting ceremony held at 6:00 p.m. on Wednesday, August 30th, took place at the school. Laura M. Rodriguez, Director of ESOL/World Languages and BEST District Facilitator of Hamden Public Schools thanked Melissa Kreamy, Wepawaug-Flagg FCU's Marketing Director and Compliance Officer, for the generous donation and commitment to the education community. Wepawaug-Flagg FCU has been serving the faculty and staff of the Hamden Board of Education since April 28, 1936, as part of the credit union's original charter.

Wepawaug-Flagg FCU continues to serve the community by participating in the Miracle Balloon Project, run in conjunction with the Children's Miracle Network. Members have the opportunity to purchase balloons at \$1.00 each in the branch offices through September 15th. One-hundred percent of the funds raised goes directly to the Connecticut Medical Center to help children with life-threatening diseases and injuries.

IN ADDITION, four \$1,000 Scholarships are awarded by the credit union each year. All members' children who are graduating high school seniors or already attending college are eligible to apply.



Applications become available in April of each year. ■

A Milestone

CONGRATULATIONS TO WEPAWAUG-FLAGG FCU ON ITS 70TH ANNIVERSARY!

Established in 1936, the credit union was originally founded by Mr. Wayne Flagg, among others, to help teachers in the Ansonia area assume control of their financial lives. As a result, Wepawaug Teachers Federal Credit Union was born. Today the credit union offers a full line of financial services to employees of various companies and boards of education in the greater Hamden area. Best wishes to the board, staff and members of Wepawaug-Flagg Federal Credit Union! ■

Marketing News



Credit Union Marketing: What's In, What's Out, What's Coming Next

TWENTY-FIVE YEARS AGO, credit union marketing was something of an oxymoron because credit unions had a small niche. Today, credit union marketing is savvy and sophisticated, according to new research.

A study by PSB, The Marketing Super-Source, based in Lake Forest, Calif., indicates that "many credit unions—large and small—are on the cutting edge of today's marketing techniques," says Mark DeBellis, president of the credit union marketing company.

Marketing as a whole is "in," says PSB. "In the past consumers might have turned to their credit union for an auto loan, but it just wouldn't have occurred to them to switch over their checking, IRA, mortgage and credit card accounts," DeBellis says. Now credit unions have evolved into a

full-service industry. "And they realize they need to get the message out," he says.

Kate Kelly, assistant vice president of marketing and community relations, Redwood CU, Santa Rosa, Calif., and chair of Marketing Association of Credit Unions (MAC), says today's consumers "are bombarded with marketing messages on a daily basis. So you have to really make an impression in order to be sure your message is heard." Today, a single postcard doesn't do it. "Follow-up is critical," she says.

PSB's survey indicates a significant increase in marketing budgets the past few years. In 1999, only 6.7% of credit unions surveyed had a budget greater than \$500,000. Today, 19.9% do.

Fifteen years ago, marketing funds went to statement inserts and newsletters. Today print materials still comprise most of the

typical marketing budget, but campaigns are more targeted and multifaceted, with direct mail increasing in popularity at the expense of non-targetable media.

NRL FCU, Oxon Hill, Md. uses direct mail in the context of an entire campaign, says Barbara Ganley, vice president of marketing at the credit union. "We run a major campaign every month, changing the message so members aren't seeing the same materials over and over. Even if we don't provide a special rate or incentive, we see an up-tick in business just from an increased awareness."

THE PSB SURVEY also indicates a dramatic increase in the use of television and radio spots, as well as e-mail marketing.

The future of credit union marketing, the

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CCUA Programs and Events



September

Compliance Council. Wednesday, Sept. 13, 9:30-11:30 a.m. CCUA Education Center.

Topic: Internet Banking Risks and Authentication Issues: What is required to be delivered by Dec. 31, 2006; what Internet banking products and services should be covered by the risk assessment; how are product and services determined as high-risk; and more. Optional participation in the BSA teleconference. Facilitated by George Meagher, Compliance Officer, Sikorsky Financial CU.

Eastern Chapter Meeting. Wednesday, Sept. 13, 2006, Mona Lisa's Restaurant, 181 West Town Street, Norwich.

Deadline to register: Sept. 8. For information, please contact Svetlana Atamanuk, 860-444-5104, Lawrence Memorial Hospital EFCU, 365 Montauk Avenue, New London, CT 06320.

New Haven Chapter Meeting. Wednesday, Sept. 13, Anthony's Ocean View, 450 Lighthouse Road, New Haven.

Deadline to register: Sept. 8. For information, please contact Jim Howard, 203-287-6600, New Haven County Credit Union, 175 Sherman Avenue, New Haven, CT 06511.

Disaster Recovery—One Credit Union's Story. Thursday, Sept. 14, 9:30-11:30 a.m. CCUA Education Center

Lisa Westfall, Chief Communications Officer at Eagle Federal Credit Union located in Louisiana, will share her experiences gained when Katrina hit her home and credit union last year. She will discuss what worked—and didn't work—for her credit union, and will provide insight on things to consider when reviewing your own disaster recovery plan.

Collections. Tuesday, September 19, 9:30 a.m. – 3:30 p.m. CCUA Education Center

Attorney Robert C. Lubus's program will include an Overview of Collections Practice; Collections—Initial Considerations; Workout Agreements and Alternatives to Collection Actions; Collections—Seeking a Judgment; Finding Assets—Collecting Your Money; Recovery of Personal Property; and the CT Fair Debt Collections Act. Registration Deadline: Thursday, September 14.

Bomb Threat Training Teleconference. Tuesday, Sept. 19, 11:00 a.m. – Noon.

This teleconference will cover the procedures that must be in place prior to a threat ever occurring. Educational Investment: \$99 per telephone connection. Unlimited listeners and free audio archive. Speaker: Dave Kessler.

Hartford Chapter Meeting. Wednesday, Sept. 27, U.S.S. Chowder Pot IV, 165 Brainard Road, Hartford, 860-244-3311.

Deadline to register: Sept. 19. Guest speaker

Michael Savenelli, Sr., Business Development, BCI Financial Mortgage Corporation, will provide an overview of reverse mortgages, how they work, what the benefits are, options, myths and more.

Predatory Lending Teleconference. Thursday, September 28, 11:00 a.m. – Noon.

This teleconference will highlight the issues and regulation surrounding predatory lending. Educational Investment: \$99 per telephone connection. Unlimited listeners and free audio archive. Speaker: Tim Lerew.

October

Phone Center Cross-Selling in 10 Seconds. Tuesday, October 3, 11:00 a.m. - Noon.

This session will provide new skill sets to improve presentations, build confidence and sell additional services. Educational Investment: \$99 per telephone connection. Unlimited listeners and free audio archive. Speaker: Lynn Giuliani.

ALM. Wednesday, October 18, 2-Hour Session 11:00 a.m. – 1:00 p.m.

This session will identify ALM goals, review four ways to monitor IRR, summarize issues to be address when developing an appropriate investment policy, and much more. Educational Investment: \$149 per telephone connection. Unlimited listeners and free audio archive. Speaker: Debbie Rightmire. ■

Marketing News



Continued from page 3

survey found, begins with a noticeable increase in in-house operations. Today, 33% of credit unions surveyed said they handle some marketing projects in house, compared with 28.6% one year ago.

WHY THE SHIFT? Time. In a previous survey, marketing directors ranked campaign supplier priorities as: Design quality; Print quality; and Price. This year's survey shows different results: Design quality; Response time; and Print quality.

The importance of time has increased even over price, with credit unions willing to pay for the added benefit of a rapid market re-

sponse. But in practice, outsourcing often proves the most efficient use of time and resources, especially for smaller marketing departments. Redwood CU handles strategic functions in house, while outsourcing the design, printing and mailing of most projects allows the credit union "to achieve great results in the shortest possible time frame," said Kelly.

Eventually technology will have credit union marketing using e-commerce and CRM. Print materials will still be important, but they will be personalized, focused and professional in appearance. Auxiliary efforts such as seminars and open houses will be supplemented

by webinars and podcasts.

TOASTER GIVEAWAYS may seem like relics, but DeBellis says there is plenty of potential for simple, relational marketing. "People love their credit unions because of the personal service and the friendly, helpful atmosphere," he says. "And the best marketing is simply a way of making that connection. Whether you're speaking with someone face to face, sending them a postcard or communicating over the Internet, the message is the same: 'We care about your financial success.' That is the core of credit union marketing—yesterday, today and for years to come." ■

CUNA News Now