

**MICHIGAN CREDIT UNION LEAGUE (MCUL)
CU DIFFERENCE COMMITTEE
MCUL LANSING OFFICE
FEBRUARY 18, 2009
MINUTES**

I. CALL TO ORDER

The meeting was called to order at 10:08 a.m.

II. ROLL CALL

CU Difference Committee members participating were: Danielle Brehmer, Heather Bade, Joyce Banish, Dennis Christensen, Karen Church, Jessica Diedrich, Sarah Doll, Sarah Ermatinger, Lisa Fawcett, Carrie Iafrate, Amy McGraw, Barb Ostroski-Enos, Janet Thompson, Lauren Vance and Scott Williams.

The following MCUL/CUcorp staff also participated: Dave Adams, Mike Bridges, Maureen Lafrinere.

The following Committee Members were absent: Darren Cameron, Philip Cooper, Richard Gatiss, George Isola, Paul Mayville, Chris Overbeek, Cutter Phillips, John Rupert, Fred Schuster, Jennifer Shew and Lee Ann Mares.

The following people also participated: Scott Babin, Becky DeFabio-Elsey, Linda Hughey, Kathy Kruch, Suzanne Miller, and Jennifer Wright.

III. MINUTES

IT WAS MOVED BY KAREN CHURCH, SUPPORTED BY LAUREN VANCE AND CARRIED to approve the January 22, 2009 Meeting Minutes as presented.

IV. REPORTS

A. Chairman Darren Cameron

Darren Cameron was absent so there was no report from the Chairman.

B. MCUL President & CEO/Committee Ex-Officio David Adams

Dave Adams stated that the main purpose of the meeting is to review the recent ads. The emphasis of the campaign is focused on Invest in America. He is very excited about the position we are in despite the economics.

V. INFORMATIONAL ITEMS

A. 2009 Media Plan

Michael Bridges lead the discussion regarding future media. We are currently working on both TV and radio. A mix of TV and radio will help increase the reach and frequency of our message. Most DMAs have sufficient funds for the TV and radio plan. Input was sought regarding each DMA's wishes on how the media would be handled in their areas.

We are also looking a going with another media, billboards.

B. 2009 Creative Plan

Michael Bridges reviewed the storyboards and scripts (two television spots - one for GM and the other for Chrysler) and four radio spots (GM, Chrysler, Invest in America, and credit union branding). All the spots promote Invest in America and drive consumers to the love my credit union Web site and include the tag line "Credit Unions, Where People are Worth More Than Money."

Script and casting approvals are due this week with production expected to begin the week of February 23 with a launch date of March 9.

The committee members recommended a few changes. New scripts will be shared. The videos for casting will be sent to the Creative Subcommittee for review.

C. Funding

The DMA summary chart as of February 17, 2009 was reviewed.

D. Next Meeting

Next CU Difference Committee meeting is scheduled for May 20 at 10:00 a.m. in the Livonia office of the Michigan Credit Union League.

VI. ADJOURNMENT

IT WAS MOVED BY DENNIS CHRISTENSEN, SUPPORTED BY LAUREN VANCE AND CARRIED to adjourn the meeting at 11:05 a.m.