

**MICHIGAN CREDIT UNION LEAGUE (MCUL)  
CU DIFFERENCE COMMITTEE  
MCUL LANSING & LIVONIA OFFICE  
JUNE 10, 2009  
MINUTES**

**I. CALL TO ORDER**

The meeting was called to order at 10:04 a.m.

**II. ROLL CALL**

CU Difference Committee members participating were: Heather Bade, Darren Cameron, Dennis Christensen, Jessica Diedrich, Sarah Doll, Sarah Ermatinger, Lisa Fawcett, Carrie Iafrate, Amy McGraw, Barb Ostroski-Enos, Jennifer Shew, Lauren Vance, and Scott Williams.

The following MCUL/CUcorp staff also participated: Mike Bridges, Maureen Lafrinere, and Lee Ann Mares

The following Committee Members were absent: Dave Adams, Danielle Brehmer, Karen Church, April Clobes, Philip Cooper, Richard Gatiss, George Isola, Paul Mayville, Chris Overbeek, Cutter Phillips, John Rupert, Fred Schuster, and Janet Thompson.

The following people also participated: Sara Cottle, Becky DeFabio-Elsey, Rose Evers, Kris Miller, and Suzanne Miller.

**III. REPORTS**

A. Chairman Darren Cameron

Darren Cameron didn't have a formal report.

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

Dave Adams was absent so there was no report from the MCUL President & CEO/Committee Ex-Officio.

**IV. INFORMATIONAL ITEMS**

A. 2009 Feedback

The campaign has wrapped up statewide except for the Detroit DMA that ends June 14 and the Flint DMA that ends June 21. Responses continue to be that credit unions haven't heard much from their members but have heard the ads on the radio a lot.

A GM survey was done for credit union members that purchased a GM car to determine if it increased their trust in credit unions. The results pointed to the program greatly adding to their members' trust because they thought the credit union was looking out for them.

A suggestion was made to send an e-mail to participants prior to a meeting requesting input on the topics of the upcoming meeting.

B. Preliminary 2010 Strategy

The fundraising strategy for 2010 will start with a push in the next couple of months. We want to work within the credit union budgeting cycles and do a big push during the last three months of the year. Contributions continue to be due the last working day of January which is the 29<sup>th</sup> in 2010. We are going to suggest credit unions consider contributing their MCUL fees rebate to the 2010 CU Difference Campaign.

C. Creative Strategy

We have two plans for the creative strategy. Plan A includes reusing the 2009 TV/radio ads that offer tangible member benefits, specific with GM and Chrysler. Plan B is to use the LOVE + TRUST = My Credit Union since the concept isn't worn out yet. The new ads would look similar to the 2009 ads. Our intent is to go with Plan A and a decision for Plan B would need to be made by the first week in January.

We need to work on finding better ways to get the credit unions to participate and work the program. The Chrysler commercial is on CUBE TV for credit unions wishing to add it to their Web site.

D. Funding

The 2009 CU Difference Campaign DMA Chart as of June 9, 2009 was reviewed.

E. Next Meeting

Next CU Difference Committee meeting is scheduled for November 18 at 10:00 a.m. in the Lansing and Livonia Michigan Credit Union League offices or via phone/Web.

V. **ADJOURNMENT**

**IT WAS MOVED, SUPPORTED AND CARRIED** by consensus to adjourn the meeting at 10:35 a.m.