SMALL ASSET SIZE
SAS
CREDIT UNIONS

MICHIGAN CREDIT UNION LEAGUE
GAZETTE
A QUARTERLY UPDATE FOR MICHIGAN'S SMALL ASSET SIZE CREDIT UNIONS

SEPTEMBER 2003

Submit articles and comments to:
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Editor
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800-262-6285
Ext. 456

Credit Unions Need to Reach Out to Hispanics

By Julie Fernandez, managing director of Heft Associates, Inc. and North Oakland Community Credit Union Board member.

In the years following each new census, we are reminded of the powerful demographic growth of Hispanics in the United States, which continues to heartily outpace that of other populations.

Despite their maintaining a low profile in the banking and financial industry, it is the Hispanics' sheer growth in numbers that has ultimately brought both its culture and its language to the forefront.

The Hispanic population and credit unions are a well aligned "fit" of cultures – both are founded on the values of family and community.

Why should any credit union turn its attention to serving the Hispanic market? First consider a cursory review of the goals outlined by the latest wave of auditors, regulatory agents, Board resolutions and business plans. If your credit union is like many across the nation, this year's list may very well sound like the proverbial New Year's resolution:

- Expand to service more people within your credit union's field of membership
- Increase utilization of credit union services among current members
- Attract and retain members – particularly among women and youth
- Serve the community with financial education and choices for quality services.

Just as some January pledges to exercise daily and swear off junk food repeatedly fall short, you may also be wondering how truly effective the latest membership drive, product enhancement, or credit fair will be in producing the solid, bottom-line results you crave.

Be assured that this naturally occurring demographic phenomenon is on the side of credit unions everywhere.

Credit unions can present the following points to their Boards when discussing this segment of the community:

- Hispanics constitute 13 percent of the U.S. population, making them the largest minority in the country, so there is much to be done to meet the financial service needs of a diverse and growing Hispanic presence.
- The Hispanic market is fast growing, youthful, largely "unbanked," and fiercely loyal.
- Hispanics are more likely than any other ethnic group to be "unbanked." The percentage of

PATRIOT ACT Online

The compliance deadline for the USA PATRIOT Act is Oct. 1.

Questions and answers, additional information, and a preparedness checklist are among the resources available online at *www.mcul.org* (select "Regulatory Compliance," "USA PATRIOT Act Resources").

Questions can also be directed to MCUL Regulatory and Legal Affairs Vice President Ken Ross at MCUL Extension 464 or *kmr@mcul.org.*

Hispanic households without the use of any bank account is commonly cited at 42-44 percent versus 9.5 percent of the general population.

- Unbanked Hispanic percentages are even less for populations having the following characteristics: immigrants that are not U.S. citizens (54 percent); those with an annual income below $20,000 (62 percent); and immigrants between the ages of 18 to 24 (68 percent).
- Daily transactions required to maintain a household, pay rent and bills, make purchases, and send money home to other family members are conducted largely in cash or by using fee-per-use services such as money orders, cashier checks, and electronic remittances, currently estimated at $23 billion annually.

Reaching potential Hispanic members is seldom about taking market share from competitors, but instead is all about serving the underserved, providing ongoing education, walking a community through its lifecycle financial needs, and fostering relationships through customer service that is inviting and familiar to them.

With a carefully planned entry into the Hispanic market, credit unions can provide a much-needed infrastructure for daily transactions and reduce the risks and inconveniences of a cash-only approach to managing money.

Growth of the Hispanic population posted a stunning increase of 58 percent between the 1990 and 2000 census. The growth rate between 2002 and 2007 is projected to be 9 percent.

Despite its heavy concentration in the West, the percentage of Hispanics has continuously increased in every region of the United States from 1980 to 2000 – in rural, suburban and urban settings alike.

The Hispanic population is also rich in member attributes long sought after by credit unions – constituents are younger and more family-oriented.

Successfully tapping into the Hispanic market may, in fact, feel like a thirst-quenching drink from the Fountain of Youth.

The median age of Hispanics is 25.8 and nearly half of all Hispanics are under age 25. Between the 1990 and 2000 censuses, the growth in Hispanic youth aged 15-29 increased 54 percent. Even more foretelling is the growth differential for children aged 0-14, where Hispanics grew by 62 percent.

Because the Hispanic population is so heavily weighted toward the young, credit unions should expect nothing less than a prolonged trend of increased Hispanic influence in popular culture, the economy and public life in the years and decades to come.

Like most credit unions, ongoing initiatives to provide superior customer service, increase active membership, and broaden each member's range of services with little extra effort are commonplace strategy.

By encouraging Latinos to open savings accounts for minor children, a first checking account for a working teen, and credit card management training grounds for young adults, the opportunity to attract and retain your own next generation of credit union graduates is effortless compared to blind marketing campaigns, mailers, and membership drives.

Already full participants in the transactions of everyday life, the Hispanic market has a complete lineup of financial service needs, but no financial institution. Just as youth programs target financial education that expands with maturity in age and responsibility, Hispanic programs must focus on education and tools to gradually introduce basic personal finance to customers with a full portfolio of needs.

To properly prioritize the Hispanic market needs, an appropriate business development model will shuffle and realign its hierarchy of financial service needs, beginning with components that introduce security, convenience, and cost-savings to core household transactions. Planned progression over time should introduce other key elements to establishing a financial identity (and aptitude), including savings, credit and asset accumulation activities. Having established a firm foundation upon which to build, members will continue to cycle

Gazette Available by E-mail

The quarterly *Gazette* is now available via e-mail. To subscribe to this free service, visit online at *www.mcul.org*, under Small Credit Union Resources, then *Gazette*. Back issues of the *Gazette* are also available online as well as an index of articles from previous issues.

through a spectrum of financial services with each new life event they experience.

Central to the mission of many credit unions is the ambition to serve the underserved.

By serving an underserved market a credit union can:

- Reduce the unnecessary risk of fraud and loss inherent in cash-only transactions
- Enable low-cost remittances to ensure that more of a wire transfer is received by the family member abroad than is paid in fees and unfair exchange rates
- Eliminate predatory expenses charged to cash a paycheck or advance a loan.
- Coach this market through sensible steps to establish credit, save in the safety of an institution, manage debt, and work toward the goal of home ownership

Unquestionably, the Hispanic market represents a tremendous opportunity for credit unions nationwide to "step up to the plate."

Taping Phone Calls Requires Disclosure

*by **Michael Marion,** MCUL*

Credit unions inquire every so often whether they can monitor and/or record phone conversations between their employees and individuals (usually members) who call the credit union for one reason or another. Basically, this is permissible provided that he credit union has properly notified the parties involved. It can't do the monitoring or recording secretly.

There are two groups of affected individuals, and the credit union's obligations to inform them differ somewhat. The two groups are, of course, the people who call and the employees who speak with the caller.

Likewise, a credit union may have a variety of motives. First, it may want to record a call in case the caller later disputes what was done as a result of the call. Second, the credit union may wish to monitor or record calls to assist in developing more efficient procedures for its personnel. And third, such items may end up being use as part of training or disciplining a specific employee.

First, the caller. The caller needs to be informed that the phone conversation is not totally private. This can be done most efficiently by having a lead-in, recorded message stating that the phone call may be monitored or recorded for quality or training purposes.

Second, the credit union employee. Employees need to be informed, as part of an employee handbook, that calls may be monitored and/or recorded. This could be part of a broader policy concerning use of company phones. Similar to the credit union's e-mail policy, employees need to be informed that the phones at their work locations are company property, and that calls may be monitored and/or recorded, and that they should have no expectation of privacy. Note that if the credit union has set aside phones in private areas intended to be used for personal calls, it should not be monitoring or recording the content of calls made on such phones in any way. However, it can have a policy concerning the length of such calls during working hours and, if it so notifies the employees involved, it can track the numbers called and link them to employees for billing purposes. It can also prohibit calls to "900" numbers, etc.

The penalties for failure to comply vary. Failure to tell the caller could subject the credit union to both civil and criminal penalties and might cause the credit union not to be able to use the information obtained as evidence in a later quarrel with the caller. Failure to inform employees could invalidate any personnel action based on the information obtained and/or could subject the credit union to a claim for damages.

FAQs Posted Online

The MCUL Compliance and Regulatory Issues August 2003 *FAQs* is available online at *www.mcul.org* under Regulatory Affairs.

The topic of this issue is Uniform Commercial Code Article 9.

Answers to questions include: How should a credit union <u>create</u> its security interest in collateral? How should a credit union <u>perfect</u> its security interest in collateral? Will financing statements that we filed prior to July 1, 2001 continue to be valid? Which secured transactions are subject to the Uniform Commercial Code? How to handle repossessed collateral.

The key is making sure everyone knows what is going on ahead of time. If someone is legitimately surprised that a call has been monitored or recorded, something has gone wrong that needs to be fixed.

Michael Marion can be reached at MCUL Ext. 272 or mgm@mcul.org.

Incentives Available to Frequent Advocates

by ***Shannon Burt****, MCUL Regulatory Specialist*

Credit unions that submit comment letters on pending regulatory proposals now have the opportunity to be recognized as a "Regulatory Advocate."

MCUL's Regulatory Affairs began an incentive program this year to encourage credit unions to submit comments on pending regulatory proposals. For every letter a credit union submits each month, one entry will be entered into a monthly drawing for a prize. Currently, the monthly prizes are stylish, silver-plated letter openers engraved with the words "MCUL Regulatory Advocate."

Along with the monthly drawings, participating credit unions will also have the chance to win a certificate for free staff training. Credit unions that submit six or more comment letters between May 1 and Dec. 31 will receive a "Regulatory Advocate" certificate of achievement. In addition, the credit union that submits the most comments in its asset size group will receive a coupon for $50 off a League Education session during 2004. The asset size groups for purposes of this incentive program are $20 million and below, $20-100 million, and $100 million and above. There is still plenty of time to win.

The MCUL strongly encourages credit unions of all asset sizes and charter types to become regulatory advocates. Your credit union can make a difference by simply submitting written comments providing regulators with an operational perspective on pending proposals – regarding what works and what doesn't. Given today's environment of frequent attacks on credit unions from those outside the industry, it is important for credit unions to make their voices heard and set their own regulatory agenda.

Credit unions may now easily submit comments using the new on-line submission tool on the MCUL Web site at *www.mcul.org* (select Regulatory Compliance, Write A Comment Letter Now). The tool provides credit unions with a quick and easy way to submit comments all at once to the MCUL, CUNA, and the NCUA, as well as to their U.S. Senators and Representatives. The League also frequently makes available talking points and sample letters to aid credit unions in drafting their comments.

If your credit union has never submitted a comment letter in response to a regulatory proposal, a great way to get involved would be to comment on the NCUA's review of its existing regulations. Federal law requires the NCUA to divide its regulations into categories and review them all before 2006. Comments on the first category of regulations are due by Oct. 1. The first category includes regulations governing field of membership, charter conversions, investments, charitable contributions, incidental powers, and credit union service organizations (CUSOs).

If you believe any of the regulations governing these topics are overly burdensome, especially for small credit unions, or simply impractical or unnecessary, the MCUL encourages you to commit your thoughts to writing – you not only will be helping the NCUA make its regulations more effective, you will also be entered for a chance to win prizes in the incentive program.

Have You Checked This Out?

For more information on the Michigan Credit Union Act Modernization, visit *www.mcul.org/mcul/cu/compliance/mcua.*

The main categories for information are:

- Current News Information
- MCUA Modernization Media Center
- MCUA Advocacy Material
- Archived Materials

Have a topic to share?

Credit union professionals who would like to submit an article for the *Gazette* that would be of interest to small asset size credit unions $20 million and below, can contact Carol Marsh, *Gazette e*ditor, at *csd@mcul.org.*

Each comment letter sent in response to a League Comment Call prior to the comment deadline will be counted toward the incentive program, including those received via Web site, e-mail, fax, and postal mail.

To reach Shannon Burt with questions about the incentive program and the NCUA request for comments, contact her at MCUL Ext. 762 or slb@mcul.org.

What Can SBA Loans Do For You?

By CUNA Business Lending Consultant Michael Hearne

There has been much talk in the credit union marketplace about member business loans, Small Business Administration loans, and member business services. If it all leaves your head spinning a bit, you're not alone.

The Small Business Administration announced in February that it was giving all credit unions eligibility for its guaranteed business loans through its 7(a) guaranteed lending program. Previously, only community-chartered credit unions could take advantage of this program.

Michael Hearne, CUNA's business lending consultant speaks from personal experience when he talks about the benefits of the SBA guaranteed lending program. Not only did he work for SBA, he was also able to start his own business with the help of an SBA loan. Hearne's advice to credit unions is simple: take it slow, learn all you can, and stay with it.

Hearne and a partner opened Tavern on the Flats in March 2000 in Seneca Falls, New York. The site they selected was an old, character-laden building that had fallen into disrepair.

"The first problem we confronted – and one that I think is common in small towns and areas that have lower real estate values – was that no building in the area was worth what it would cost to fix it up," says Hearne. "So there's really no collateral to offer, and without collateral, the banks in town would hardly give me the time of day."

As a former SBA employee, Hearne was familiar with the SBA's 7(a) loan guaranty program, which guarantees up to 80-percent of the value of loans up to $100,000 and 75-percent of the value of loans greater than $100,000. This allows borrowers access to credit that might otherwise not be available to them and gives the lender peace of mind that they are protected if the borrower cannot pay back the loan.

"That's the beauty of the SBA program," adds Hearne. "If a credit union is hesitant about lending to a business because there is insufficient collateral or there is risk inherent in the particular industry or the age of the business, then the credit union will turn to the SBA to obtain a loan guarantee."

Credit unions interested in SBA lending can contact Michael Hearne at 800-298-5948.

Tactics Great Mentors Use to Achieve Results

Could you use some great tactics to help motivate and grow your team?

Understanding a tactical approach is your first step. Unlike strategic plans, tactics are processes you can immediately put to use. The key is not just implementing these ideas, but doing it in such a way

See What's New in Connection

The most recent issue of *Connection* newsletter is now online at *http://training.cuna.org/pubs/connect.html* to help credit unions plan for the fourth quarter 2003. Articles in this issue include Ideas for International Credit Union Day, October 16; Pay scales for credit union marketers; Free layouts for member newsletters; Investment advice for members; and Doing direct mail better.

CUNA Posts SBA Info

CUNA's Member Business Services is now offering free Small Business Administration marketing materials.

The materials include an ad, statement stuffer and teller window poster that inform credit union members about SBA loans.

A free newsletter article with similar SBA information is scheduled to be available by the end of August.

The materials are available in high-resolution JPEG or PDF format and can be seen by using the resource link at *http://www.cuna.org/initiatives/business_seg/.*

by ***Dr. Barton Goldsmith****, motivational speaker and author*

as to achieve positive results in the short term.

Here are some tactics used by great mentors in some very successful companies.

The Truth About Motivation

- Motivation is a word that has been kicked around in business for well over 50 years. The trouble is that we keep coming up with superficial "incentives" that can make team members feel insulted or cheapened. Nothing that you can give people (short of a yacht) will motivate them as much as recognition and support from their supervisors and peers.

- Tactics like "Employee of the Month" don't work because you only create one winner -- and dozens of losers. Making sure that everyone shares in "the win" creates a team out of a staff. That is the definition of Esprit de Corps.

  As companies grow, the team members can suffer, because attention can be diverted from individual efforts. A good mentor/ manager believes in publicly recognizing the contributions of their entire team by celebrating large and small successes, and making the effort to mentor team members into positions that require them to become leaders.

- If the team members know their mentors and managers support them, they have the gumption to take risks, to try new ideas and experiment.

  These are the behaviors that help companies grow. Support and recognition are the most powerful motivation tools a Mentor can use. Encourage your people to step up to the plate, recognize them for making the effort and reward them substantially when they hit a home run.

Pay for Performance

- Give merit raises. Giving a salary increase because someone has been with the company for a period of time, are not an effective tactic.

  Unfortunately most people won't do any more than they have to, unless you give them a reason. Rewarding performance, large and small, is highly effective and results in a better bottom line for the company and the team member. This tactic has been used by sales teams for decades and is now finding it's way into mainstream business.

- The "pay for performance" practice leads to stronger teams because individuals realize that they depend on their teammates to create business.

  A natural Mentoring process takes place when a sales closer works closely with a lead generator to ensure proper prospecting. Some closers "spiff" (small cash or equivalent rewards) their lead generators for great prospecting. Likewise a sales manager will "spiff" those who close a certain amount of sales. These are small examples of performance rewards, but there is a bigger picture.

  People want to be part of something larger than they are, like a growing company. Tactics such as an ESOP or Phantom Stock/Equity have proven to be highly effective motivation tools. In addition, mentoring your team to reach big, fat, hairy goals by significantly rewarding them creates profound results.

Self-Evaluations

People know how well they are doing, and what they are not doing well. Most of the time mentors are more concerned with telling their charges how to do better rather than asking them what they think they are doing right. In an honest relationship, both parties should be able to express their feelings about their progress. If the team member truly wants to grow, they will be able to have objectivity about their performance.

There are several "Self-Evaluation" questions that can help create a positive dialogue and make the self-evaluation process more effective than a typical performance review. These questions will be great fuel for helping you both understand how progress is being made and what course corrections are necessary. It also opens the door for some serious career mentoring. Most importantly, it will help you both discover the skills that need to be developed in order to achieve your mutual goals.

For a free copy of the Self-Evaluation questions, send an e-mail with "Self-Evaluation" in the subject line to *Barton@BartonGoldsmith.com* and the questions, along with some suggestions for implementing the process will be forwarded to you.

Don't Take Away Their Problems

When things get busy and hectic, as they often do, and a team member comes to you with a problem that you can clearly see the answer to; it is tempting to solve it for them. This is not mentoring. By solving their problems you take away their opportunity to become educated, and their ability to solve problems for themselves. People learn best when they face new challenges, in addition, they gain the skills to solve other, more difficult, problems.

Using the Tactics

Understanding and utilizing this tactic, and those mentioned above, will help you mentor your team members to become more effective and to become leaders and mentors themselves. These are the tactics that will make your mentoring process an exciting part of your company culture. In addition, your team members will be inspired to reach new levels of performance; this is the essence of mentoring.

Dr. Goldsmith has spoken worldwide to groups of 10 to 5,000. He may be contacted through his Web site BartonGoldsmith.com or at 818-879-9996.

Dr. Goldsmith's column "Emotional Fitness" is nationally syndicated. In addition, he is featured in Mark Victor Hansen's new book "The Miracle of Tithing." More information may be found at the Emotional Fitness Web site at www.emotionalfitness.net.

Member Segmentation Key to Successful Lending

With the maturation of Generations "X" and "Y" into key borrowing years, member segmentation will be critical to attraction and retention, according to a lending expert during a session of CUNA Mutual Group's eighth annual Discovery Conference held in Florida in July.

Felicia Schoenenberger, CUNA Mutual leading education consultant, reminded credit union staffers that not all members of a generation are alike.

Donning pink hair and simulated body piercings, Schoenenberger played a "Gen-Xer" against "Baby Boomer" Bill Klewin, CUNA Mutual lending assistant vice president. The skit showed that the two may be different in ages, but they both have children the same age. The result is they have a lot in common: soccer games, school programs, community events and borrowing needs.

"Many parents Bill's age aren't looking to buy a van or save for their daughter's college education," Schoenenberger said. "If he walks into his credit union and the lending staff make assumptions based on his 'Boomer' status, they'll miss lending opportunities."

Segmentation is part of a process that will ensure members' lending needs are met, she continued. It turns a staff "order-taker" into a lending consultant, creating the "WOW Experience."

By identifying members and their varying segments, the "WOW Experience" leads to loan growth, increased product participation and new product development.

Training credit union staff to become lending consultants can also:

- Increase fee income (even more important when rates are low);
- Increase product penetration;
- Increase member satisfaction through tailored products and services regardless of generation;
- Attract and retain members;
- Deliver an excellent member experience;
- Enhance member relationships;
- Assist in moving credit union culture from transaction to relationship focus;
- Let members gain a better understanding of product and services;
- Better serve members because their true lending needs are met by lending staff who serve as "private financial consultants"; and * Offer a customized lending solution with a complete package of products and services.

NICE Information Online

More information on the upcoming financial counseling schools through NICE, which is part of the Division of Extended Programs at Eastern Michigan University, can be found at *www.nice.emich.edu* under 2003 Financial Seminars.

In market segmentation, a credit union splits members and potential members into different groups or segments. Members of each segment have same or similar lending requirements that can be satisfied by a distinct marketing mix.

"There are many ways to segment," Schoenenberger said. "We often think of demographics but there are geographics, life stage, product and service needs, and unique customer needs as well. What is important is that credit unions segment from a customer point of view. Members are looking for a lender that will meet his or her unique borrowing needs."

The segmentation process has three stages. In stage one, credit unions seek to know their market. Stage two centers around members and transactions. "Ask yourself who buys, what is bought, and who buys what," she said. Stage three actually segments the market when credit unions determine member needs, such as why an item is purchased. At this stage, like-minded members are combined.

Shoestring Budgeting Not Just for Groceries

by ***Deb Karel***

Providing for a family of six on a limited budget poses some interesting challenges.

While friends had given me a couple of books on budgeting, I found they did not provide enough information on concrete, practical ways to save.

I guess I was born with a cheap gene and, out of necessity, was driven to find ways I could make a small budget stretch as far as possible.

So I developed a plan to use for grocery shopping and found the same principles can be applied to everything I buy.

Here is an overview of the principals that now save me thousands of dollars every year:

1. **Attitude and expectations** — Be open-minded about breaking old habits, embracing new ideas, learning to anticipate your needs and plan for them.
2. **Create a shopping box** — Invest in a shoebox-size plastic container to organize price book/list, coupons, scissors, envelopes, calculator, pens/pencils and other things for effective shopping.
3. **Compile a Price Book or List** — List target prices alphabetically and update when necessary.

   Don't make a purchase without consulting your price book.
4. **Shopping around for the best price** — Although planning and shopping at several stores is the biggest time expenditure in the job of saving money, it has the biggest payoff.
5. **Making and sticking to a list** — The bulk of the work of shopping is done at home when you make the list. Schedule a time each week to sit down with your shopping box and the ads. Plan your menu around the ads. Don't be brand specific.
6. **The art of using coupons and rebates** — Make another shopping box to store coupons, rebate booklets and receipts. Develop coupon "radar," clip every coupon and file alphabetically.

Partners offer Promotion

To help with newsletter and promotion writing, the MCUL, in conjunction with CUNA, is offering 20 percent off the regular subscription price for Credit Union Copy & Art Express to credit unions $20 million and below in assets.

This resource can help credit unions create newsletters, flyers, and promotions using the credit union articles, art and advertising included in the program.

After the discount, the subscription price is $196 plus $4.95 handling.

In order to take advantage of the discount, credit unions must refer to Promo Code F20%03 when ordering. Credit unions can subscribe by calling 800-348-3646 or order online at *http://buy.cuna.org/static/copy_express.html.*

To view more on the service, visit the Copy & Art Express Web site at *http://buy.cuna.org/static/copy_express.html.*

The special 20 percent off promotion price expires Sept. 30.

7. **Saving at the store** — At the store, stick to the list. Make your list in the order of where items are located in the store and save time. Take snacks with you so you can resist the temptation to overpay on an impulse treat. Aim to get all your shopping done in one time slot, one day a week.

8. **Saving at home** — Avoid prepackaged, individually wrapped, and convenience foods. Cook large batches and freeze portions and leftovers for later use. Cut down or half the amount of laundry detergent, dish soap, toothpaste, shampoo, etc. Eat at home more often and buy water instead of pop.

9. **Saving to share** — Pass along your savings and donate free items to others and local agencies that accept donated items.

Deb Karel has presented "Shopping on a Shoestring" to various local groups as well as Service One Federal Credit Union. She is scheduled to give a presentation to Ottawa County School Employees Credit Union in the fall. She can be contacted at 231-755-7145 or steveanddebkarel@hotmail.com.

2003 Michigan Credit Union League Education Calendar

September

9	Frontline Training Sales & Cross Selling	Mackinaw City
11	Frontline Training Sales & Cross Selling	Grand Rapids
11-12	Compliance Fundamentals Seminar	Lansing
11-12	Leadership Summit	Grand Hotel, Mackinac Island
16	Frontline Training Sales & Cross Selling	Metro Detroit
16-17	IRA Essentials & Advanced	Grand Rapids
17	Frontline Training Sales & Cross Selling	Saginaw
18-19	IRA Essentials & Advanced	Warren
19-21	Chapter Leaders Retreat (formerly LVLR)	Amway, Grand Rapids
19-21	Fall I Volunteer Conference	Amway, Grand Rapids
29-30	CUNA Symposium & Annual General Meeting	Reno, Nev.

October

1-2	CUNA Symposium & Annual General Meeting	Reno, Nev.
1-2	IRA Essentials & Advanced	Escanaba
5-10	MCUL & CUNA's Regulatory Compliance School	Lansing
12-14	Midwest Lending Summit	Chicago, Ill.
13	SAS Conference	Metro Detroit
14	MCUL Credit Union Week Capitol Day	
16	International CU Day	
24-26	Fall II Volunteer Conference	Grand Traverse, Traverse City

November

4	Making Good Loans in 7 Minutes or Less	Grand Rapids
5	Making Good Loans in 7 Minutes or Less	Metro Detroit
6	Implementing a Sales Culture	Lansing
11	Regulatory Update	Video Conference
20	Trainers Network	Lansing

December

9	Internal Employee Fraud	Internet Session
11	Motivating the Delinquent Member	Internet Session

Michigan Credit Union League (MCUL) 800/262-6285 Ext. 235 or 407
CUcorp – IRA Training 800/262-6285, Ext. 534
CUNA - 800/356-9655
Program dates may be modified as necessary. For the most current information, and to register, visit www.mcul.org*, under Education.*

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MICHIGAN CREDIT UNION LEAGUE

SMALL ASSET SIZE
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Early Fall Conference

September 24, 2003

Time with Bill Mapother

A conference specifically designed for smaller asset size credit unions $20 M and below.

From the Creditors Law Center

Will discuss:

- Money-saving bankruptcy strategies
  - How to recover more on your unsecured accounts in Chapter 7
  - How to spot a potential bankruptcy and what to do to protect yourself before they file

"Mapother is nothing short of a god when it comes to fighting bankruptcy."

The CUNA Lending Council White Paper on Bankruptcy

By attending the conference, all SAS CUs will receive free from Bill Mapother a 6-month subscription to TMM (The Mapother Message)

- Registration begins at **9:30 am**
- Session starts at **10 am**
- Break for lunch at **Noon**
- Session will end by **3 pm**

$75 per person

☐ CHECK HERE IF APPLYING FOR A MCUF SCHOLARSHIP

Location:
Michigan Credit Union League
15800 Haggerty Rd.
Plymouth, MI 48170
800-262-6285

If you have any questions, or a disability requiring special accommodation, please contact, ***MCUL Consultant Manager of SAS CU Carolyn Miller*** at (800) 262-6285 – ext. 753, (269) 544-1348 or e-mail *mil@mcul.org.*

TO REGISTER TO ATTEND THE EARLY ***FALL SAS CONFERENCE***, PLEASE COMPLETE THIS FORM AND RETURN TO THE LEAGUE VIA FAX (734-420-1540) OR MAIL to: P.O. BOX 8054, PLYMOUTH, MI 48170-8054

PARTICIPANT:______________________________ TITLE: ______________________________

PARTICIPANT: ______________________________ TITLE: ______________________________

CREDIT UNION NAME: ______________________________ CONTACT: ______________________________

PHONE: ________________ FAX: ________________ E-MAIL: __ ______________________________

ASSET SIZE: ______________________ NUMBER ATTENDING: ________________

(DO NOT REMIT PAYMENT – YOUR CREDIT UNION WILL BE BILLED AFTER THE EVENT).

***RESERVATION DEADLINE: September 3, 2003 ***

All registrations are subject to MCUL's cancellation and affiliation policies. No-shows and cancellations received less than five (5) business days before the event will be invoiced for the registration fee. Substitutions are encouraged.

Michigan Credit Union Foundation
Annual Fundraiser

POWER *for just* PENNIES 2003

The Michigan Credit Union Foundation (MCUF) is a non-profit organization dedicated to progressive professional development of credit union staff and volunteers, disaster relief and international credit union development. The Foundation relies upon the commitment and funding support of MCUL-affiliated credit unions, chapters and partnering organizations. We ask that you continue to support the Foundation by committing to donate three pennies for each member of your credit union. Your contribution will help make it possible for staff and volunteers of smaller credit unions to gain the knowledge they need to succeed.

The MCUF 2003 Power for just Pennies goal is $121,619. Your contribution can be designated to support one or more of the funds that make up the MCUF — the General Fund, the Ebaugh-Lesnieski Memorial Fund, the Vanderveen Memorial Fund and/or the Woodman-Wilde Fund. Donations can be made monthly, quarterly, biannually or yearly. Also:

- Donations of $1,000 or more are awarded special "Pacesetter" award recognition at the MCUL Annual Convention & Exposition.
- Pacesetter donations may be given in combination between the MCUF and the National CU Foundation (NCUF) and total a $1,000 or more.
- Donation goals and updates are printed periodically in issues of *Michigan Monito*r.
- For additional information, visit online at *www.foundation.mcul.org*.

— Include a copy of this form with your donation —

Michigan Credit Union Foundation Donation Form

Credit Union Name:____

City: ___________________________Zip: ________________Chapter:____________________________

We would like our contribution used in the following way(s):

General Fund . . . .$_________

Provides educational scholarships for staff and officials of small credit unions.

Ebaugh-Lesnieski Memorial Fund . . . .$_________

Provides scholarship for first-, second- or third-year CUNA Management School.

Vanderveen Memorial Fund . . . . $_________

Provides scholarship for first-year CUNA Management School.

Woodman-Wilde Memorial Fund . . . .$_________

Provides $5,000 college scholarship to recipient named by the Credit Union Community Volunteer recipient.

Mail your contribution and this form to the Michigan Credit Union Foundation, Attn: Finance and Administration, P.O. Box 8054, Plymouth, MI 48170-8054. Telephone: 800-262-6285, Ext. 339.

Thank you for your continuing support!

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