



ALERT

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A VIEW FROM THE BOARD ROOM

Getting the Most Out of Your PR Efforts

*Jean M. Yokum, President/CEO,
Langley Federal Credit Union*

The spirit of the Credit Union Movement and its core philosophy of 'People Helping People' has never been stronger. Credit unions have long felt a connection with the neighborhoods, schools and organizations in the communities they serve. 'Giving back' is the right thing to do. It's also good for your credit union image. As stewards of our members' money, it makes sense to go beyond stroking a check. Instead, whenever possible, we should work hard to bring maximum benefit to our chosen charities and maximum exposure to our organizations. Plus having great community relations and building a strong brand enhances your relationships with the military installations and personnel we serve. Today's military is proud to do business with a well-respected and reputable financial institution.

You may have public relations down to a science already, but here are some ideas that have served us well. First, get staff involved whenever possible. Have a credit union day at a Habitat house. Hold a bake sale. Let staff come up with their own creative ways to help your chosen charity. This helps raise funds and has an incredibly positive impact on morale.

Get members involved. The generosity of credit union members never ceases to amaze me. Allow members to make a contribution at your branch or online.

continued on page 4

CEO UPDATE

The Show Must Go On...

Roland A. "Arty" Arteaga, President/CEO, DCUC

...and it did! As has been the case for the past 38 years, the DCUC Midwest Sub-council held its annual educational conference and business meeting this past month. This year's two day event was hosted by Tinker Federal Credit Union and from my perspective, given the current environment, Mike Kloiber (President/CEO) and his staff of professionals did a magnificent job coordinating one of the best programs ever. Planning a meeting under normal circumstances is a complex task, but doing so during difficult economic times further adds to the challenge. That notwithstanding, TFCU responded; they delivered; and they succeeded!

Major Edward Pulido, the Executive Director of the "Folds of Honor," was the featured speaker for this year's meeting, and he did a superb job relaying his life experience after being hit by an improvised explosive device (IED) in Iraq. Major Pulido's story was one of emotion, but it was also one of courage, character, stamina, and faith...and one of determination and survival during adverse times. His message: where there is Challenge, there is Triumph; and where there is Triumph, there is Change.

John Broda, EVP, Armed Forces Financial Network (AFFN) had the unenviable task of following Major Pulido, but true to form, he provided an outstanding industry update and underscored AFFN's "Thank You" card and Matching Grant programs. John was followed by Cynthia Campbell, who did an equally exceptional job addressing Tinker FCU's Financial Empowerment Teams and Tinker's on-going efforts to enhance financial fitness and readiness in the community and schools.

The afternoon sessions were devoted to the FBI's White Collar Crime Program (their efforts to combat public corruption, corporate and security fraud, and financial institution fraud) and SWBC's portfolio management services and AutoPilot tracking program. Special Agents Julie Reid and Doug Samuels offered great insight to the FBI's priorities and guidelines...and Tim Pate and Steve Hawkins did an equally superb job discussing the benefits of SWBC's family of programs. The day closed-out with Matt Stratton, Tinker FCU, a professional educator and entertainer in his own right, whose expertise and discussion on "Balanced Brain/Balance Life" was most informative...and Brent Taylor, (Chair, SW Corporate), whose update on the Corporate Stabilization Plan was on target, on time!

Day two saw yours truly update the Sub-council on last year's issues—"no cost" land lease, ID cards, AAFES, MWR, E-commerce efforts on the battlefield, and financial readiness—and provide an overview of current interests, such as the Homeowner Assistance Program, the new leadership at the Pentagon, the current environment, and overseas



Roland A. Arteaga

continued on page 6

DEFENSE CREDIT UNION COUNCIL, INC.

is an association of credit unions serving Department of Defense personnel, military and civilian, worldwide.

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Kettering City Manager Mark Scwieterman (left), Kettering Mayor Don Patterson (middle), Kevin Jones, KMO Chamber of Commerce (right), and Kettering Member Center Staff at the June 3 ribbon cutting ceremony for Wright-Patt Credit Union's new Kettering Member Center. Photo provided by Wright-Patt CU

Wright-Patt CU Moves to New Kettering Location

Tracy Fors, Wright-Patt CU

Wright-Patt CU moved from its former Kettering location on Dorothy Lane to a new freestanding building at 1810 Woodman Center Dr., Kettering, Ohio, on June 8, 2009. The new location offers a drive-up ATM, QuickChange™ coin machine, and Wright-Patt's Dialog Service, a unique way for members to conduct transactions side-by-side with Member Service Representatives.

Grand Opening Events were held from 11:00 a.m. to 4:00 p.m. on Friday, June 26, 2009, at the new Member Center. Dr. Wright-Patt CU members and the public were invited to attend. The first 250 guests between received a free gift and prize drawings were held throughout the day. Other highlights included a cookout with Doug Fecher, President & CEO of Wright-Patt CU, including free hot dogs and hamburgers and free credit report reviews.

"While other financial institutions in the Miami Valley are scaling back, Wright-Patt continues to grow and invest in the communities we serve," said Jeff Carpenter, Wright-Patt CU's Vice President of Membership and Development. "We've been a part of the Kettering community for 30 years, and our new Member Center is a statement to our members and the community that Wright-Patt is here to stay. The new location has added features, including a drive-up ATM, and allows for even greater convenience for our members in Kettering and the surrounding areas."

Members and the public can receive more information about the Kettering Member Center and Grand Opening events by visiting the Member Center, calling Wright-Patt's Member Help Center at (800) 762-0047, or by visiting www.wpcu.coop. A video tour of the new Kettering Member Center is also available on the website.

A special community ribbon cutting reception was held at Wright-Patt CU's new Kettering Member Center on June 3, 2009. Area business leaders, Kettering, Oakwood, and Moraine dignitaries, Chamber of Commerce members, and Wright-Patt Board of Directors and staff attended the event. As part of Wright-Patt's commitment to supporting the communities it serves, a \$500 donation was presented to the Kettering Education Foundation.



For the latest credit union news,
visit our web site at

www.dcuc.org

Andrews FCU Makes \$500 Donation to McGuire-Dix-Lakehurst Base Airmen's Attic

Melissa Gardner, Andrews FCU

Andrews FCU, in partnership with Enterprise Car Sales, donated \$500 to the Airmen's Attic ("The Attic") located on the joint base of McGuire-Dix-Lakehurst.

The Airmen and Family Readiness Center sponsors The Attic which in turn provides food, clothing, furniture baby items, cookware and other essential supplies to service members experiencing financial difficulties. Enlisted personnel, E5 and below, from any branch of the service can receive free items from the Airmen's Attic.

"Andrews Federal is proud to assist families who may be struggling in the current economy," says Adam Corcoran, Andrews Federal's Chief Operating Officer. "We will continue to look for ways to strengthen our support of the service members in this community."



APGFCU's "Spotlight a Soldier" Contest Winners. Photo provided by APGFCU

APGFCU Awards \$1,000 to Local Winners of Its "Spotlight A Soldier" Contest

Janet Carey, APGFCU

Aberdeen Proving Ground FCU [APGFCU] is proud to announce the local prize winners of its "Spotlight a Soldier" essay contest. The contest invited APGFCU member-owners to nominate, in 750 words or less, local military servicemen or women they feel have distinguished themselves with exceptional courage, kindness, compassion, unselfish character or acts of heroism.

The six winners were selected by a panel of APGFCU judges and awarded a total of \$1,000 on Tuesday, June 23, 2009. One \$500 Visa® gift card and five \$100 Visa gift cards were awarded to:

Paul Panozzo (\$500) – North East, MD
Jerry Wiggins (\$100) – Aberdeen, MD
William Lay, III (\$100) – Forest Hill, MD
Jim Moran (\$100) – Chesapeake City, MD
Gene Pulket (\$100) – Bel Air, MD
Michael Burton, Jr. (\$100) – Jarrettsville, MD

As part of Military Appreciation Month in May, the "Spotlight a Soldier" contest demonstrated APGFCU's dedication to serving the financial needs and improving the financial wellness of military families. The contest ran May 1 – May 30, 2009, and was open to all APGFCU member-owners. Excerpts of the winning essays and photos may be viewed on www.APGFCU.com.

For the latest
conference updates,
visit our web site
at www.dcuc.org.

Grow Financial Donates \$2,500 to Support Military Scholarships at Lake Erie College of Osteopathic Medicine

Dave Richards, Grow Financial FCU

Grow Financial was originally founded to serve the military community of Tampa Bay, and this proud tradition continues today. In addition to sponsoring activities at MacDill Air Force Base and supporting college scholarship programs and charities for military families, Grow Financial recently donated \$2,500 for students enrolled on military scholarships at Lake Erie College of Osteopathic Medicine (LECOM) in Bradenton, Florida.

Allen Milliron, Assistant Vice President of Business Development for Grow Financial, presented the check during a commissioning ceremony for military students graduating from LECOM. The money was raised through the Friends of Military Families, LLC, the charitable affiliate of the Credit Union, which was established in 2007 for the specific purpose of raising funds for donation to the military community.

"Active and retired military membership comprises approximately fifteen-percent of our Credit Union's enrollment," said Mr. Milliron. "By supporting the military scholarship program at LECOM, we're now actively engaged in providing for the health and wellness of this very important segment of our membership."

The ten students commissioned represented the United States Army, Air Force and Navy. Lake Erie College of Osteopathic Medicine is part of the largest medical school in the country, with two other campuses in Erie and Greensburg, PA. Approximately seven percent of LECOM's osteopathic medical students are on military scholarships.



Left to right: Crystal Willett, Scholar; Kathleen Strylowski, Scholar; Chris McDonald, President & CEO, Andrews Federal; Ajjah Thomas, Scholar; Lauren Yeager, Scholar. Photo provided by Andrews FCU

Andrews FCU Awards \$15,000 in Scholarships to Six Scholars

Melissa Gardner, Andrews FCU

Andrews FCU held a June reception for its 2009 scholarship winners. This year, a total of \$15,000 in scholarships were awarded. This is the largest award granted by the credit union since the program began in the early 1990s. Six students each received \$2,500 toward higher education costs. The scholar selection was based on essay, community involvement and recommendations.

Scholarships were awarded to: Niya Chambers of Willingboro, NJ (Drew University, NJ); Jessica Sites of Owings, MD (Bowie State University, MD); Katie Strylowski of Manassas, VA (George Mason University, VA); Ajjah Thomas of Upper Marlboro, MD (Spelman College, GA); Lauren Yeager of Pasadena, MD (Salisbury State University, MD); and Crystal Willett of Owings, MD (Shepherd University, WV).

“Andrews Federal is proud to play a part in helping these young scholars reach their future goals,” says Chris McDonald, Andrews Federal President & CEO. “We wish them the best of luck in their chosen studies as they begin the next phases of their lives.”

Florida Credit Union League Names Former Pen Air FCU President/CEO John A. Davis Jr. as 2009 Professional of the Year

Brad Larsen, Pen Air FCU

The Florida Credit Union League 2009 Professional of the Year Award was posthumously awarded to John A. Davis, Jr. former President/CEO of Pen Air FCU. Current President/CEO Ron Fields accepted the award on behalf of Mr. Davis at the 75th Annual Florida Credit Union League Convention. Mr. Davis served as President/CEO of Pen Air FCU from 1998 to 2008.

The Professional of the Year Award annually recognizes the Florida Credit Union professional that deserves recognition for their contributions to advance the Credit Union movement in both Florida and the nation. Winners of this award are recognized for their lifetime achievements and efforts to help craft an environment that allows Credit Unions to grow and prosper in order to better serve their members.

Individuals who have a record of productive service to their Credit Union, the Florida Credit Union League, FCUL Service Group, Chapters, Credit Union National Association or service to the Credit Union movement of special Florida significance are eligible.

VIEW FROM THE BOARDROOM

continued from page 1

Maybe they can join your team and work on that Habitat House, or answer a phone at a telethon. Not only do members help the charity, their participation builds even stronger bonds with your credit union.

Always be creative. In the news world, they call this ‘having an angle’. Through various associations, LFCU was recently able to work on our sponsored Habitat House with eight LPGA golfers. Whether you can get celebrities, focus on a human interest story, or just be creative—you’ll increase your visibility with the media tremendously.

Speaking of the media, why not involve them from day one? Work with a TV or radio station, or a local newspaper, to champion a cause. By doing this, you are guaranteed to get positive coverage. Coverage not only helps your brand, it gets more people to donate to the charity—a win/win situation!

Finally, get the most mileage you can from your efforts. Take lots of pictures and send press releases throughout the phases of your project. Post photos on your website. Don’t be afraid to tell people about what you’re doing. Your credit union will benefit and so will the organization you have chosen to help. Nothing builds brand loyalty among today’s increasingly hard-to-please consumers like a company’s commitment to a worthy cause. In fact, many consumers would rather do business with a company that stands for something beyond profits. Plus, by choosing a cause you are passionate about, your activities will generate goodwill, media attention, and funds for the charity. So, grab your tool belt, donate a can of food, answer a hotline, or whatever it is that you, your members and staff are passionate about—and you’ll reap the rewards of a strong brand and a giving heart for years to come.



GOT NEWS?

Send your news to Beth Merlo
at bmerlo@dcuc.org.

Summer in San Francisco—What to Expect!

San Francisco summers have little in common with summers elsewhere. Marked by billowing white fog, the majestic product of sea spray, wind and Central Valley heat, San Francisco summers are characteristically overcast and cool.

San Francisco's weather is literally as changeable as the seas. Surrounded on all sides (except one) by ocean and bay, San Francisco's weather is also one of the hardest to forecast and changes drastically from neighborhood to neighborhood. Over four seasons, San Francisco's weather can be difficult for visitors to predict, save that Fog City delivers majestic skies, trademark plumes of white fog and brilliant sunsets.

You will probably want to bring a light jacket almost anywhere you go. You're much more likely to be too cool than too hot. The coastal breezes really keep the city nice, but it's rarely too hot. Definitely bring warm clothes and always dress in layers—it gets much cooler on the water with the winds. If you aren't prepared with proper clothing, you will most likely be improving the local economy by purchasing warmer clothes during your visit!

The average high temperature in August is 67 and low is 55. So while the rest of the country is sweltering in the heat, San Francisco will keep you cool!

For anyone choosing to visit the wine country after the conference, be aware that temperatures will be much warmer after you leave the Bay area.

What to Pack

Layers, layers, layers. Even in the warmest months, San Francisco visitors should always bring a light jacket. Unexpected breezes from the deep and frosty Pacific Ocean sweep over San Francisco without notice and can change the city's weather in an instant. Overall, jeans or slacks, light sweaters, long-sleeved shirts and close-toed shoes make up the typical San Franciscan's wardrobe.

Golfers and those who are planning to take the Sailing Tour should plan to dress appropriately with jackets, sweaters and long pants!

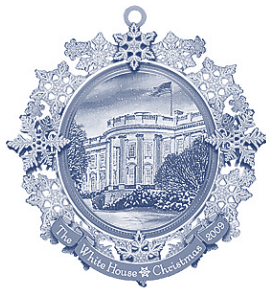
2009 White House Christmas Ornaments Available Soon

The Defense Credit Union Council will be selling the White House Christmas Ornament again this year as a fundraiser for the George E. Meyers Scholarship Fund. The price remains at \$20 per ornament. The ornament will be available on the DCUC website at www.dcuc.org.

The 2009 White House ornament commemorates the 24th presidency of Grover Cleveland, the only president elected to two non-consecutive terms. President Cleveland served as the 22nd president from 1885 to 1889 and then again as the 24th president from 1893 to 1897. This is the second of two ornaments produced in Cleveland's honor by the White House Historical Association.

This second ornament illustrates the special place of the Christmas tree in the holiday celebrations of President Cleveland's young family. The central hologram depicts the south façade of the White House after an evening snowfall. The warm glow of the first Christmas tree to be illuminated by electric lights is seen through the tall windows of the second floor Oval Room beyond the center of the columned portico. This softly colored view is based on a modern watercolor rendition by Margaret Huddy, a Washington, D.C.-based painter.

The reverse side of the ornament recreates a scene from the tree-trimming parties of President and Mrs. Cleveland, which were held annually for their children and those of cabinet members. The words of a period newspaper report help to describe the president's delight in preparing Christmas day for his young family. A finely crafted gold plated wreath of snowflakes, painted ice blue and white, frames the oval ornament. *Photo used with permission from the White House Historical Association.*



R.I.A. FCU Awards Annual Scholarships

Lindsay Lee, R.I.A. FCU

R.I.A. FCU staff and Board of Directors would like to congratulate the winners of our Annual Scholarship Awards. Brandon Beyer and Angela Modjeski were each awarded \$1,000 for the 2009-2010 school year. Over the past 12 years, a total of over \$27,000 has been given to exceptional student members.

Brandon is a member of our Savanna branch and a 2009 graduate of River Ridge High School. While at River Ridge Brandon was active in National Honor Society, baseball, student council, gold and basketball. Brandon plans to attend Highland Community College this fall; he would then like to continue his education at Western Illinois University where he will pursue a degree in Meteorology.

Angela is a member of the Tomah branch and is a 2009 graduate of Tomah High School. At Tomah High School Angela was active in Future Farmers of America, National Honor Society, student council, cheer, dance, and has volunteered at her local food pantry and animal shelter. Angela plans to attend Viterbo University where she plans on majoring in nursing.

R.I.A. FCU wishes Brandon, Angela and all of our 2009 graduates the best of luck in all their future endeavors.

U.S. Coast Guard Celebrates 219 Years

The U.S. Coast Guard is celebrating its 219th Anniversary on August 4, 2009. The Coast Guard was formed in 1790 when the first Congress authorized the construction of ten vessels to enforce tariff and trade laws and to prevent smuggling. The service received its present name in 1915 under an act of Congress when the Revenue Cutter Service merged with the Life-Saving Service.

Thank you to all of our Coast Guard servicemen and women and veterans, and congratulations!



Fort Campbell FCU Relay for Life Team. Photo provided by Fort Campbell FCU

Fort Campbell FCU Employees Rally Behind Relay for Life

Susan Melnyk, Fort Campbell FCU

Cancer survivor and Fort Campbell FCU employee Brenda Barnwell joined more than 40 credit union employees at Relay for Life on June 5 to celebrate the more than \$11,700 they raised for the American Cancer Society.

An employee of Fort Campbell FCU for 26 years, Brenda was diagnosed in 2007 with breast cancer and underwent surgery and chemotherapy that kept her away from work for 8 months. “It was difficult, but I had lots of love from the credit union,” said Brenda.

Employees and members raised over \$11,700 from April to June through employee-run events and member donations, many of which were made in Brenda’s honor. “Our members are just the greatest,” Brenda said, smiling brightly.

Fort Campbell FCU employees also raised over \$21,000 for the United Way and \$7,500 for the American Heart Association in 2008, much of that coming directly from employee donations.

“We have some of the most giving employees and with two new branches opening soon we look forward to continuing our tradition of community involvement,” says Stewart Ramsey, President and C.E.O. of Fort Campbell Federal.

Florida Credit Union League Honors Pen Air FCU with Dora Maxwell Award

Brad Larsen, Pen Air FCU

The Florida Credit Union League (FCUL) recently honored Pen Air FCU with the 2009 Dora Maxwell Social Responsibility Award in its asset-size category.

“This is the third year we’ve won first place in the Dora Maxwell Award,” said Pen Air FCU President/CEO Ron Fields. “Our staff is dedicated to bettering local communities, and we take pride in helping others.”

The Dora Maxwell Award program honors the work of Credit Unions in the community, and identifies Credit Unions that demonstrate the “People-Helping-People” philosophy. The 2009 FCUL first-place winners will be entered into the Credit Union National Association’s (CUNA) awards contest. In CUNA’s competition, the Awards Committee will judge the entries and choose the national, first-place winners.

For the Dora Maxwell Award, Pen Air FCU representatives submitted details of several charity projects, concentrating on its annual Four Person Scramble Golf Tournament benefiting the Navy-Marine Corps Relief Society and Annual Light the Night Walk benefiting the Leukemia and Lymphoma Society.

CEO UPDATE continued from page 1

contingency operations. The day’s session ended on a high note with Pattye Moore, former President of Sonic Corporation and our conference Keynote, reminding us of the importance of some “basic leadership instincts”—being an active listener, being approachable, building relationships, finding a corporate soul mate, adapting a “get left behind” attitude—and stressing the criticality of making your personal life a priority!

As has become tradition at the Midwest Conference, a visit to a military base, in this case Tinker Air Force Base, and a Command briefing, conducted this year by the 552nd Air Combat Wing, saw the formal aspect of the 38th Annual Midwest sub-council conference conclude. ENDEX (end of exercise), however, did not occur until the gala social event at Bricktowne Ballpark, where the Oklahoma Redhawks were challenged by the Nashville Mustangs. Suffice to say, the Ballpark and meal were superb!

Thanks again to Mike Kloiber and Tinker FCU for hosting #38...and a special thanks to Starla Hale (Tinker FCU) for ensuring our welcome and overseeing the conduct of this year’s grand Midwest event!

U.S. Air Force is 62 Years Old in September

The U.S. Air Force is celebrating its 62nd Anniversary on September 18, 2009.



The U.S. Air Force won its independence as a full partner with the Army and the Navy on September 18, 1947 based on the Army Air Forces’ wartime achievements during World War II. Within a month of its official creation, on October 14, 1947, test pilot Chuck Yeager flew the Bell XS-1 past the speed of sound, launching the new Air Force into the supersonic era.

Thank you to all of our Air Force servicemen and woman and veterans, and congratulations!

DEFENSE CREDIT UNION PEOPLE IN THE NEWS...

Devon Ballard, an Internal Auditor for Keesler FCU has achieved the Certified Internal Auditor's (CIA) certification. The CIA certification is administered by the Institute of Internal Auditors and requires a candidate to have a high level of education and experience. Ballard has been a member of the Audit Department since 2004 and she has also been certified as a Credit Union Compliance Expert (CUCE). She is responsible for internal audits and reviews in accordance with the annual audit plan which consist of reviews over departments and branches as well as audits to ensure the credit union is in compliance with federal regulations. She is a member of the Gulf Coast Chapter of the Institute of Internal Auditors (IIA) and the Mississippi Coast Chamber's Coast Young Professionals...Andrews FCU recently appointed **Michelle Benvenga** to the role of Vice President/Chief Technology Officer (CTO). Ms. Benvenga brings over 30 years of information technology experience to the position. Prior to becoming a part of the Andrews Federal executive team, Benvenga served as Vice President of Development as well as Account Management and Technology Solutions at T. Rowe Price Group in Baltimore, MD. Benvenga has also held executive-level positions at Lockheed Martin Corporation, United States Fidelity & Guaranty Company, and the Continental Insurance Company. Originally from Baltimore, MD, Benvenga holds an MBA from Rensselaer Polytechnic Institute in Troy, NY. She is also an adjunct instructor at University of Maryland, Baltimore County. Benvenga eagerly advocates for the recruitment of women into the technology field and currently sits on the executive board for the Multinational Development of Women in Technology (MDWIT). "Our internal IT systems and operations play a critical role in the success of our business and how we deliver new technologies and products to our members worldwide," stated Chris McDonald, Andrews Federal's President and CEO. "We look forward to her applying her innovative thinking in helping us move this organization forward."...Portsmouth attorney **Patrick Harrigan** received an MBA in Finance & Investment with honors from Plymouth State University recently. He received a B.A. in Economics from Brown University and a J.D. from the University of Maine. Harrigan practices law in Portsmouth at the Law Office of Patrick F. Harrigan, located at the Pease Tradeport. Harrigan serves as Vice Chairman of the Board of Directors at Service CU along with Chairman of the Supervisory Committee. He joined the board in 2004 and has also served on the Supervisory and Credit Committees at the credit union...**Vicki Bush** has been promoted to Assistant Vice President of Operations from Branch Manager of Keesler Federal's D'Iberville location. She has sixteen years of experience with the credit union. In April 1993 she began as a teller at the Ocean Springs branch. In 1995, she became Head Teller at the Larcher branch and, in 2001, became a Financial Services Representative. She was promoted to Assistant Branch Manager of the Ocean Springs branch and Branch Manager of the D'Iberville branch in 2006. She is a two-time recipient of Keesler Federal's Executive Award for exemplary performance by managers...**Connie Ziz** is now the Branch Manager of the D'Iberville location of Keesler FCU. Before her transfer, she was the branch Manager for the Larcher branch on Keesler Air Force Base. She has been employed by the credit union since 2000. Ziz attended the University of Southern Mississippi and earned her Bachelor of Science in Health and Human Services in 1994. She is an active member of the Biloxi Bay Chamber and the St. Martin/D'Iberville Chamber of Commerce...**Gary Fulton** has been named Branch Manager for Keesler Federal's Larcher branch at Keesler Air Force Base. He previously worked as a Financial Advisor with CUNA Mutual. He is a 1991 graduate of the University of Southern Mississippi with a Bachelor of Science in Criminal Justice...**Eleine Adams** recently received the Credit Union Management certification from the Southeast CUNA Management School. Ms. Adams is the Branch Manager at Belvoir FCU's Woodbridge, VA location. "We are delighted Eleine has earned this prestigious and nationally recognized certification," said Belvoir FCU President/CEO Patricia S. Kimmel. "We have found that the best way to maximize our member service is to provide or make available the necessary professional education that allows our staff to excel in their respective positions." The Southeast CUNA Credit Union Management certification is earned by professionals who have attended a rigorous blend of university classes and experiential learning activities for three two-week terms over consecutive summers.



16th Annual VADM Vincent Lascara CHARITY Golf Tournament

Saturday, August 15 at 9:00 a.m.

This year, thanks to the generous sponsorship of CUNA Mutual Group and the support of the DCUC Board of Directors, our Saturday morning golf tournament will be a charitable event. All proceeds from registration fees will go directly toward our 2009 Fundraiser: The National Intrepid Center of Excellence for Traumatic Brain Injury (NICoE).

It's a win-win proposition! You get to play one of the finest golf courses in the state of California: Harding Park Golf Course—Home of the 2009 President's Cup—and help a wounded warrior just by being there! Even if your handicap is high and your putter unsteady, **YOU CAN MAKE A DIFFERENCE.**

There is still time to register, but don't delay! Register at www.d cuc.org, fax your golf registration form found in the Preliminary Program or call the DCUC office if you have any questions at 202-638-3950.

Belvoir FCU Receives Coveted Most Spirited Credit Union Award

Bonnie Andresakes, Belvoir FCU

Belvoir FCU's employees and volunteer's enthusiasm at the recent Credit Union Cherry Blossom Run in April earned them the prestigious Most Spirited Credit Union Award. Yuri Valdov, representing the Credit Union Miracle Day Committee, presented the award to Belvoir FCU and thanked them for their 8th year of supporting this event. Nearly \$1 million was raised for the Children's Miracle Network this year. Approximately \$400,000 of that money will go to Washington, D.C.'s own Children's Hospital.

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FINAL DCUC CONFERENCE UPDATE

What's In Store at This Year's Conference!

On Sunday afternoon, August 16, immediately following the Grand Opening of the Showcase, there will be some informative presentations for you attend. Don't forget to fill out your red, white and blue session tickets so you have the chance to win CASH Prizes!

Here are some of the excellent presentations that await you!

- How Important is Brand?, *AFFN*
- Improve Employee Sales Performance by Utilizing Data Collection Techniques, *IWS*
- Military Families and Their Financial Challenges, *Pentagon FCU Foundation*
- Pre-Funding: Creating Access to Yields Just over 5%, *Executive Planning Institute*
- Shared Branching 2.0, *FSCC Shared Branching Network*
- Maximizing Your Investment Return on Your Human Capital Investment, *Burns-Fazzi, Brock*
- Update on Military Saves, *Military Saves*
- Driving Growth and Loyalty as a Defense Credit Union, *Matrix Manager, Inc.*
- The Identity Theft Problem (or how financial institutions ended up at the bottom of the food chain!), *Allied Solutions*
- The Value Proposition Face-to-Face Credit Counseling Offers Credit Unions, *Clearpoint*
- Leveraging Payroll Deduction to Serve More Credit Union Members, *e-Duction, Inc.*
- eZforex and FSCC Shared Branching Pair up to Introduce Foreign Currency Exchange through the Shared Branching Network, *eZforex.com, Inc.*

This year, our opening Chairman's Reception, sponsored by AFFN, will be held at the memorable Tonga Restaurant, located right in the Fairmont Hotel. The Tonga Room serves exceptional Pacific Rim Asian Cuisine in a tropical setting, so be sure to wear your favorite island attire to feel right at home!

Most important is our goal to raise much needed funds for the National Intrepid Center for Excellence for Traumatic Brain Injury (NICoE). There will be many opportunities to give what you can to this wonderful project. Whether you choose to play golf in our Charity Tournament, sponsored by CUNA Mutual Group, or bid on the Silent and Live Auction, we hope you will open your hearts and gladly participate.

We look forward to seeing you in San Francisco!



Join us in
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