



ALERT

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A VIEW FROM THE BOARD

Defense Issues 2011 Wrap Up

*Patty Kimmel, President/CEO,
Belvoir FCU; 1st Vice Chair, DCUC*

This past month DCUC hosted its annual Defense Issues Roundtable and along with some thought-provoking presentations by David Weber, President/CEO of the Armed Forces Financial Network (AFFN); Dr. Robert Manning, President of the Debt Relief Institute; Marcus Beauregard, DOD State Liaison Office; and our DOD/Military Liaisons (Bill Hawbecker, Michael Bilbrey, Major Marocco Roberts, and Renee Jackson), two individuals did a superb job highlighting their newly established respective offices, both of which are focused on financial capability—Holly Petraeus and Moissette “Tonya” Green.

Holly Petraeus has spent more than 20 years volunteering and serving military families. As an Army daughter and military spouse for 36 years, Holly understands the financial challenges faced by our servicemen and women. For the past six years, in her capacity as the Director of the BBB Military Line, Ms Petraeus used her expertise and conducted educational workshops on consumer issues, reaching out to more than 10,000 military personnel and their families. Late in 2010 Holly was asked by the Administration to join the new Consumer Financial Protection Bureau (CFPB) as Team Lead to set up the Office for Servicemember Affairs (OSA). In her role she will travel to military

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CEO UPDATE

Financial Literacy Month... Empower Your Members!

Roland A. “Arty” Arteaga, President/CEO, DCUC

Last month we celebrated Military Saves Week, and though we are still in-process of collecting your input, from all indications this year’s event was a major success. Next month (April) is National Financial Literacy Month and from the information received to date, once again educators, counselors and providers alike will be reaching out in mass raising the awareness and importance of financial education!

As a prelude to Financial Literacy month, the Department of Treasury, in partnership with the Department of Education again launched its annual National Financial Capability Challenge, which this year runs from March 7 thru April 8, 2011. Based on initial feedback, it appears this year’s Challenge is attracting thousands more than last year! If you are not acquainted with the National Financial Capability Challenge visit the Treasury website (challenge.treas.gov). While the Challenge is focused on incentivizing High School students to take control of their financial future, it also encourages financial educators to teach the Treasury’s financial education core competencies—income, spending, saving, borrowing and protecting!

So why all are “all hands on deck” and at a “stand to” position? Why all the emphasis on financial education? Why the establishment of the Office of Financial Education and Office of Servicemember Affairs at the CFPB...and the Office of Consumer Access (CA) and Consumer Compliance and Outreach at NCUA? It’s all about financial capability and financial readiness, and the concerted effort by all—from the top down, bottom up—to assist all Americans in acquiring and understanding some basic financial skills; and more importantly, empowering them to make smart decisions in their everyday consumer lives.

In my opinion, if we as a Nation are to become more financially stable, then we as a community must collectively underscore the value and benefits of financial education; we as an industry must provide our members the capacity and skill set to manage their personal finances. Given the credit union philosophy, we have a major role to play...not only in terms of offering financial education and training, but also in terms of providing high quality/low cost products and services.



Roland A. Arteaga

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DEFENSE CREDIT UNION COUNCIL, INC.

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

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Left to right: Jack Crockett, ASYMCA Board member, Erik Lind, Alaska USA Military Branch Operations Manager, Bobby Alexander, Chairman of the Alaska USA Board of Directors, Mari Jo Imig, ASYMCA Executive Director, Dan McCue, Senior Vice President of Corporate Administration, and Bill Eckhardt, President of Alaska USA, participate in the check presentation from Alaska USA and the Alaska USA Foundation to ASYMCA. Photo courtesy Alaska USA FCU

Alaska USA Contributes \$65,000 to the Armed Services YMCA

Dan McCue, Senior Vice President, Corporate Administration

Alaska USA FCU and the Alaska USA Foundation have donated \$65,000 to the Armed Services YMCA of Alaska. The ASYMCA provides educational, social and recreational programs to the military and their families in Alaska.

Alaska USA donated \$25,000 and the Alaska USA Foundation donated \$40,000 to support ASYMCA programs and services on Joint Base Elmendorf Richardson and Fort Wainwright.

The Alaska USA Foundation was established in 2003 to support 501(c)(3) charitable organizations that provide needs-based services to children, veterans, and active duty members of the armed services and their families. Since its inception, the Foundation has distributed nearly \$700,000 to these organizations and is honored to assist those that provide direct services in support of its mission.

Over \$1,000,000 Paid to Belvoir FCU Members

Amy Shanks, Belvoir FCU

In July 2008, Belvoir FCU launched a new checking product called CUXcel. The checking account was created to see Credit Union members take their financial well-being to a higher level. CUXcel offers a higher than average dividend rate with no minimum balance and rebates ATM surcharge fees—nationwide.

Since Belvoir Federal launched this product, members have received \$1,016,156 in dividends and ATM rebates by simply qualifying each month. In order for a member to qualify for the highest dividend rate and have their ATM fees rebated, they must complete four tasks within the given month. Members must log into their Online Banking with the credit union, elect to receive electronic statements, have one direct deposit/electronic withdrawal into their checking account, and complete a minimum of 15 debit card transactions.

For the latest credit union news, visit
www.dcuc.org

North Island CU Helps Celebrate 100 Years of Naval Aviation at Home Base North Island Naval Air Station

Geri LaChance, Chief Operating Officer

With sunny 75 degree weather and cloudless skies, the Centennial of Naval Aviation Parade of Flight at Naval Air Station North Island was picture perfect on Saturday, February 12, 2011. Nearly 200 aircraft took to the air over San Diego Bay, including the Blue Angels and the U.S. Navy Parachute Team, the Leap Frogs. In addition to vintage planes from the 1930's, World War II, and the Korean Conflict, there were aircraft of all kinds from recent decades. The highlight was the final formation with the entire air wing from the carrier USS John C. Stennis—over 35 aircraft—that formed a flying wedge over the bay, spanning over a mile wide.

North Island CU was on-hand as a sponsor and key supporter of this historic event. The Centennial celebration started on Thursday with the credit union hosting a picnic lunch outside the branch for the military and civil service workers on Naval Air Station North Island. The credit union served 2,000 people in the 2½ hour event. An auto loan special and an “on-base member” drawing for a getaway weekend in Temecula were included in the festivities.

In addition to a prominent ad on the back cover of the 40,000 programs distributed, the credit union had a booth at Saturday's Parade of Flight event, which stretched across the acres of tarmac and had static aircraft and auto displays, motorcycle stunt racing, bands and other festivities. North Island CU gave away coupons for redemption of keepsake Centennial Challenge Coins being distributed at the ten credit union branches, bearing the Centennial of Naval Aviation logo on one side and the credit union's 70th Anniversary logo on the other. Drawing for vintage replica collectors airplane models were held every 30 minutes, making the booth a popular stop for thousands of the day's visitors on base.

The Centennial concluded on Saturday with a black-tie gala event (program and concert) aboard the USS Midway, attended by North Island CU representatives.

Service CU Launches an iPhone App and FinanceWorks

Lori Holmes, Marketing Manager

Enhancing the online banking experience for its members, Service CU recently introduced its first mobile banking app and FinanceWorks, a free personal financial management system. By simply downloading the free Service CU Mobile Banking app, members can easily access their accounts from their iPhone®, iPod touch® or iPad®. Members can check their balances, history, pay bills, transfer funds, find nearby ATMs and branches and more with Service CU's mobile app. They can manage all their banking transactions 24/7 right through Service CU's iPhone app.

FinanceWorks is a suite of financial management tools which allows members to manage all their financial accounts in one place with a single login, so they can more easily budget and gain control over their spending to save more.

Members can track expenses by category, aggregate transactions from Service CU and over 16,000 external financial institution accounts. It allows the member to set target spending amounts and be alerted when they go over their budget in an area, allows them to track their net worth, etc. FinanceWorks automatically categorizes member's transactions from their accounts so they can control spending more easily, stay on budget, and save more. With FinanceWorks, members can manage bills all in one place, regardless of how they pay them, and schedule email reminders to avoid missed payments and late fees.

“By offering our members state-of-the-art technology, Service CU can better serve our online members. This is critical to our New Hampshire, Massachusetts and worldwide mobile membership,” says Gordon Simmons, President/CEO of Service CU. “Our goal continues to be giving our members unprecedented access, 24/7, to their banking.”

Travis CU Provides College Preparation and Financial Literacy for Solano County High School Students

Sherry Cordonnier, CUDE, Director, Corporate Relations

More than 200 Solano County high school students will get critical new tools to help them succeed in college and life after high school thanks to a new partnership between Travis CU and two UC Berkeley college preparation programs, Destination College Advising Corps (DCAC) and the Solano County Educational Consortium (SCEC).

Students will also learn about budgeting and managing their credit wisely as they pursue their dreams. Financial literacy curriculum is provided by Travis CU and includes valuable life skills for students. At Jesse Bethel High School, Suceli Diaz, DCAC College Advisor observed, “My financial literacy students say that they really enjoy this class.”

Financial literacy classes and workshops will be provided this spring at eight high schools in Solano County. Workshops/classes are underway at Dixon, Vallejo, Jesse Bethel and Hogan High Schools. In February and March, students at Armijo, Fairfield, Vacaville and Will C. Wood High Schools will begin their classes and workshops using Travis CU's award winning National Endowment for Financial Education (NEFE) High School Financial Planning Program.

Destination College Advising Corps is part of the National College Advising Corps, a nationwide consortium of colleges and universities aiming to increase the number of low-income, first-generation and underrepresented students by placing recent college graduates in full-time positions directly on high school campuses to help students pursue a college education.

The Solano County Educational Consortium, a Cal-SOAP program administered by the California Student Aid Commission, places current college students in middle schools and high schools throughout Solano County to provide low-income and first-generation college bound youth with tutoring, college advising and career exploration.

Tower FCU Mixes Business with Pleasure at Annual Employee Meeting

Natasha T. Henry, Marketing Communications Writer

Over 450 employees of Tower FCU, the largest federal credit union in Maryland, gathered for their annual meeting on March 3 at the BWI Airport Marriott in Linthicum, MD. During the meeting, Tower's President and CEO, Martin Breland, and members of Tower's senior management reviewed the credit union's 2010 successes, emphasizing asset and loan growth. They also unveiled new programs and initiatives for 2011, including plans for an expansion of Tower's Arundel Mills branch later this year.

Despite the on-going decline in the nation's economy and housing market, Breland noted, Tower continues to serve its members' lending needs. By the end of 2010, mortgage, home equity loans and credit lines totaled \$531 million. Tower's total assets grew to \$2.26 billion in 2010, compared to \$2.05 billion at the end of 2009. Tower's membership grew to 121,000 and over 12,370 members opened more than 17,850 new savings and checking accounts.

Other notable achievements in 2010 included two new branch openings in Maryland—Annapolis and the National Business Park in Annapolis Junction—taking the total number of Tower branches to 16. In 2010, Tower launched FinanceWorks™, an online money management assistant to help members budget and stay on top of their bills and day-to-day finances. In December, Tower re-designed its Web site to make it more user friendly and easier to navigate. Many of the changes were in response to feedback from members gathered during focus groups. Breland said there was also a marked increase in members using online services like Home Banking, Bill Payment and eStatements. Tower also introduced new technologies like Mobile Text Banking and a Mobile ATM Locator.

Tower's total savings balances grew by over \$132 million, driven in part by Tower's Super Savers Sweepstakes. Launched in April 2010, the sweepstakes encouraged members to save in a Club savings account set up direct deposit. During last year's campaign, Tower offered \$50,000 in monthly and quarterly cash prizes, including a \$10,000 Grand Prize.

Tower's Super Savers Sweepstakes won the Maryland & DC Credit Union Association (MDDCCUA) Trailblazer Award for "Best Marketing Campaign" in the credit unions with \$500 million+ assets category. The sweepstakes, now in its third year, is scheduled to launch again this April. The annual meeting ended with a presentation of employee awards, dinner served buffet style, rousing karaoke performances and dancing.

DEFENSE CREDIT UNIONS IN THE NEWS...

Collinsville, IL—A crowd of about 70 was on hand to see representatives from **Scott CU** break ground for its new 50,000 square foot Home Office at Edwardsville Corporate Centre. The location will house about 100 executive, administrative and operational employees and will include the local credit union's 16th branch office on Route 143 and Staunton Road near Interstate 55. The new SCU Home Office is expected to be completed in fourth quarter of 2012. "We are very excited about this project. We have a magnificent building planned," said Scott CU President & CEO Frank Padak. Padak noted that the building is being designed to be environmentally friendly and to provide SCU employees with an exceptional work experience. "We are pursuing LEED Certification on the building," he noted. The ground breaking ceremony culminated with Scott CU showing its support for the community and local schools. Representatives from SCU presented a \$21,000 check to support the Edwardsville Orchestra Boosters. Boosters President Caryn Meford and Edwardsville High School Orchestra teacher Angelina McLaughlin-Heil were on hand to accept the check, which provides three years of support for orchestra local students.



Scott CU recently presented a \$3,000 check to support the Special Olympics Illinois. Pictured are, from left, Special Olympics Illinois Southwestern Area 12 Director Dave Crouthers, Scott CU Community Relations Representative Allison Katt, Special Olympian Patricia Haake, and Special Olympics Manager Sandy Stover. Photo courtesy Scott CU

Scott CU Becomes Special Olympics Sponsor

Adam Koishor, Chief Marketing Officer

Scott CU recently presented a \$3,000 check to representatives from Special Olympics Illinois to sponsor the Law Enforcement Torch Run Polar Plunge and the Special Olympics Illinois Southwestern Area Spring Games. Scott CU Community Relations Representative Allison Katt presented the \$3,000 check to Special Olympics Illinois Southwestern Area 12 Director Dave Crouthers and Special Olympics Athlete Patricia Haake and Special Olympics Manager Sandy Stover.

The Law Enforcement Torch Run Polar Plunge was held Feb. 26 at Carlyle Lake and the Special Olympics Illinois Southwestern Area Spring Games will be held April 30 at Korte Stadium at Southern Illinois University Edwardsville.

Special Olympics Illinois' mission is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other athletes and the community. "This is another opportunity for us to support our community and the people who live here," Katt said. "It is our way of showing our support to the Special Olympics and the great programs that they provide."

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DEFENSE CREDIT UNION PEOPLE IN THE NEWS...

Suitland, MD—Andrews Federal welcomed **Russ McAtee** as its new Chief Operating Officer/Executive Vice President. Prior to coming to Andrews Federal, Mr. McAtee was employed by Capital One Financial, Bethesda, MD where he served as Senior Vice President. Mr. McAtee is a graduate of Michigan State University, East Lansing, Michigan where he received a Bachelor of Arts degree in Financial Administration and Accounting. He also holds a Masters degree in Business Administration from Arizona State University, Tempe, Arizona. “Mr. McAtee brings almost thirty years of banking experience to Andrews FCU. This wealth of knowledge will assist our credit union in expanding its membership base and growing our loan portfolio,” stated Chris McDonald, Andrews Federal’s President & CEO. “He is a great addition to the Andrews Federal executive team.” ... Portsmouth, NH—Service CU President/CEO Gordon Simmons is pleased to announce the recent appointment of **Thomas F. Joyce** as Vice President of Overseas Operations. Joyce will manage Overseas Operations that includes more than 200 employees, 16 Branch Offices, and a 24/7 Live Person Contact Center based on military installations in Germany. Joyce retired from the U.S. Air Force in 2001 with more than 23 years of active duty service. He succeeds long-time Vice President of Overseas Operations Richard Tolle, who retired at the end of 2010. Joyce joined Service CU in September 2001 as Manager Trainee and soon after Manager of the Mannheim Branch. Later, as Vice President—Branch Administration East, he supervised eight diverse overseas branches for more than three years. During his tenure at Service CU, Joyce headed up several corporate projects including major ATM installations and new branch offices. He received a B.S. in Management from the University of Maryland and a Masters in Public Administration from Bowie State University in Maryland... Woodbridge, VA—Every year, the Defense Credit Union Council (DCUC) selects volunteers, management, and/or staff of DCUC member credit unions to receive a scholarship to help further the credit union education, knowledge, and leadership skills of the recipients. In 2011, the George E. Myers scholarship fund was awarded to three applicants—one of which was Belvoir Federal’s Marketing Specialist, **Ken Worthey, Jr.** With the \$3,000 scholarship, Ken will be able to attend a Credit Union Development Education (CUDE) training program in 2012 to further his understanding and experience in the credit union movement. The CUDE program is dedicated to assisting credit unions deliver a core philosophy of “People Helping People.” “It is with great pleasure that I accept this scholarship. With six years and counting in the industry, I look forward to using this scholarship to attend the coveted Credit Union Development Education training program next year. I thank the Defense Credit Union Council for providing this scholarship opportunity and Belvoir FCU for supporting my educational aspirations” stated Ken.... Vacaville, CA—Longtime Travis CU Board Members **Stuart S. McIntosh** and **James E. Porter** recently retired. During his 33 years of volunteer service, Stuart, Board Member Emeritus, served as Board Chair, Vice Chair, Treasurer, and Director. He was elected to Travis CU’s Board of Directors in 1977 and has served as chair from 1989-1992 and 2004-2007. In addition, he served on Travis’ Investment, CEO Selection, Compensation, Nominating, and Data Automation Committees. “His dedication and commitment to Travis CU, coupled with his leadership, enthusiasm and expertise made Stuart a major contributor to Travis CU,” says Patsy Van Ouwkerk, president and CEO of Travis CU. “It’s been an honor and privilege to know and work with him.” James E. Porter has retired from the Travis CU Board of Directors after 40 years of volunteer service as Board Member Emeritus. A member since 1966, Jim joined the credit union when he was first assigned to Travis Air Force Base where he served as Senior Master Sergeant and supervisor of vehicle maintenance in the 60th Transportation Squadron. “Over the past 40 years, Jim has passed on invaluable knowledge and experience,” said Curt Newland, chairman of the board of Travis CU. “We are grateful for Jim’s service with the Board through the years. The dedication, wisdom and perspective he brought to the Board have been valuable in our growth as a credit union. On behalf of the board of directors, management, and staff of Travis CU, we wish him the best in his retirement.”

Navy FCU Supports Early Readers

Tell Me A Story Program in Columbus, GA Focuses on Literacy

Estelle E. Allen, Public Relations Specialist

Navy FCU teamed up with the Military Child Education Coalition to motivate children in the Fort Benning, GA community to read. The educational program was held on Sunday, February 27 at 3:00 p.m. at the Columbus Museum, 1251 Wynnton Road in Columbus.

Tell Me A Story: Making Connections and Finding Support through Literature featured guest reader LaFaye Dellinger, mayor, Smiths Station, AL. She will read *Giraffes Can’t Dance* by Giles Andreae. Gerald the giraffe has four left feet but wants to dance like all the other animals at the Jungle Dance. The book shows insecure young readers that everyone can be wonderful, even those that march to the beat of a different cricket.

“Research shows reading aloud to children helps build their vocabulary and encourages language development,” said Sam Stapleman, Navy Federal branch manager who serves members in the Fort Benning area. “We’ve found a valuable literacy resource in the Military Child Education Coalition with a strong outreach program in the Army community.”

Geared to children ages 4-12, *Tell Me A Story* included hands-on activities, snacks, and a fun learning experience. Each family received a copy of *Giraffes Can’t Dance*. Admission was free.



*“Serving Those Who Serve
Our Country”*

Got News?

Send the latest news
about your credit union
to Beth Merlo at
bmerlo@dcuc.org.



Hanscom FCU Chairman of the Board Paul Marotta (left) and President/CEO David Sprague (right) celebrate with the 2010 Patriot Honor Guard members at their annual appreciation banquet. Photo courtesy Hanscom FCU

Hanscom FCU Helps Honor Guard Salute Its Own

Patricia Warden Conty, Hanscom FCU

Hanscom FCU proudly continues support for the Hanscom Air Force Base Patriot Honor Guard, recently donating \$1,000 to the honor guard's annual awards banquet.

The Patriot Honor Guard's mission is to provide military funeral honors to every Air Force veteran, retiree and active duty member from all of New England and parts of New York, covering 75,000 square miles with a blend of full and part-time members and volunteers. Top performers are recognized each year at the banquet.

Held at the base's Minuteman Club, this year's celebration featured representatives from honor guard units in Massachusetts, Vermont, Maine, New Hampshire, Connecticut and New York. The 2010 honorees were recognized by Col. Stacy Yike, 66th Air Base Group Commander. Chief Master Sergeant Kenneth A. Williams, command chief of the Electronic Systems Center, was the guest speaker.

"This year alone, the Patriot Honor Guard at Hanscom AFB and the Air Reserve Component units performed over 1,750 funerals," said Hanscom FCU Chairman of the Board Paul Marotta. "It is fitting that we step forward to recognize the volunteer spirit and dedication they display."

SPECIAL OLYMPICS continued from page 4

The Special Olympics holds 175 sanctioned competition events and has more than 22,395 athletes in competition annually throughout the state. "Credit unions are committed to helping people and supporting the Special Olympics allows us to do that," Katt added. "It is a good feeling to support the programs that are provided to the Special Olympians. We are proud to play a small role in allowing the athletes to compete."

Scott CU has made giving back to its communities a major priority. The local credit union contributed about \$160,000 and its employees volunteered over 1,800 hours to a variety of local civic efforts throughout the region in 2010. "We realize that without our members and the communities in which we serve, we would not exist as a financial alternative," Katt noted. "Supporting our communities is very important to us." The credit union has increased its community involvement in the past few years while also increasing its efforts to educate consumers of the value of doing their financial business with a not-for-profit credit union.

"We want people in the area to know more about the value of doing business with a credit union," she added. "That is why we have focused our time on educating area residents about Scott CU. One of the big ways we've done that is through our community involvement."

BOARDROOM continued from page 1

installations across the country to gather intel about the financial issues faced by military members and their families, and work to educate the communities on resources and consumer rights. The OSA/CFPB will be establishing regional offices to perform outreach, data research, examine specific financial issues that impact the military and determine methods to improve debt management and protection against payday lenders, unlawful credit card products, foreclosures/mortgage issues and non-bank companies that fly under the radar screen.

Holly is working to establish a website—consumerfinance.gov—and bringing live a twitter connection, too. She has encouraged people to submit financial issues to military@treasury.gov, and at our meeting she asked Military Credit Unions to contact her with suggestions and best practices.

NCUA's Director of Consumer Compliance and Outreach, Tonya Green, discussed the newly-created Office of Consumer Protection. The office has two divisions: Consumer Access (CA) and Consumer Compliance and Outreach (CCO). CA handles charter, field of membership requests, bylaw changes and low income designations. The CCO will address fair lending, member complaints, financial literacy and consumer compliance. Responsibilities are slowly transitioning to this centralized office from the various regions, to include Tonya's working partnership with the Department of Education and FDIC to promote financial literacy in local jurisdictions. She encouraged Credit Unions to attend one of the thirty workshops to discover how they can be matched with local communities and receive funding to promote financial education and literacy.

With Financial Literacy month fast approaching, military credit unions should work to support Holly and Tonya in accomplishing their new missions that promote financial education within our communities.

**For the latest credit
union news, visit
www.dcuc.org**

Travis CU Voted Best Place to Bank in “Readers Choice Awards”

Sherry Cordonnier, CUDE, Director, Corporate Relations

For the thirteenth time in fourteen years, Travis CU is the winner of the *Fairfield Daily Republic’s* “Readers Choice Award 2010 Best Place to Bank in Solano County.” In the annual poll conducted by the *Fairfield Daily Republic*, readers cast their votes for their favorite places, services, people and food. Travis CU has consistently remained at the top of readers’ best places to bank.

“We are honored to be voted once again the best place to bank in Solano County,” said Patsy Van Ouwerkerk, president and CEO of Travis CU. “As an organization, we are committed to going above and beyond to provide both excellent service and financial education to our members. This award is a testament that we are doing just that.”

As part of their commitment to excellence, Travis CU surveys its members who make transactions at their branches or by phone on a daily basis. On a scale of 1 to 5, with 5 being the highest, the average overall service rating the credit union received from its members last year was 4.75.

“We ask our members to let us know how we’re doing and continuously strive to improve the service we deliver,” says Van Ouwerkerk. “We get positive comments about our employees on a daily basis. However, an award like this from the community at large just proves we reach out beyond our membership. We wouldn’t be here today if it wasn’t for Travis Air Force Base and the community at large who have supported our efforts all these years,” Van Ouwerkerk added.

When asked, “What makes Travis CU stand out from the other fine banking institutions in the region?” Van Ouwerkerk replies “Many things, but first of all we’re a credit union—not a bank. While we offer all the products and services you’d find at a bank, our structure and the reason we exist is very different. Our customers—who are members—are owners of the credit union. Our responsibility is to them and not to stockholders so our profit motivation is different than a bank’s. Our income after expenses is returned to our members in the form of better rates on savings and loan products and lower fees. Our employees are committed to providing a high level of service to members and I am proud that our member satisfaction scores are outstanding.”

Girocard Now Available at Service CU Overseas Branches

Lori Holmes, Marketing Manager

Service CU recently introduced the girocard, German debit card at its branches on military installations in Germany.

With major credit and debit card often rejected by German merchants, Service CU now offers it members the girocard. Widely accepted by vendors, it transacts purchases in Euro (interchange fees will apply) and contains PIN and chip technology for a smarter, safer way to shop.

Members can be confident that their girocard will never be refused as long as there are sufficient funds in the account. In addition, girocard holders do not have to carry large sums of cash.

Service CU is the first United States financial institution in Germany to introduce the PIN and chip technology and also the first to offer the girocard.

“Our goal is to make using a card easier and more convenient for our members whether they live or are traveling in Germany. The girocard is the preferred card in Germany,” says Gordon Simmons, President/CEO of Service CU. “The PIN and chip technology also protects our members from possible fraud.”

The girocard is available exclusively through Service CU and members can visit any branch for their card today.

Tower FCU Ranked #1 by the *Baltimore Business Journal*

Carla Ohler, Advertising/Public Relations

The *Baltimore Business Journal* recently ranked Tower FCU as the largest credit union serving the Baltimore, MD, area. The ranking was based on information provided by the National Credit Union Administration (NCUA) and individual credit unions.

Tower’s President & CEO, Martin Breland, is pleased with Tower’s No. 1 spot, but says he is not surprised. “Tower is a trusted and reliable source for all our members’ financial needs,” he says. “When many banks are increasing fees, we offer our members free checking with no monthly fees or minimum balance requirement, free debit cards, low-rate loans, free overdraft protection, and a low-interest credit card with a cash rebate.”

Breland says Tower will continue to offer free products and services, despite the growing trend in the financial industry to recoup losses by increasing fees and service charges.

The *Baltimore Business Journal* ranked Tower ahead of the State Employees CU of Maryland (SECU) and MECU of Baltimore, which placed 2nd and 3rd on the list, respectively.

With more than 121,000 members and over \$2.26 billion in assets, Tower is the largest federal credit union in Maryland.

NYC Pop Quiz

1. Why were there cowboys in Manhattan from the mid-1800s to the 1930s?

- To clear a path for oncoming freight trains along Eleventh Avenue.
- Billy the Kid opened a saloon in what is now SoHo.
- It’s the birthplace of rodeo, buckaroo.
- To move cattle down the West Side to the Meatpacking District.

See answers on page 12!

Navy Federal Encourages Volunteerism Employee-focused Program Promotes Community Service

Estelle E. Allen, Public Relations Specialist

At Navy FCU, community service and stewardship is woven into the culture of the organization. Navy Federal's Dollars for Doers grant program recognizes, supports and encourages the contributions of our employees' volunteer efforts. The program provides \$1,000 grants to 30 nonprofit organizations on behalf of Navy Federal's volunteers.

"We are proud our employees have become community stakeholders by devoting time and energy away from their jobs to lend a helping hand," said Cutler Dawson, Navy Federal's president and chief executive. "The monetary contribution supports their dedication."

Research shows, an employee who spends at least an hour a week performing community service increases the likelihood of being a happy, productive worker. Four employees and the nonprofit organizations they support are highlighted below.

Robert Koulefanou, senior systems engineer in Vienna, VA, was awarded \$1,000 for Literacy Volunteers of America. "The funds will be used to teach adults in Prince William County, VA, to read, write and communicate effectively, and to actively participate in the community."

For over four years, Jennifer Goodman, branch manager in Portsmouth, VA, has worked with the American Red Cross. "The grant will be used to enrich the volunteer program in the local military community, where I live and work."

In Pensacola, FL, Bronwynn Hindman, supervisor at the Brian L. McDonnell Center at Heritage Oaks, supports Make A Wish Foundation of Central and Northern Florida. "Dollars for Doers will help the foundation grant wishes to children with life-threatening medical conditions."

Carole Van Ostenbridge, senior loan officer in San Diego, CA meets the emergency needs of residents through the Bethlehem Food Pantry in El Cajon. "We're thankful for the contribution that will be used to assist those who are in need of food, clothing and counseling."

Supporting Military Saves with a 10% Certificate

Amy Shanks, MBA, eMarketing and
Public Relations Specialist

Belvoir FCU supported the *Military Saves* campaign by offering our active duty military a 10% APY (annual percentage yield) certificate as a way of saying thank you to our members for their service.

The national social marketing campaign, *Military Saves*, is an entity of the *America Saves* program which is operated by the non-profit Consumer Federation of America. The *Military Saves* campaign is geared to encourage military families to meet their immediate needs and build long-term wealth through saving and debt reduction. In fact, they promote a "Take the Pledge" program where military men and women can enroll to take a pledge that they will help build wealth, not debt, through saving money, reducing debt, and building wealth over time. Visit www.militarysaves.com for more information about this program.

NYC Pop Quiz

2. Why are there beavers on New York's seal?

- They're just so cute and fuzzy.
- The fur trade—beaver pelts, in particular—was the motivation for the city's foundation.
- Fur magnate John Jacob Astor commissioned a new city seal in the early 1840's.
- It honors the critters who felled the trees used to construct the first protective battlements on Wall Street.

3. What caused former senator Roscoe Conkling's imminent death in 1888?

- Dirt. He was such a stiff politician that he was mistaken for dead and buried alive.
- Snow. He fell into a snow bank during a blizzard and died of pneumonia soon after.

See answers on page 12!

\$3,000 Donation to The AGS Foundation

Amy Shanks, MBA, eMarketing
and Public Relations Specialist

Belvoir FCU and AFFN (Armed Forces Financial Network) donated \$3,000 to The Andrew Gordon Stevens (AGS) Foundation, an organization that focuses on assisting military families learn, obtain, and train service dogs for those fighting diseases. The local foundation, located in Ft. Belvoir, VA, is lead by a mother and father duo trying to raise awareness for the need of service dogs and supporting information for Americans with disabilities.

The foundation originated when their son, Andrew Stevens, who was diagnosed with Lennox Gastaut Syndrome four years ago. Today, Andrew is 12 years old and has the advantage of owning a service dog who aids him and his family with his disease by bringing attention to an adult in the onset of a seizure.

Angelo Stevens, a member of the United States Army, is eager to spread his knowledge of the impact a service dog can make to those fighting a disease. Mr. Stevens states, "(This foundation resembles) taking 'Never leave a soldier behind' into the 21st Century."



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Photo courtesy Belvoir FCU

CEO UPDATE continued from page 1

While I know I am preaching to ye old military choir, my message this month is quite simple: April is National Financial Literacy month—**Empower your members!** Arm them with knowledge; teach them the basic skills; provide them the educational capacity/the wherewithal to understand the consequences and second and third order effects of their consumer decisions. Above all else, **don't stop on April 30, 2011**—use the month of April as a start point, not an end point! Craft a four season plan... develop a financial capability **campaign** that goes well beyond Spring and ends in March 2012 with your version of

the Challenge—the National Financial Capability Challenge!

DOD You Should Know....

...during Defense Issues 2011 the DOD panel addressed a number of issues pertinent to on-base operations, such as a) the viability of the one credit union/one bank policy (*there is no movement to curtail this policy*); b) Morale Welfare and Recreation sponsorship and financial fairs (*though sponsorships and financial fairs are appropriate, they must be conducted in concert with DOD policy and directives, and not permit the introduction/distribution of competing financial literature*); c) Commercial Solicitation (*while insurance/investment*

companies are permitted to conduct business on base, they must strictly adhere to the policies set forth in the Department's Commercial Solicitation Instruction and the Financial Management Regulation, and above all else, be approved for base access by the Commander); d) Overseas Military Banking Program (*given the current contract which terminates in 2012, there are no expansions planned at this time... a Request For Information for the new contract was released last month and it was distributed to on-base credits for their consideration*); e) the monitoring of the Exchange Systems and in-store banking (*Military Department Liaisons have built a relationship with the Exchanges and have been proactive in the oversight of the Exchange Systems' financial products and services; as to in-store banking...there is no central contract. Requests for in-store banking are processed in accordance with the Financial Management Regulation*); f) DOD Dependent Schools...eligibility criteria for Overseas credit union employee dependents. (*US Code currently prohibits credit unions and many other organizations from shifting to a "space created" vice "space available" level. However, the legal definition of "contractors" is being explored*); g) Joint basing (*an internal recommendation was developed by the Office of the DOD Comptroller, reinforcing the current policies in the DOD Financial Management Regulation to the Military Departments*); and h) RapidGate (*DOD is in the process of crafting stateside base access policy and at this point all organizations/individuals who do not possess a Common Access Card or are "Trusted Agents", i.e., retirees/military dependents must be vetted by RapidGate, i.e., have a background check, to be allowed unrestricted access on base. Annual cost to the organization is \$199 corporate fee, plus \$159 for each employee requiring access. Military Liaisons and DOD Comptroller office support an exception for on-base financial institutions; however, the Intel side of the house is the lead agent and security is the main focus. Issue is working.*)



Scott CU presented a \$500 check recently for sponsorship of the school's upcoming trip to the American Musical Salute 70 Commemoration of Pearl Harbor. Pictured are, from left, SCU Community Relations Representative Maggie Grotefendt and Mascoutah High Band Director Sandy Richter. Photo courtesy Scott CU

Scott CU Sponsors Mascoutah High Band's Pearl Harbor Trip

Adam Koishor, Chief Marketing Officer

Scott CU presented a check recently for \$500 to Mascoutah High School Band Director Sandy Richter for sponsorship of the school's upcoming trip to the American Musical Salute 70 Commemoration of Pearl Harbor. The band will perform at the event at the Pearl Harbor Visitors Center over the 2011 Memorial Day holiday.

"We're very proud to play a small role in helping the band represent Mascoutah High School at this event," said Scott CU Community Relations Representative Maggie Grotefendt. "We are excited about supporting the trip. We truly believe in supporting our schools and our communities and this is another great opportunity to do that."

The Mascoutah High School band is proud to have the opportunity to honor those who have served and are serving now in our armed forces.

For the latest
credit union
news, visit
www.dcuc.org

Using Convenience in Today's Marketplace to Drive Business Through the Shared Branching Network

by Evan Shelan, CEO, eZforex.com, Inc.

This article describes how two companies collaborated in 2008 when our country was going through one of the worst recessions since the 1929 Great Depression. The idea was to transform times of uncertainty into prosperity using creativity and innovation by co-developing an interface to the shared branching network.

During the 2008 Great Recession companies developing a special uniqueness to their business models continued to thrive by creating a non-competitive environment. Such inimitability provided specific value to the marketplace driving new business especially during times of uncertainty. For example, I met Sarah Canepa Bang, the CEO of FSCC, at the 2007 DCUC Annual Conference in Spokane. While most attendees were in session, Sarah and I met and exchanged concepts of each company's business model. After talking through both company models, Sarah and I felt it would be beneficial to the credit union industry to co-develop a new payment mechanism allowing members to purchase foreign currency in real-time using his/her checking, savings, or line-of-credit.

Sarah and I believed having a single marketplace to purchase over 100 foreign currencies by instantly debiting a member's account would create a non-competitive landscape for credit unions and encourage a rise in younger membership. In addition, because transactions clear through the CU Service Center, the back office personnel would experience better efficiency and productivity during the daily reconciliation process.

According to the U.S. Bureau of Transportation Statistics, 77 million passengers travelled to international destinations in 2010, spending an estimated \$207 billion averaging \$2,688 per person, an opportunity virtually untapped in the credit union industry, until now.

Last month when we launched this new service after several years of development and testing, Sarah and I were pleased to see how credit unions throughout the United States were embracing the technology. Had it not been for the Defense Credit Union Council's Spokane's conference, eZforex and FSCC may have never crossed paths.

Using creativity and innovation in today's marketplace is best described in a book entitled, *The Power of Impossible Thinking*, by Dr. Yoram (Jerry) Wind. Jerry is a professor of Marketing at the University of Pennsylvania's Wharton School and my former professor. He claims, "to do the impossible, we first have to engage in impossible thinking." Through collaboration, two companies were able to think what was once impossible and make it possible. As a result, the two companies created a more efficient payment mechanism for the credit union industry when members purchase foreign currency. Now, over 25 million credit union members benefit by utilizing CU Service Centers to clear their foreign purchase payment in real-time. In addition, tellers and back office personnel enjoy increased productivity and efficiency during settling member's payment.

I challenge anyone reading this article to stop and think what is impossible within his or her marketplace and critically think through the issues to make it possible. After all, isn't that the American dream?

About Evan Shelan

Evan Shelan is the CEO and founder of eZforex, a Texas-based company and the nation's leading Foreign Exchange service provider for credit unions, banks, airlines and travel-related portals. Incorporated in 1994, eZforex was designed for international travelers to easily access over 100 foreign currencies in a single marketplace with next day delivery. Today, eZforex services over 4,000 business-to-business affiliates including financial institutions and travel related companies including Rail Europe, Abercrombie Kent, Perillo Tours, United, and Continental Airlines. eZforex is NAFCU Services' Preferred Partner for Outsourced Foreign Exchange Services. For more information about eZforex, visit <http://www.ezforex.com> or call 877-393-6739 ext. 4090.

Hundreds Attend Second Annual Family Fun Day

Amy Shanks, MBA, eMarketing & Public Relations Specialist

On February 26, 2011, Belvoir FCU celebrated its second annual Family Fun Day. The two hour event, held at the local branch on Ft. Belvoir, welcomed over 200 parents, students, and military members to enjoy several games, music from 98.7 WMZQ, and a catered lunch.

Belvoir FCU hosted a number of activities where children could win prizes through games such as the money "tornado" machine, a spinning wheel, and change counting. Attendees could also retire to the kid's zone where they could color a coin counter to keep for future deposits and/or see "Petunia" the clown for an animal balloon.

Belvoir FCU was able to share financial education with all ages through exciting entertainment while simultaneously illustrating the benefits of their products and services to members, ranging from saving money and investing wisely to earning high dividends on checking and receiving low rates on loans.

NYC Pop Quiz

4. How did Peter Stuyvesant, the last Dutch Director-General of the city, lose his right leg?

- a. He forgot to "mind the gap" when exiting the subway at City Hall station.
- b. Cockroaches. Just plain old creepy, crawly cockroaches.
- c. He was hit by a cannonball while assaulting a Spanish fort in the Caribbean.
- d. He was injured during a skirmish with Native Americans and contracted gangrene. It had to be amputated.

5. What was Winston Churchill hit by during a 1931 visit to New York?

- a. A tomato
- b. A taxi
- c. A pigeon
- d. A horse-drawn carriage

See answers on page 12!



Karen Morano, Vice President, Marketing at Picatinny FCU (right), presents a check for \$1500 to Tammy J. Mitchell, Director of Army Community Service at Picatinny Arsenal, on behalf of the Board of Directors, CEO and Staff of PFCU, at a chili cookoff that was part of this spring's Army Emergency Relief Fund fundraiser drive. Photo courtesy of Picatinny FCU

Picatinny FCU Supports Army Emergency Relief Efforts with Financial Donation...and Chili!

Daniel Hirshberg, Picatinny FCU

Picatinny FCU (PFCU), which has a long history with Picatinny Arsenal, has often supported various fundraising efforts for soldiers and families at the Arsenal. Earlier this month, the credit union took it one step further. It put its money where its mouth is—literally. Serving up “Yummy Chili” at the Second Annual Picatinny Arsenal Chili Cookoff as part of the 2011 Army Emergency Relief Campaign being run throughout world, the financial institution was one of 16 entrants in the good-natured fundraiser contest.

“We wanted to take our participation one step further than last year,” said Karen Morano, Vice President, Marketing at Picatinny FCU, who presented a check for \$1500 to Tammy J. Mitchell, Director of Army Community Service at the Arsenal, on behalf of the Board of Directors, CEO and Staff of PFCU.

“What better way to have some fun and get involved by serving up some chili!” she added. The credit union’s chili wasn’t picked as one of the top tasting dishes, but that didn’t matter to anyone. Most importantly, the event raised important monies for soldiers and their families who are in need of emergency funds.

This lone event raised \$1040, more than \$200 from last year, with 175 people paying \$5 each to taste the various chili dishes. The day was such a success that all the chili was gone by 1 p.m. In the end, the judges picked John Hale’s “Gracie” as the Best Chili of the Day. In the Popular Vote, 1st place went to “Cole’s Sweet & Spicy Chicken Chili,” prepared by Ted Cole, and 2nd place went to “Chaplain’s Hell Fire & Damnation Chili,” prepared by Base Chaplain Doll.

The event featured entrants and attendees from throughout the Picatinny Arsenal community. Part of the fun was the various names the entrants came up with for their chili, such as Kodachrome, Spice Sweet Staghorn, La Venganza de Bambi, Vegetarian Voo-Doo, Firehouse, and Father O’Malley’s Irish Wake Chili.

The worldwide 2011 Army Emergency Relief Campaign featured events from March through May, and is intended to raise money to financially assist soldiers and families that may be in need of funding for emergency needs—thus “Helping to Make Soldiers and their Families ARMY STRONG.”

Tower FCU Helps Local Children’s Hospital

Natasha Henry, Tower FCU

Tower FCU employees and members raised over \$24,000 for the Johns Hopkins Children’s Center in Baltimore, MD, during Tower’s annual “Have a Heart” fundraiser in February.

For a donation of \$1 or more, Tower members and employees wrote their name or the name of a family member on a colorful paper heart. The hearts were displayed in the credit union’s 16 branches and the Member Service Center located at Tower Headquarters in Laurel, MD.

To add some fun to the “Have-a-Heart” campaign, Tower employees competed to see who could sell the most hearts. “It’s great to see folks give from their hearts, even during these tough economic times,” said Tower employee Anne McCain. Top sellers were Doris Aguilar, who raised a total of \$213, followed by Stephanie Langr and Jeni Newell, who raised \$83 and \$61, respectively.

Throughout the month of February, Tower members could purchase raffle tickets for a chance to win prizes, including a three-month gym membership valued at \$300 and \$50 gift certificates to Modell’s Sporting Goods store and a local florist. Money raised from the raffles contributed to the grand total collected during the “Have a Heart” campaign.

The Johns Hopkins Children’s Center is a member hospital of the Children’s Miracle Network, an organization dedicated to helping raise funds for 170 children’s hospitals.

NYC Pop Quiz

6. What is New York’s largest park?

- Pelham Bay Park in the Bronx, which is more than three times the size of Central Park.
- Hudson River Park. It’s skinny, but stretches from 59th Street to the Battery.
- Central Park must be. It’s got a zoo, a castle, the Met, two ice-skating rinks and a reservoir.
- Brooklyn’s Prospect Park, which is just a smidgen bigger than Monaco.

See answers on page 12!

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DCUC CONFERENCE UPDATE

“Golf is deceptively simple and endlessly complicated; it satisfies the soul and frustrates the intellect. It is at the same time rewarding and maddening—and it is without a doubt the greatest game mankind has ever invented.”—Arnold Palmer

In the month of March, our thoughts inevitably turn to more moderate temperatures, emerging flowers, new leaves appearing on trees and shrubs, the smell of freshly mowed grass...and GOLF! If golf is your passion or even something you occasionally enjoy, you'll want to read about plans for the 18th Annual VADM Vincent Lascara Golf Tournament.



Mark your calendars for Saturday, August 20, 2011 in New York City!

Who would have thought that just 25 minutes from downtown, there is New York's largest park that boasts a 36-hole golf course—and we're not talking about Central Park! Pelham/Split Rock Golf Course is the name and this location is rich with history. The Revolutionary War battle of Pell's Point was fought here and the clubhouse is now deemed an historical building.

New Yorkers know this course well, as it hosts many golf tournaments. And this course is proud to be home to the 2011 World Police and Fire Games, the Mayors Cup, Golf Channels PGA Tour and, of course, the 18th Annual VADM Vincent Lascara Golf Tournament.

Plan to attend the 48th Annual Defense Credit Union Council Conference in New York City, where we have planned several days of incredible speakers, cutting-edge educational sessions, enjoyable networking opportunities, a complimentary visit to the USS Intrepid Museum, and a golf tournament that continues our tradition of good times, raising funds for our troops and some spectacular shot-making!

Register at www.d cuc.org today!

NYC Pop Quiz Answers: 1) A, 2) B, 3) B, 4) C, 5) B, 6) A