

KEYSTONE

Extra

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Young Members Show Money Rocks at their Credit Union

PA Youth Deposit Record \$1.5 Million In April

Young credit union members across the country deposited a record \$28,545,723 into their savings/share accounts during the month of April.

The National Youth Saving Challenge also reached a new milestone, with total deposits since its inception in 2004 reaching more than \$100 million, or \$117,626,671.

Held in conjunction with National Credit Union Youth Week, the Saving Challenge puts the spotlight on youth in a contest tracking deposits throughout the month of April. Participating credit unions use the Challenge to motivate children, teenagers, and their parents to start and maintain good money management practices by opening accounts and making deposits.

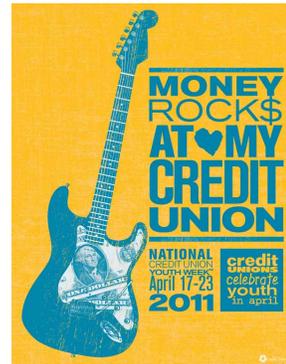
This year, 305 credit unions reported receiving deposits from 146,002 young members, including 9,058 who opened new accounts. The average deposit per child was \$196, compared to \$146 per child last year. Last year, nearly 170,000 young members deposited \$24.8 million

into their savings accounts during the month, with more than 10,000 new accounts.

Pennsylvania's young members topped the 2009 state record by depositing \$1,555,886 during April, compared to \$1.3 million in 2009 and \$828,474 in 2010.

There were 16,504 young PA savers participating in the 2011 Saving Challenge, compared to 11,957 in 2010. Of the 28 PA reporting credit unions, 479 new accounts were opened during the Saving Challenge.

National Credit Union Youth Week featured a fun theme, *Money Rocks At My Credit Union*. Lobby and off-site events, contests, music-themed giveaways and prizes, drawings, and in-school presentations were just some of the activities sponsored by credit unions to encourage good savings habits among their young members.



York Educational FCU Youth is National Winner

York Educational FCU was excited to get the news that it was one of 10 credit unions randomly selected for a \$100 national winner in the Saving Challenge. The credit union held a drawing with names of all Youth Week participants for the national prize.

Four-year-old Larkyn (left) was selected as the winner of the \$100 prize. She was also the first-place winner of the credit union's coloring contest for her age group. Big sisters Trinity and Kalyka were also contest winners in their age group.

In addition to the Youth Week coloring contest, each young member entering the contest received a gold dollar coin and a zip coin pouch. On the last day of Youth Week, a popcorn maker set up in the lobby was a big hit. "Kids are great fun," said CEO Dave Baker.



Credit Unions Celebrate Youth Week

PALCO FCU, Muncy, held a *Saving Money Rock\$* song contest. All kids club members were eligible to enter by submitting a song about saving. The winner, 6-year-old James, received a Rockin' Easter Basket filled with a variety of rock star items and candy.

Here are the lyrics to *Saving Money ABCs*:

ABCDEFGH

saving money that's the key.

IJKLMNOP

pennies, nickels, dimes, and quarters amen!

OPQRSTU

don't forget the dollars too.

V and W

a savings account just for you.

XYZ

do it joyfully.



PALCO FCU CEO Tom Rachael congratulates James (left) and his little brother Andrew.

Everyone had a rockin' good time at **First Capital FCU** as the credit union staged a Guitar Hero and Just

Dance challenge. Youth could also take part in an egg obstacle course, an egg walk, play the match game, and color pictures. First Capital used the event to help teach kids about saving and budgeting. They could earn money by doing some of the games but had to pay to play others. In the end, the kids had to decide what was most important to them, playing the games or buying prizes. In addition, youth who deposited a qualifying amount of money into their accounts received a chance to fish for free cash, by using one hand to pull out a handful of coins (a mixture of pennies, dimes, nickels and quarters) which will be deposited into their account.



First Capital FCU employees ROCK OUT with members during National Credit Union Youth Week.

Visionary FCU celebrated with cookies and toy guitars for its Dollar Dog members. During the month of April a contest was held for a chance to win a \$50 Visa Gift Card for any deposit made to a Dollar Dog account. The final results were 87 total deposits of \$6,033.35 with 10 new Dollar Dog accounts opened.

At right, Justin and Brianna Fries, children of Visionary FCU Office Manager Heather Fries, ham it up with their *Money Rocks* guitars.



Horizon FCU, Williamsport and Lock Haven, treated young members to giveaway items, candy, and depending on age, either a *Guide to Money: Getting a Good Start* or *Fun with Money* activities book. Drawings were held for youth depositors to win Crosscutters Family Four Packs (tickets to Williamsport's minor league baseball team) for ages up through 12; and iTunes Cards for ages 13 through 16.



Staff at Horizon FCU's Third Street branch dressed as rockers during Youth Week, and posed with then CEO John Sharp (now retired).

Erie General Electric FCU partnered with the YMCA Kids Club Program to present *Mad City Money*, a financial education simulation, as a Youth Week activity. The simulation is setup to be a real-life version of the board game *LIFE*. About 20 volunteers from the credit union took time to educate the children, ages 10-15, on the importance of budgeting.

Each child was given a packet of information that included family members, salary, current debt, and budgeting worksheets. The children were instructed to create a budget by visiting volunteers who acted as "merchants" from different categories of spending, such as home, car, food, entertainment, and more.



Parents Financially Support Adult Kids

Fifty-nine percent of parents are financially supporting adult children when they are no longer in school. The statistic reflects how the current economic and job landscape is presenting a bigger challenge than expected – for those who should be leaving the nest as well as their parents.

Credit unions noting the intergenerational living trend can help their members – both the adult children and their parents – by addressing the impact the trend can have on the parents' finances, and by educating them on ways to encourage independence.

Commissioned by the National Endowment for Financial Education (NEFE), in cooperation with *Forbes.com*, the poll was conducted by Harris Interactive in May. The survey showed how parents are providing support:

- 50% are providing housing;
- 48% are helping with living expenses;

- 41% are aiding with transportation costs;
- 35% are providing insurance coverage;
- 29% are handing out spending money; and
- 28% are helping with medical bills.

Among the children at home, 42% said they contribute in non-financial ways, such as cooking, cleaning or child care, but 75% financially contribute to the household with:

- 52% chipping in toward groceries/other food expenses;
- 34% helping with utilities;
- 31% putting gas in the family car; and
- 29% helping with the rent or mortgage.

Education & Professional Development

Registration Still Open For June Conference

It's not too late to register for the **Volunteer Development Conference**, June 24-25, in Lancaster, where you'll learn from industry professionals, network with peers, and unite for a strong tomorrow.

Discussion topics include breakout sessions specifically addressing directors and supervisory committee responsibilities, as well as general sessions to include industry updates, emerging issues, and much more.

Listen So Others Will Speak; Speak So Others Will Listen

As volunteers, your communication among each other, with the CEO, and paid staff is vital to the success of the organization. This program takes the power of communication further. Listening is the most important tool in the communication skill box. This powerful program will change how you view the power of listening.

For more information and to register, click here or email the Education department.

Building Tomorrow's Credit Union Leaders

Growing commitment to keeping the credit union movement alive and well can be seen in the actions of our leaders. Now more than ever, it's important to extend this excitement to your greatest asset – your staff.

Have you identified your credit union's emerging leaders? The **Judge/Bradley Leadership School** is building tomorrow's credit union leaders today! With two tracks to choose from, anyone can benefit from the leadership lessons taught by Penn State instructors, the Shaver's Creek experience, and presentations by credit union professionals during a day specifically devoted to credit union-related topics.

The **Judge/Bradley Leadership School** will be held August 7-11, 2011, at the Penn Stater Conference Center Hotel in State College. Who will your credit union be sending this year? Click here.

Products & Services

Investing in Credit Unions, Investing in Members

There's no doubt, *Invest in America* is working. You can tell from tangible results like credit union involvement and encouraging sales figures. As of April 2011,

- 71% of national credit union membership is reached through supporting credit unions
- 51% of PA credit unions participate
- 1,647,560 members have taken advantage of IIA discounts
- \$105 million saved by credit union members through the Sprint program
- 234,272 new credit union auto loans due to the GM Preferred Pricing Program

Invest in America's parent company, CU Solutions Group, recently acquired CUTS Performance Marketing. This acquisition brings greater access to offers that help credit unions grow loans/income, membership, and card programs, meaning the various discounts through IIA has grown to include such services as TurboTax.

TurboTax has helped members save more than \$1 million, and credit unions who implemented best practices in marketing the tax preparation program saw an average year-over-year increase of 250%; with some as high as 475%. Sign your credit union up for TurboTax at clientsupport@cusolutionsgroup.com or call 866-348-2887.

General Motors Microsite: Credit unions now have the ability to add their loan link on the IIA GM microsite. When members are looking to obtain an authorization number for GM Preferred Pricing, they can also search a drop-down menu that links directly to credit union "online loan centers." This valuable service is free, is virtually effortless, and brings new auto loans directly into your credit union.

Participating credit unions: If you haven't already done so, take the time now to send your credit union name, state and a link (URL) to where members can either apply for an auto loan or learn how to apply for one with your credit union. Please forward this information to IIAloanapplication@cusolutionsgroup.com.

Sprint Requiring Proof of Membership: A standard verification process for members looking to receive the Sprint discount is now in place requiring members to show proof of membership when they first sign up with Sprint or when they alter an existing account. Acceptable forms of proof include: credit/debit card issued by the credit union; member account/loan statement from the credit union; voided/cancelled check; or credit union member ID card.

To participate in any of the Invest in America programs, contact your Association Account Executive.



American Heritage FCU Chairperson Cecilia Grady (left) and Bruce Foulke, President/CEO (left center), presented \$1,000 scholarships to 12 young credit union members. Recipients were selected based on their scholarly merits, community and school involvement, a letter of recommendation, and a submitted essay on how American Heritage can help achieve their American Dream.



PALCO FCU CEO Tom Rachael presents the 2011 Members Helping Members Scholarship to Kathleen Rooker. The \$500 scholarship rewards individuals who demonstrate the credit union philosophy of *People Helping People* through volunteerism, community service, leadership, and academic achievements.



WEST-AIRCOMM FCU presented \$13,000 in scholarships to 2011 seniors in five area school districts. Each scholarship was \$500. Four \$1,000 scholarships were also awarded to graduating members at the credit union's annual dinner. Above, from left: Rod Bear, President; scholarship recipients Chloe Miller, Michael Kochis, Christine Ross, and Kelsey Hovanec; and CEO Ray Brunner.

Right: First Capital FCU President/CEO Dennis Flickinger presented Stephen Byrne with a \$500 scholarship.



Clearview FCU and the Pitt Men's Basketball Team recently donated \$7,200 to the Juvenile Diabetes Research Foundation (JDRF) from the "Points for Pediatrics" program. Clearview donated \$40 for each 3-point basket made by a Pitt player during a game. JDRF Western PA Chapter President Dusty Elias Kirk, President; VP Outreach Nancy Glynn; and daughter Alex Glynn, accept the check from Clearview VP of Technology Ralph Canterbury, alongside two Pitt Panther cheerleaders and mascot Roc.



John Miller, Financial Analyst, TruMark Financial Credit Union, discusses market trends with Robert Fischer, an accounting student at Roman Catholic High School. Fischer spent the day job shadowing TruMark Financial's accounting department as part of the credit union's financial literacy program.

Events Calendar

June

24-25

Volunteer Development Conference, Lancaster

July

28

NCUA Credit Union Workshop, Pittsburgh

August

7-11

Judge/Bradley Leadership School, State College

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President/CEO: Jim McCormack
Managing Editor: Diane Powell, Director, Communications
Editor: Janet Johnson, Communications Specialist

News stories and photographs are welcome. Submit information for publication to janet.johnson@pcua.coop.



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