

# KEYSTONE

## Extra

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## 64 Years and Still Going Strong

### Dedicated men and women keep the credit union movement going

A young math teacher in the Donora School District in western Pennsylvania joined the teachers credit union in the 1940s, and as they say, the rest is history.

In her third year of teaching (1948), Dorothy Jozwiak became treasurer of the Donora Teachers Federal Credit Union, with 81 members, \$7,000 in assets, and payroll deduction on the monthly paydays.



Dorothy Jozwiak,  
CEO, Ringgold  
School Employees  
FCU, Longest  
continuously  
serving CEO in PA

Now, 64 years later, and at age 88, Dorothy is still going strong as the CEO/treasurer of Ringgold School Employees FCU, which was the new credit union name after the Donora and Ringgold School Districts merged in 1976. She retired from teaching after 48 years.

As a result of the responses received from a recent survey conducted through the Association's daily e-newsletter, *Life Is A Highway*, it appears that Dorothy is the longest continuously serving credit union CEO/treasurer in Pennsylvania.

The Ringgold School Employees FCU is located at Dorothy's home in Monessen, however, the local elementary school is her touch point for per-

sonal contact with members. It's there where she sits down with members to help them with their personal finances or deliver and pick-up payments and other information. Today, the credit union has more than 800 members and more than \$12 million in assets. The membership consists of several generations of family members, as teacher/parents opened accounts for children and deposited savings for college or first-car purchases.

When asked why she has been involved with the credit union for so many years, Dorothy said, "I believe in the credit union philosophy of *People Helping People*." The credit union is there to help people with their finances, and there's no better reward than to see their success and appreciation. "When you help people, you always get back more than you give," she said.

It was Dorothy who helped her nephew, the late Rich Lenio, get immersed in the credit union philosophy

## Merry Christmas to All!



and make a career in the credit union movement. Lenio, who passed away last August, was a retired CEO of Frick Tri-County FCU and a former Association Board director.

Dorothy recalled one of the most interesting events as a credit union manager. A young woman, whose father was hospitalized, brought a box that he had filled with cash to be counted. She said we sat on the living floor and counted the money. When they finished, they had over \$40,000 in cash, which helped pay some of his bills.

It's a different world now and Dorothy feels that we're losing the human touch and personal contact due to the Internet and technology. She is frustrated with the enormous burden of compliance issues and thinks that many of the regulations are costly and unnecessary. "From my teacher viewpoint, you don't punish an entire class for one bad student," she said. But because she enjoys working with the members, many who are longtime friends, she plans to continue serving as long as she can.

Other long-serving CEOs included Al Tripodi, who is 89, and has a combined 61 years of service as an employee and volunteer of Beaver Valley FCU. Walter Keesey, 87, of Our Family FCU, Lancaster, was President/CEO from 1960-1997, and is currently serving as interim CEO.

### Long Serving Volunteers

Joseph DeMarco of Norristown Bell Credit Union gets the honors for the longest continuous-serving volunteer at 55 years, followed close behind by Thomas Andino, Beaver Valley FCU, 54 1/2 years; Dr. Jerrold Fritz, founding member of NE PA Community FCU, 53 years; and Tom Calaide, UFCW FCU, 52 years.

The oldest credit union volunteer is Fred Steinkirchner, who at age 100, continues to serve on the supervisory committee for the Pittsburgh Firefighter's FCU. Steinkirchner became a member of the committee in 1962. Earlier this year, the credit union recognized Steinkirchner with a plaque for 50 years of service. Fred marked his 100th birthday on September 5.



Fred Steinkirchner  
100-year-old volunteer

*Editor's Note:* Over the years, the Association has received numerous inquiries from credit unions looking for information on the longest-serving credit union CEOs and volunteers. Unfortunately, the Association has no way of tracking every employee or volunteer and their years of service. We conducted a survey this fall and this article was prepared, based on the responses we received. We thank everyone who took time to send us information.

## New TV Campaign Promotes Credit Union Loans

In a series of new TV and radio commercials, Pennsylvanians will hear that credit unions are financial service providers that provide loans to help members fund their goals. The Pennsylvania Credit Union Association, and credit unions throughout the state, have joined together to develop and run the spots promoting the credit union difference. The cost of creating the ads was paid for by Pacul Services, Inc., the Association's Service Corporation.



"For more than 80 years, credit unions have provided affordable financial services to members in Pennsylvania. However, there are many Pennsylvanians who do not know that they can use the products and services offered by credit unions," said Association Chairman and Sun East FCU CEO Michael Kaczenski. "Credit unions are one of the best kept secrets and we are looking to tell others all about the benefits of belonging," said Kaczenski.

"I'm pleased that credit unions across the state have joined together in this campaign to promote the credit union movement," says Association President/CEO Jim McCormack. "Our goal with the ads is to inform consumers that credit unions are the best option for loans and to promote awareness about the benefits of membership. Not everyone can join every credit union, but there is a credit union for everyone," said McCormack.

Consumers seeking a credit union will be directed to [iBelong.org](http://iBelong.org), a website that features the campaign spots, facts about credit unions, and most importantly, an online locator.

The new commercials can be viewed on [YouTube](https://www.youtube.com).

If your credit union is on Pinterest, you can now pin the commercials to your boards from the Association's [iBelong](https://www.pinterest.com/ibelong/), [UCan2 board](https://www.pinterest.com/ucan2board/). All the videos and still shots include links to the [www.ibelong.org](http://www.ibelong.org) website.

## Products & Services

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### Improve Portfolio Performance: Choose the Right Lending Provider

After closing its point-of-purchase lending CUSO, Citadel FCU was challenged to make its auto lending program more profitable.

As a result of a previous indirect lending relationship, the credit union had accrued \$30,000 in monthly expenses from application fees, dealer shot gunning, and paper that did not meet the credit union's lending criteria. Furthermore, only 23 percent of the indirect loan applications being received were actually being funded. Citadel realized it needed a solution that would cost less and allow the credit union to set tighter lending parameters while providing more auto buying services for its members.

The credit union converted to CUDL in the fourth quarter of 2008. This decision was based on three key objectives:

- 1. Reduce Expenses:** Switching gave Citadel the opportunity to save thousands of dollars a month on application fees, as the new solution only charged for the applications that were funded.
- 2. Increase Efficiencies:** The new point-of-purchase solution gave Citadel the ability to set its exact lending parameters and criteria for applications submitted by dealerships. Citadel could automate loan decisions, and as a result, streamline its underwriting process.
- 3. Marketing Solutions:** The credit union had immediate access to a variety of marketing solutions, including a co-branded auto research and shopping website (the CUDL AutoSMART program) that allowed Citadel to provide more auto-buying value to its members. This was also an opportunity for Citadel to

acquire and strengthen dealer relationships.

"For dealers in our geographic segment, to have your inventory in front of almost five million people is a no-brainer," says Barry Rose, VP of Lending at Citadel FCU.

Within a year of the conversion, Citadel's auto loan portfolio grew by 14 percent. Funding climbed from \$170 million in auto loans to \$193 million, without any additional staff. Efficiencies also increased and look to book has gone from 23 percent to 54 percent. As of third quarter of this year, roughly 91 percent of the credit union's total auto lending paper had a 710 or greater credit score.

Since converting to CUDL, Citadel's auto lending market share has doubled and the credit union ranks sixth overall and first in credit unions out of all lenders in its region. "Since the switch, our plans for portfolio growth have been realized," states Rose. Additionally, the credit union spends less time setting up new dealers, as CUDL handles the dealer due diligence and contracting of each new dealership.

For more information about CUDL's program, contact your [Association Account Executive](#).



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### CUNA Mutual's 2012 Year in Review

CUNA Mutual Group brought new expertise and products to the credit union marketplace in 2012, with Smartphone mobile lending and TruStage leading the way.

In March, Smartphone mobile lending technology was rolled out to approximately 350 credit unions and potentially more than 2.5 million members. The agreement with Fiserv integrates CUNA Mutual Group's industry-leading SmartPhone Loan application, powered by [loanliner.com](#), with Fiserv's account processing and loan origination solutions.

Perhaps one of the biggest marketing efforts in CUNA Mutual Group's 77-year history was the launch of the new TruStage brand in August as the customer-facing brand of the MemberCONNECT® program. In a milestone effort aimed at helping credit unions reach more of their rapidly growing membership, CUNA Mutual Group launched TruStage following two years of

research focused on understanding credit union members' behaviors and needs.

A key part of the new consumer focus is learning more about the stories, journeys, and emotions of credit union members. What are their mindsets? What are they thinking about? What really matters to them?

TruStage will reach the credit union member through a more engaging marketing experience, including a new website co-branded with credit unions at [www.trustage.com](#). The web connection is one component of a long-term CUNA Mutual Group strategy to help credit unions deepen member relationships and grow non-interest income by providing much needed member's insurance and investment products.

A recent Association-sponsored *CU Now* video, featuring Troy Mooney, VP, Sales, CUNA Mutual Group, and Corinne Sherman, Association SVP, Fee Services, provided information on TruStage. [Click here](#) to view the *CU Now* video.



American Heritage FCU CEO Bruce Foulke (center) presents a check from the Kids-N-Hope Foundation for \$100,000 to the Children's Seashore House of the Children's Hospital of Philadelphia for the Music Therapy Program.



Diamond Credit Union hosted a Salvation Army Angel Tree in its Pottstown office lobby. Members and employees purchased gifts for 60 underprivileged children. Andrea Sawchuk, Branch Manager; Amanda Russo, Member Advocate; and Tyler Engle, Member Advocate, organize the collected gifts.



Sb1 FCU employees raised more than \$2,000 to buy gifts for several needy families.



Wilkes-Barre/Scranton Penguins Mascot TUX and Cross Valley FCU's Scottie Saver were first in line to share their wish lists with Santa Claus during the credit union's annual Scottie Saver Holiday Party.



Horizon FCU employees strut in their jeans on Miracle Jeans Day, December 5. Employee donated \$5 to wear jeans to support Miracle Network Children's Hospitals.



Manny Mercado was the grand-prize winner of Belco FCU's Employee Festive Sweater Contest. Participants raised \$130 for the Multiple Sclerosis Society.



Riverset Credit Union staff and members donated over 70 gifts for children in need through the Treasures for Children Program.

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# Events Calendar

## December

24  
Association Office Closed

25  
Christmas Day  
Federal Reserve Bank  
Holiday  
Association Office Closed

## 2013

### January

1  
New Year's Day  
Federal Reserve Bank  
Holiday  
Association Office Closed

20-23  
CEO Summit, Naples, FL

21  
Martin Luther King Jr.,  
Birthday  
Federal Reserve Bank  
Holiday  
Association Office Closed

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