

KEYSTONE

Extra

March 15, 2013

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Top 10 Reasons To Attend the Annual Convention

The Pennsylvania Credit Union Association will hold its 79th Annual Convention & Expo, May 16-18, in Hershey. With only two months to go, Association staff is hard at work planning and preparing to make this a great experience for credit union leaders who come to Hershey to *CONNECT*.

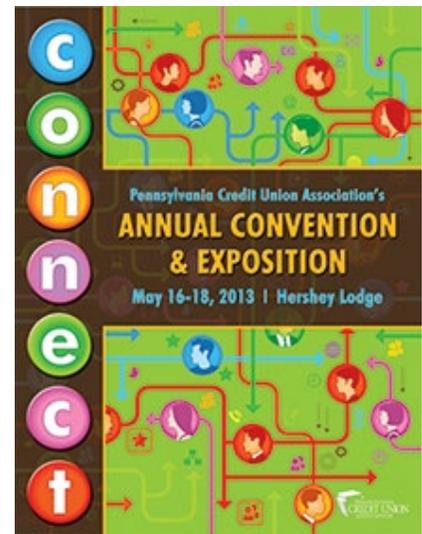
Here are the top 10 reasons for attending the Annual Convention & Expo in Hershey:

10 – Sweet Location. Known as the Sweetest Place on Earth, Hershey is a historic town with a rich heritage built on chocolate. The Hershey Lodge will host the Association's Annual Convention & Exposition – all under one roof.

9 – Explore exhibits. The Credit Union Expo will be filled with booths showcasing products to help credit unions remain competitive and to offer the latest and greatest services to their members. Enjoy a complimentary lunch in the Expo on Friday from Noon to 2:00 p.m.

8 – What's on Tap? The Association's Political Action Committee (PAC) is hosting a PAC on Tap experience at Tröegs Brewery in Hershey on Thursday evening, from 6:00-8:00 p.m. The evening will be filled with beer tasting, food pairing, and guided tours, as well as a chance to bid on select Silent Auction items. All proceeds benefit CUPAC (tickets required).

7 – Education sessions for one price. One convention registration fee provides access to non-ticketed events including expert speakers and a variety of education breakout sessions on timely topics, issues, and trends. Sessions are suitable for volunteers, management, and staff.



6 – Be inspired. Fourteen young people, representing their credit unions and chapters across the state, will compete for the title of 2013 Credit Union Youth Ambassador of Pennsylvania on Friday evening, May 17, beginning at 7:30 p.m. A traditional convention highlight, the enthusiastic contestants will inspire the audience and show that the future of credit unions will be in good hands as they aspire to professional careers. An Ice Cream Social will follow the program.

5 – Get more with the Foundation. The Pennsylvania Credit Union Foundation will host the 16th Annual Art Exhibition & Raffle in the Ballroom Foyer, from Thursday, May 16, up to the drawing at noon on Saturday, May 18. In addition, the 18th Annual Foundation Breakfast will feature guest speaker Floyd Stokes, Founder/Executive Director of the American Literacy Corporation, and superhero of the literacy program Superreaders.

4 – Awards, Recognition, and The Association. The Credit Union Awards will be presented during a special reception on Friday afternoon at 3:45 p.m. The prestigious Lifetime Achievement Awards will be presented Saturday night to the Professional and Volunteer of the Year. Following the awards presentation, The Association will perform at the Association's closing banquet. The popular 60s band No. 1 hits include *Never My Love*, *Windy*, and *Cherish*.

3 – Value Plus. Don't miss the early-bird registration deadline of March 26, 2013, to save on registered conferee fees. In addition, with each two (2) paid conferee registrations, a credit union receives one (1) free registration for a credit union young professional under age 35. One registration fee includes admission to all non-ticketed events, access to expert speakers, educational opportunities, and the latest products and services. The PAC on Tap event, Foundation breakfast, closing banquet featuring entertainment by The Association, and special spouse/guest events require reservations and tickets purchased in advance.

2 – Motivation. The lineup of expert speakers and educators will inspire and stimulate the audience. Thursday's General Session kick-off features Mark Arnold, President of On the Mark Strategies, who will prepare credit union leaders for serving *The Member of the Future*. Following this session, Arnold will also present a program, *Running Effective Board Meetings*, for credit union volunteers. Grammy-Award-winning musician and National Security Consultant Jeffrey Baxter will deliver the keynote message during Friday's General Session. Baxter will teach attendees to look at the future as an era of opportunity and growth.

1 – CONNECT. Good, better, best. It is good to connect over email, it is better to connect on the phone, but the best way to connect is face to face, and always will be. You'll be hard pressed to find a better credit union event in Pennsylvania where you can meet colleagues and old friends, vendors, professional speakers, Association staff and Board members, and connect to form new friendships, contacts, and resources to carry you into the future.

As a member of the Association, credit unions are encouraged to attend the Annual Business Meeting, which will be called to order at 9:00 a.m. on Saturday.

The Convention brochure was mailed to all member credit unions and can also be downloaded from www.pcu.org.

We hope to see YOU in Chocolatetown.

Tweets @PCUA #PCUAconnect.

**Don't miss the
early-bird convention registration
deadline: March 26**

Education & Professional Development

Free Webinar for Young Professionals

All young credit union professionals are invited to attend a free webinar on March 26 from 2:00-3:00 p.m. Credit union professional development expert Andy Janning will be discussing essential skills you will need in order to further your career, including listening to others, conflict resolution, and motivating others. The webinar is provided as part of the new young professionals network being developed by the Pennsylvania Credit Union Association and Mid-Atlantic Corporate Federal Credit Union.

[Click here](#) for details and to register.

More Big Ideas Conference Speakers Announced

We are excited to announce two additional speakers for this year's **Big Ideas Conference!**

- Theran Colwell, Director of Strategy Business Development for CUNA Mutual Group, will discuss with attendees the critical pieces necessary to win the battle for the American consumer when it comes to financial services. He will help to identify credit unions' key competitors, as well as how they are utilizing new marketing strategies to reach consumers. Colwell will then challenge attendees to discover ways they can not only survive, but thrive, in the midst of this dynamic competition.
- Stan Moeckli, President/CEO of Electro Savings Credit Union in Missouri, will share success stories from his credit union. Hear how Electro Savings went out into the community to help build financial literacy at local rental communities and apartment complexes. Moeckli will share how they have been able to maintain a 10 percent annual member growth rate through on-boarding and member retention strategies, as well as how they have grown their loan portfolio, including experiencing a 25 percent loan growth in the rental communities.



Stan Moeckli

Last year's Big Ideas Conference received rave reviews, and this year is sure to continue that success. Join us to hear how successful credit union leaders have tackled tough issues facing credit unions today, and be challenged by analysts to consider future challenges.

Save the dates on your calendar and be sure to join us for two days of insight and discovery, June 18-19, at the Omni Bedford Springs Resort, Bedford.

Time to Stock Up on Mother's Day Gift Cards

And don't forget Grads & Dads, too! The ICUL Gift Card program is an inexpensive member service that's easy to implement, and even easier to manage. Gift cards carry the Visa logo, can be used at millions of Visa Merchants worldwide and can be loaded with as little as \$10 or as much as \$1,000. With the exception of the card supply purchase and shipping charges, the program is FEE FREE! With more than 60 designs to choose from, it's easy to put a gift card in the hands of every member.



Download [Gift Card Benefit Sheet](#).

To ensure your credit union has a supply of gift cards when members come looking, stock up today. Contact [Chantel Hassinger](#) at 800-932-0661, ext. 5263, for additional details, enrollment, and order forms.

Travel Light. Travel Securely. With the Visa TravelMoney Card

Be ready for the summer travel season by offering members the CUMONEY Visa TravelMoney card. A safe, low-cost alternative to personal credit and debit cards or traveler's checks, this prepaid, reloadable travel card is accepted anywhere the Visa logo is displayed, giving members access to Visa's worldwide network, including ATMs.

With the CUMONEY-branded travel card, credit unions never pay an annual fee, and also benefit from no liability or fraud exposure. There are three [TravelMoney designs](#) to choose from.



Contact [Chantel Hassinger](#) at 800-932-0661, ext. 5263, for additional details, enrollment, and order forms.

Home Buying is Growing — Is Your Credit Union Ready?

Home buying is on the rise, and today's consumers are looking beyond traditional mortgage providers, and turning to their local credit union. Avoid the expense of an in-house mortgage department by partnering with a third-party mortgage service provider that is member focused and credit union driven — First Heritage Financial, LLC.

First Heritage Financial is a credit union-owned company with experienced first mortgage professionals who operate under the credit union philosophy of *People Helping People*®. First Heritage offers a wide variety of first mortgage related services that can complement a credit union's existing lending staff or can be your outsourced first mortgage lending department.

Partner with [First Heritage Financial](#) and stay ahead of your members' needs. Be the place your members think of first for their first mortgage loan. Contact your Association [Account Executive](#) to get started.



Credit Union **StudentChoice**

PENNSYLVANIA CREDIT UNION ASSOCIATION

Informational & Training Workshop

April 9, 2013 | Harrisburg

Credit Union Student Choice Info/Training Workshop to be Held April 9

At this free, full-day session presented by Credit Union Student Choice in Harrisburg on April 9, you will learn how your credit union can successfully offer student lending solutions to your members and see these solutions put into action.

In the morning, Jim Holt, Vice President, Sales, Credit Union Student Choice, will present *An Introduction: the Private Student Lending Marketplace & the Credit Union Student Choice Solution*. He will take a look into the education finance market and demystify private student loans with a discussion of recent headlines.

Tracie McGetrick, Account Executive, Client Relations & Education, Credit Union Student Choice, will present the afternoon session, *Staff Training of the Student Choice Solution*. This session includes a comprehensive training on Credit Union Student Choice — the company and its vision, mission, and partners.

You are welcome to attend just one session or the entire day — the choice is yours. [Register today](#).



NBA star and Philadelphia 76ers Community Ambassador, World B. Free, signs autographs at the grand opening of Sb1 FCU's first street-level community branch in the heart of Philadelphia. The credit union also presented a \$1,500 check to the Coalition Against Hunger in Philadelphia, as part of its mission to serve the community.

Children from Pottstown Elementary Schools meet with Chip, the Diamond Credit Union mascot, before competing in the Pottstown School District's Reading Olympics. Diamond Credit Union has sponsored Pottstown's involvement in the competition for eight years, providing team T-shirts and financial support to help purchase books and transportation to events. After the Pottstown competition, teams will move on to the Montgomery County Reading Olympics.



Aimee Shiver (center), a Compensation Analyst at TruMark Financial Credit Union, presents a check for \$775 to Gift of Life Family House representatives Mike Fox, Special Events Coordinator, and Sara Cohen, Development Coordinator. The funds were raised through employee donations to wear jeans on two Fridays in February when the credit union relaxed its dress code.

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



Events Calendar

March

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 CEO Leadership Workshop,
 Mars

21
 CEO Leadership Workshop,
 Harrisburg

April

17
 Sales & Service Program,
 Harrisburg

May

16-18
 Annual Convention & Expo,
 Hershey

June

18-19
 Big Ideas Conference,
 Bedford

Visit www.pcu.org
 or contact the
 Association's Education
 Department for details
 on education programs
 and webinars.