

KEYSTONE

Extra

February 15, 2013

Volume 44 Issue 4

In This Issue:

Page 2

**Credit Union Strategies
that Win — at
CEO Leadership Workshop**

**First Big Ideas Conference
Speakers Announced —
Save the Date**

Page 3

**Prepaid Debit Card Revenues
Projected to Reach \$1.7 Billion**

**Convention Countdown
Time to Connect**

Page 4

Credit Unions in the News

Events Calendar

Chapter Sponsors Public TV Home-Buyer Series

Seminars in a Box is Teaching Tool

In an effort to revitalize financially suffering communities in Pennsylvania, the Schuylkill Valley Chapter of Credit Unions is producing a public television series entitled *Home Buyer Education*, utilizing CUNA's *Seminars in a Box™* for Members as its primary teaching tool. The program material, developed to increase financial literacy in the community and prepare viewers for home buying, is split into six segments, the first of which aired Tuesday, January 22, 2013, on Berks County Television (BCTV) in Reading.

Trish Shermot, Marketing and Planning Manager, CTCE Federal Credit Union and presenter of the first segment of *Home Buyer Education*, conceived the original fusion of the public television format with the *Seminars in a Box for Members* series. When she was approached last year by Ann Sheehan, Director of BCTV, for ways they might bring financial education to the community and improve the state of the city, Shermot's first thought was *Seminars in a Box*. "CTCE had used *Seminars in a Box* previously because they're so turnkey and so easy. I showed Ann the link and, after she looked into it, she said she wanted to do all three seminars," recalls Shermot.

Seminars in a Box for Members are designed to provide credit unions with effective financial education materials to bring to their members in presentations and workshops. The thought that the same material might be implemented to fit a television program was a brand new idea for everyone involved. "Trish approached me last summer about

taking *Seminars in a Box* to the airwaves via the local public TV station," says Jan Garkey, Manager of Member Education for CUNA, "And what the Schuylkill Valley Chapter of Credit Unions accomplished was phenomenal. This successful collaboration highlights the commitment credit unions have to working together, as well as their commitment to financial literacy throughout the community."

CUNA created an agreement specifically for public TV in the event other groups of credit unions wish to replicate the model. The three *Home Buyer* seminars were divided into six 30-minute presentations for television.

In addition to Shermot, the first televised segment included Bob Zwolinski, Sun Federal Credit Union, and Linda Kleinsmith, CTCE Federal Credit Union, who discussed the home buying process and how to "ready your finances" in preparation to purchase a home. After the airing of the first *Home Buyer Education* program, credit unions in the Schuylkill Valley Chapter began to receive positive feedback. By keeping their aim non-competitive and embracing the message, "support local credit unions,"



continued on page 2

Education & Professional Development

Credit Union Strategies that Win – at CEO Leadership Workshop

Join the conversation at this year's *CEO Leadership Workshop* and discover how to create strategies to help your credit union remain relevant. The workshop will start with Jason Boles, CEO of Fans Created, sharing how credit unions can turn their biggest challenges into their greatest competitive advantages. "It's not about being BIG, but about thinking BIG," says Boles. "A negative mindset is more detrimental to growth than a small balance sheet."

Later, be a part of the discussion on the importance of management and board members working together, and hear how to ensure a more cooperative relationship. "In order to change the group behaviors necessary to improve board and management relations, individual behaviors have to change – on both sides," Boles believes. "The goal is to have one team with one purpose – with each team member working toward a common vision."

The NCUA will present a regulatory update, and will be on hand to answer questions or address concerns credit unions are having. Also on the schedule is Rhonda Rumbaugh, VP of Marketing & Professional Development for the Association, discussing key trends that will impact your credit union. She will help credit unions discover the importance of data analysis and benchmarking for strategic planning and execution, including sharing some insights from CUAnalyzer, the Association's latest dues-supported initiative.

Don't miss this chance to network with your peers and learn from experts on how to continue your credit union's success.

March 20 – Mars

March 21 – Harrisburg

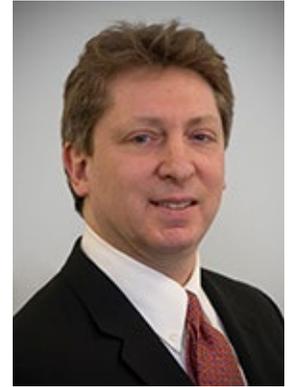
[Click here](#) for more information and to register today.

First Big Ideas Conference Speakers Announced – Save the Date

Credit unions everywhere are searching for ways to attract new members, increase lending, and use technology effectively. At this year's *Big Ideas Conference*, hear how successful credit union leaders have tackled these issues, and be challenged by analysts to consider future challenges.

Here is a look at two of the experts joining us for this unique conference:

- Ron Shevlin, Senior Analyst for Aite Group, will hold a thought-provoking discussion with attendees on the future of retail banking and what it means for credit unions. What changes have had, or will have, the biggest impact on retail banking? How can credit unions ensure competitiveness and relevance in this quickly changing marketplace?



Ron Shevlin

- Chuck Purvis, President/CEO of Coastal FCU in North Carolina, will share success stories from his credit union. Hear about the success Coastal has had with their new credit card programs geared toward students and big-ticket item purchasers. See how a constant focus on innovation and progress is helping this credit union to grow and better meet the needs of its members.

Last year's Big Ideas Conference received rave reviews, and this year is sure to continue that success. Save the dates on your calendar and be sure to join us for two days of insight and discovery.

June 18 & 19 – Omni Bedford Springs Resort, Bedford

Seminars in a Box

continued from page 1

they've created a program that the community is praising for its positive and worthwhile effect, even hearing from a realtor that the information presented was impressively thorough.

"Credit unions work together best," says Shermot. "I think that a television show, because it's so different, will help us stand out from other financial institutions. We're here to help people make good decisions through financial education. It's living the credit union difference!"

The second segment of *Home Buyers Education* aired Wednesday, February 13, on BCTV.

The Schuylkill Valley Chapter of Credit Unions consists of 14 credit unions serving more than 191,000 members with more than \$2.4 million in assets.

If your credit union or chapter is interested in using *Seminars in a Box* for Members on television, please contact CUNA's Jan Garkey at 800-356-9655, ext. 4092.

As always, please share your news and event photos with the Association at highway@pcua.org.

Products & Services

Prepaid Debit Card Revenues Projected to Reach \$1.7 Billion

Prepaid reloadable debit cards are an increasingly popular option for consumers. According to Madeline Aufseeser, a senior analyst with [Aite Group](#), fee revenues for prepaid debit card products are projected to reach \$1.7 billion by 2016. With gains to be made in what some still consider uncharted territory, it's no surprise the market is seeing a resurgent of interest in offering prepaid reloadable debit cards.

Many banks and other financial service providers are offering prepaid debit cards. This past October, AmEx defied their standard upscale marketing approach by partnering with Wal-Mart to offer their own brand of a reloadable prepaid debit card, [Bluebird](#). Their marketing message: Your Checking and Debit Alternative; Loaded with features, no fees.

Why This Matters

The FDIC reports that 1 in 10 American households have been driven out of the banking system entirely due to excessive banking fees, and approximately 18 percent of unbanked households turned to prepaid debit cards in 2011. As the prepaid market grows, the competitive nature is driving consumer costs down, allowing non-traditional banking institutions to grab the attention of your members. Their prepaid debit card is just the beginning of a banking relationship. Your members who are in the market for prepaid debit cards need to know that your credit union can meet their needs.

Combat Competitive Pressures with ICUL CUMoney Everyday Spend Card

The [CUMoney Everyday Spend Card](#), offered through the Illinois Credit Union League's Service Corporation, is the credit union alternative to combating new entrants into the reloadable debit market.

In comparison to other prepaid card programs, the CUMoney program is an affordable relationship-building tool that's easy to implement and carries one of the lowest fee structures in the market. Whether your credit union is a current user of ICUL's CUMoney Everyday Spend Card or interested in getting started, you'll love the option of branding the card with your credit union name and logo.



To learn more about the CUMoney card or branding your current program, contact Chantel Hassinger at chantel.hassinger@pcua.org, or call 800-932-0661, ext. 5263.

Convention Countdown

Time to Connect

Registration is open for the Association's 79th Annual Convention & Exposition, May 16-18, 2013, in Hershey — the place to be to connect with credit union friends, vendors, and Association staff.

From the start of activities on Thursday, May 16,



to the closing banquet and entertainment on Saturday evening, May 18, the three-day convention is filled with education opportunities, exhibits by vendors and supplies, programs, and social events — all under one roof so that you can easily make connections to prepare your credit union for the future.

Nationally-known speaker Mark Arnold and Keynote Jeffrey Baxter will help get you thinking about the future as an era of opportunity and preparing to meet the needs and expectations of your members.

Thirteen education breakout sessions will be offered on Friday and Saturday, covering topics for credit unions of all sizes, as well as for volunteers and professionals.

Join the Pennsylvania Credit Union Foundation for its 18th annual breakfast, with guest speaker Floyd Stokes. The 16th annual Art Exhibition & Raffle will be held throughout the convention.

Evening activities will include the popular Thursday night PAC fundraiser, PAC on Tap, at Troegs Brewery in Hershey; the Credit Union Youth Ambassador Contest on Friday, followed by the Ice Cream Social; and the Saturday night banquet, featuring the presentation of the Lifetime Achievement Awards for Professional and Volunteer of the Year, followed by entertainment by the '60s band, The Association.

Don't miss Pennsylvania's premier credit union event of the year. More information and registration details are available in the [online brochure](#).



First Capital FCU staff wore red to support the Go Red for Women movement. Wearing red at the main West York office are: Dennis Flickinger, CEO; Crystal Stefanowicz; Alli Garner; Helen Eisenhart; Barb Mensinger; Sheryl Keyton; and Amber Renick.

Employees at all locations of Diamond Credit Union, Pottstown, celebrate the 12th consecutive year of 100% employee participation in the United Way Pledge Drive. All 126 employees made donations to the United Way through weekly payroll contributions or a one-time payment. Employee donations combined with Diamond's corporate pledge totaled over \$30,000.



Lebanon FCU launched a new membership drive with the help of Lebanon native and 2012 Olympic gold medalist Jamie Gray. During the "Go for the Gold" campaign, Gray autographed photos for members and met with youth savers. A local radio station did a live broadcast during the event, and members had a chance to enter to win a Gold Gift Basket. Chocolate gold coins were also distributed to everyone who visited the branch.

Keystone Extra is published bi-weekly online by the Pennsylvania Credit Union Association
4309 North Front Street, Harrisburg, PA 17110-1618
800-932-0661 • www.pcu.org

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.org.



Events Calendar

February

18
Presidents Day
Federal Reserve Bank
Holiday
Association Office Closed

24-28
CUNA Governmental
Affairs Conference,
Washington, D.C.

March

14
MBL Participations
Conference,
Lancaster

20
CEO Leadership Workshop,
Mars

21
CEO Leadership Workshop,
Harrisburg

May

16-18
Annual Convention & Expo,
Hershey

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