

KEYSTONE

Extra

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Credit Union Day Reflections

On October 17, 2013, credit unions around the world celebrated the 66th annual International Credit Union Day. It is estimated that there are over 200 million credit union members worldwide, representing 101 countries – and that number continues to grow.

International Credit Union Day has been celebrated on the third Thursday of October since 1948. Credit unions celebrate the day and demonstrate the credit union difference with open houses, contests, refreshments, member appreciation activities, food drives, and community service projects. This year's theme, *Credit Unions Unite for Good*, encouraged credit unions work together, created awareness of the good credit unions do for members and their communities, and fostered service excellence to encourage Americans to choose credit unions as their best financial partner.

National Credit Union Administration Board Chairman Debbie Matz urged credit unions across the country to reach out to the next generation of credit union members. "International Credit Union Day is an ideal occasion for credit unions to highlight their traditions of stability, personal service, and community involvement to attract new and younger consumers," Matz said. "Credit unions should use this day to evaluate how they are engaging young people, and if they are providing the products, services, and conveniences that younger generations have come to expect."

The first Reality Fair in the city of Philadelphia was held on Credit Union Day at Murrell Dobbins CTE High School. More than 200 students learned real-life lessons in budgeting and the cost of

living during the program. The Reality Fair included 44 volunteers from 10 credit unions along with several members of the Murrell Dobbins Teacher Alumni Association. State Representative J.P. Miranda (D-Philadelphia) spent time at the event, observing the activity and talking with students and volunteers.



In addition to Freedom Credit Union, participating credit unions included: Bucks 1st FCU; Citadel FCU; Eagle One FCU; Fairless Credit Union; First Baptist Church of Darby FCU; Phila. Mint FCU; Sb1 FCU; SERVCO FCU; and The Triumph Baptist FCU. Also assisting at the event were State Financial CUSO, and staff from the Association and Pennsylvania Credit Union Foundation, including Mike Wishnow; Joe Wambach; and John Kebles.

In other Credit Union Day activities, White Rose Credit Union, York, shared the celebration with the community. Staff delivered pots of pansies wrapped in pink foil and labeled with "Credit Unions



Unite for Good” to local businesses and partners throughout York County. Recipients were pleasantly surprised when they realized that the credit union was bringing the celebration to them as they learned the importance of the day.



Grove City Area FCU provided members with refreshments and give-aways at both branch locations. Games, informational booths, and other festivities filled the lobby of the main office, while Froggy Radio set up a live broadcast outside. Hot dogs were served, and members were invited to

participate in several prize drawings.

First Capital FCU, York, held a special Member Benefit Day at its main office. Three vendors showcased the benefits they provide to members. A Chili Cook-off raised more than \$122 for the Children’s Home of York. The event also included door prizes, refreshments, free document shredding, and a blood drive.



Lancaster Red Rose Credit Union branches were decorated with red and white balloons, and refreshments, and free 2014 calendars were available to all members.



The staff of Central Keystone FCU, Sunbury, dressed in colorful t-shirts with the Credit Union Day theme. Light refreshments were served to all members in the lobby.



Education & Professional Development

Register Early for CEO Summit

Prepare yourself for new opportunities – just over the horizon at the [2014 CEO Summit](#).

Scheduled for January 19–22, CEO Summit will be held at the legendary Casa Marina, a Waldorf Astoria Resort, in Key West, Florida. Nestled along the southern edge of the island and spanning more than 1,100 feet of private beach, Casa Marina is a flawless merging of Old Key West ambiance and modern accommodations.

CEO Summit features experts on critical topics including revenue growth, technology risk management, and mergers. Discover new approaches to process improvement and sales and service coaching.

CEO Summit offers a relaxed environment for you to recharge and refresh your focus. Enjoy the time networking with fellow CEOs, and return to your credit union inspired and energized, ready to chart your course through a sea of change. CEO Summit is co-sponsored by the Delaware Credit Union League, Maryland/District of Columbia Credit Union Association, New Jersey Credit Union League, Credit Union Association of New York, Pennsylvania Credit Union Association, and West Virginia Credit Union League.

[Click here](#) for complete conference details.

Please note: Attendees save \$100 when they register by November 15.





American Heritage FCU collected school supplies for the Busia Compassionate Centre, located in rural Western Kenya. The orphanage is home to 80 children, ages three to 21, many of whom have lost their parents to HIV/AIDS.



Members 1st FCU President/CEO Bob Marquette (front row with scissors), staff, Board members, and management participate in a ribbon-cutting ceremony at its new Simpson Ferry Road Branch on October 17.



First Capital FCU staff point to Tara Houser, after she accidentally tipped a wheelbarrow full of horse manure, that had just been picked up at Leg Up Farm. The credit union held an Employee Enrichment Day on the Columbus Day holiday, where employees performed chores and cleaned up the non-profit therapy center for children with disabilities. Assisting Houser are Diana Brown; Judy Barker; Bill Pacacha; Helen Eisenhart; and Sue DeStephano.

In honor of National Bullying Prevention Month, Widget Financial, Erie, along with Captain McFinn and Friends, took the pledge to reject bullying behavior at the Millcreek Mall. At the special press event, more than 100 students were present and the credit union donated a \$250 S.H.A.R.K. Patrol Kit to JoAnna Connell Elementary School.



Events Calendar

October

Compliance Town Meetings:

29 - Youngwood

30 - Wilkes-Barre

November

11

Veterans Day
Federal Reserve Bank
Holiday

18-19

IRA Workshop, Mars

20-21

IRA Workshop, Lancaster

Compliance Town Meetings:

13 - Erie

14 - Trevese

20 - Johnstown

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