PENNSYLVANIA CREDIT UNION ASSOCIATION

KEYSTONE Extra

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Your online connection to important information, service updates, and happenings for Pennsylvania credit unions

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PENNSYLVANIA CREDIT UNION ASSOCIATION

Highlights of the 77th Annual Convention & Expo

Banking Secretary: Credit Unions Important to PA Economy

Chairman Ray Brunner officially opened the Association's 2011 Annual Convention & Expo on Wednesday, May 11, and welcomed nearly 500 conferees and guests to Hershey. The opening session was preceded by lively music from the Milton Hershey School Jazz Band.

Newly-confirmed Pennsylvania Secretary of Banking Glenn Moyer discussed the functions and roles of the Banking Department. He stated his goal is to operate the Department of Banking in an efficient and effective manner and uphold the safety and soundness of state-chartered financial institutions.

Moyer stated that "Credit unions are important to the economy and the communities that surround them and are critical to Pennsylvania's economy."

Moyer challenged credit unions "To fulfill your obligation to support people of all income levels within your community." As a veteran banker, he reminded conferees that "It doesn't matter what you do or services you provide, it comes down to how your customers/members perceive what you do for them."

Brunner Passes Gavel to Kaczenski

Mike Kaczenski has been elected Chairman of the Association's Board of Directors, and succeeds Ray Brunner, whose term ended at the conclusion of the 77th Annual Convention on Friday, May 13. Kaczenski is CEO of Sun East FCU in Aston, and has served on the Board since 2004. He has served as Vice Chairman for the past two years.

Mike Kaczenski

Maria LaVelle has been elected Vice Chairman of the Board. She is CEO of Westmoreland Community FCU in Greensburg, and is a member of the Pennsylvania Credit Union Foundation Board of Directors. LaVelle has served on the Association Board since 2009.

Association Board Chairman Ray Brunner (left) shares a moment with Mike Kaczenski during the Annual Business Meeting.

Convention Photos may be viewed on PCUA's Facebook page.

Kaczenski Honored with Keystone Award

Chairman Ray Brunner and CEO Jim McCormack presented the Keystone Award to Mike Kaczenski, Association Vice Chairman and Sun East FCU CEO, who was instrumental in creating Pennsylvania's credit union awareness campaign, *iBelong*.

In presenting the award, Brunner cited Kaczenski's leadership in developing the *iBelong* statewide credit union awareness campaign. The *iBelong* campaign, launched in 2007, features TV and radio commercials promoting credit unions as safe and consumer-friendly financial institutions for Pennsylvanians. Kaczenski's leadership was pivotal in leading the Association's Advocacy/Marketing Task Force and Steering Committee, which developed the messaging and media buys.

After receiving the Keystone Award, Mike Kaczenski shares a moment with his son, Michael.

The Keystone Award is the highest award presented by the Association and honors individuals or organizations that epitomize the credit union philosophy.

Lifetime Achievement Awards Presented

The 2011 Convention concluded with a gala banquet honoring the Lifetime Achievement Winners and outgoing Chairman Brunner.

Fran Muto, CEO of People First FCU, Allentown, received the *2011 William W. Pratt Professional of the Year Award*. Muto, recently announced his retirement from the credit union after 36 years.

Prior to assuming the CEO position at People First FCU in 1974, Muto was a NCUA Examiner for nine years. Muto served on the Association's Board of Directors from 2003-2008. He is a member of the Card Services for Credit Unions (CSCU) Board of Directors.

Chairman Ray Brunner and CEO Jim McCormack congratulate Fran Muto on his Professional of the Year Award.

Under Muto's leadership, the former Mack Local 677 FCU has grown from a $15 million financial institution to a more than $376 million full-service community credit union. He is a strong supporter of community organizations and has been recognized for his involvement and activities.

Jim Stere, Director of Wheatland FCU, Lancaster, was the recipient of the *2011 Joseph A. Moore Volunteer of the Year Award*.

Stere has been a credit union volunteer for more than 27 years, and served as Board Chairman from 1983 to 1989, and 2001-2002. He is an advocate of credit union education and promotes the importance of continued education among his peers to improve knowledge and training to better serve the members.

A believer in the *People Helping People* philosophy, Stere motivates staff members and board members with a positive attitude and shares a positive thought at each monthly board meeting.

Jim Stere gets a pat on the back from retired Wheatland FCU CEO John Buchinski after receiving his Volunteer of the Year award.

Thompson Wins Youth Ambassador Title

Eleven young people competed for the title of 2011 Credit Union Youth Ambassador of Pennsylvania. Whitney Thompson of the Philadelphia Chapter and American Heritage FCU was declared the winner. First Alternate was Joshua Madore of the Pittsburgh Chapter and Riverset Credit Union. Second Alternate was Michael Williams of the Erie Chapter and Erie General Electric FCU.

The Youth Ambassador Contestants, from left: Randi Ewing, WEST-AIRCOMM FCU, Beaver Valley Chapter; Brandi Kempfer, Belco Community Credit Union, Harrisburg Chapter; Renee Bredniak, Washington Community FCU, Monongahela Valley Chapter; Kimberly Miller, Superior Credit Union, Montgomery County Chapter; Kevin Edwards, Keystone FCU, Lan-Chester Chapter; Second Alternate Michael Williams; 2011 Youth Ambassador Whitney Thompson; First Alternate Joshua Madore; Christina Ulrich, Utilities Employees Credit Union, Schuylkill Valley Chapter; Alli Garner, First Capital FCU, York Chapter; and Katelyn Huling, Horizon FCU, Susquehanna Valley Chapter.

Congratulations to all the contestants, and thank you to the chapters and credit unions that sponsored contests and supported their contestants.

A special thank you to the sponsors – AMIS and Highmark Blue Shield – as well as the contest judges. They were: Rebecca Doumaux, President, Junior Achievement of Central Pennsylvania; Kelley Parks, Founder, Gira{ph} Creative; Doug Nielsen, Executive Coach, Doug Nielsen Communications; Mike Ruzicka,

President, AMIS; and Jim Sherrill, Director, Product Distribution, Credit Union Protection, CUNA Mutual Group. The Master of Ceremonies was Melanie Gardner of FOX43 in York.

PA Foundation Praised as One of the Best

Pennsylvania Credit Union Foundation Chairman Diana Roberts thanked the Board for its hard work during her term and introduced Ray Brunner as the next Chairman. In accordance with the Foundation bylaws, Brunner, as outgoing chairman of the Pennsylvania Credit Union Association, becomes the Foundation's chairman for a two-year term. Association Board Chairman Mike Kaczenski will serve as an Ex Officio member of the Foundation Board, along with Diana Roberts, who replaces Past Foundation Chairman Norb Kaczmarek.

At the Foundation's annual breakfast, National Credit Union Foundation Executive Director Bucky Sebastian addressed attendees about the activities of the National Foundation. He also complimented the Pennsylvania Credit Union Foundation on its work and stated that "it is one of the best in the country."

With all of the devastation from spring storms that caused tornado outbreaks and severe flooding, Sebastian encouraged credit unions to continue supporting CU Aid.

Sebastian reminded credit unions to "Educate people on what you do – you act in the best interests and work for members."

The Pennsylvania Credit Union Foundation also held a successful Art Exhibition & Raffle, raising $7,000, an increase of $1,000 over the 2010 total. Thanks to all credit union members and supporters for your generous support of the Foundation activities.

Wines & Wheels Fundraiser Steers PAC

The Wines & Wheels PAC fundraising event held at The Antique Auto Museum of Hershey, May 11, in conjunction with the Association's Annual Convention raised $8,500 for CUPAC, the Association's state political action committee.

Nearly 100 supporters enjoyed browsing rows of antique cars, and having their photo taken in an American Bantam, built in Butler, PA, in the late 1930s.

Thank you to all sponsors and contributors who helped to make the evening a success.

Former Steeler Surprises Brunner

Just as Chairman Ray Brunner was about to adjourn the 2011 Annual Business Meeting, a special guest from Pittsburgh arrived in time to surprise the outgoing Chairman.

Former Steeler and current radio broadcaster Craig Wolfley presented Brunner with Pittsburgh Steeler merchandise, including an autographed football. During his gift presentation, Wolfley stated that "Ray has done a lot of things for credit unions, so I'm going to offer you the shirt off my back." He then removed his jersey and presented it to Brunner.

Wolfley wore jersey number 73 and played offensive guard and offensive tackle for the Steelers from 1980-1989. He and former Steeler Tunch Ilkin now host a Steelers radio show in Pittsburgh.

Education & Professional Development

Spring Elections Lead to Training Needs

As new credit union board members are elected and Supervisory Committee members are appointed, the Association's ***Volunteer Development Conference*** can ease the uncertainty often felt with volunteer obligations.

Both new and experienced volunteers will benefit from this intensive two-day workshop packed with information. We'll tap into your volunteers' excitement with sessions that hit upon a broad spectrum of credit union hot topics, such as the ALM Workshop, Emerging Issues for Supervisory Committees, and Directors & Officers Liability. Attendees will also have a chance to dialogue with a representative from NCUA and discover the key issues examiners will be emphasizing in the next year.

This year's agenda also includes a comprehensive financial literacy workshop, and attendees will receive a certificate of attendance to meet the new NCUA guidelines on director training.

Today's volunteers are being challenged in more ways than ever before. The Volunteer Development Conference provides an opportunity for your committed volunteers to come together and learn from industry professionals.

Join us at the Double Tree Willow Valley Resort in Lancaster, June 24-25. Click here for details and paper registration, or visit the Association website to register.

Credit Unions in the News

TruMark Financial Credit Union CEO Richard Stipa and Assistant Vice President of Community Relations Randi Marmer (center) meet the nine Financial Jeopardy contestants prior to the competition. TruMark Financial sponsored its 4th Annual Financial Jeopardy Game earlier this month and awarded more than $9,000 in scholarships. The Financial Jeopardy Game, a spin-off of the popular quiz show, tested the knowledge of nine students in subjects relating to personal finance. The competition featured rounds of Jeopardy, Double Jeopardy, and Final Jeopardy. The grand prize winner was Edward Ross (second from right), who won $5,000.

UFCW FCU held its Second Annual Community Fundraiser at its Hanover branch to support local fire departments and the SPCA. From left: Debbie Scott, VP/Member Operations; John Hayduk, CEO; Joseph Temeranz, Hanover Twp. Deputy Fire Chief; Jeff Tudgay, Hanover Fire Chief; and Tammy Kopiak, Hanover Head Teller.

Melissa Foulke, wife of American Heritage FCU CEO Bruce Foulke, threw out the first pitch at a Phillies home game at Citizens Bank Park in early May. She was the winner of a teacher appreciation contest and was on the field as a representative for all teachers.

Our next issue will highlight Credit Union Youth Week activities and results of the state and national Saving Challenge. If you have not submitted your Youth Week photos, please send them to *highway@pcua.coop*, no later than June 1.

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PENNSYLVANIA CREDIT UNION ASSOCIATION

Events Calendar

June

8-9
Lending Conference, State College

24-25
Volunteer Development Conference, Lancaster

July

28
NCUA Credit Union Workshop, Pittsburgh

August

7-11
Judge/Bradley Leadership School, State College

Visit *www.pcua.coop* or contact the Association's Education Department for details on education programs and webinars.