

# Chapter Reporter

3rd Quarter 2007





(L to R) Marshall Boutwell of Gwinnett FCU, Charlotte Ayers of Georgia Telco CU and Mike Mercer of GCUA.

## MEMBERS WIN AT GCUA'S ANNUAL CONVENTION

Over 300 credit union professionals and volunteers assembled in Savannah in May for the 2007 Georgia Credit Union Affiliates' (GCUA) Annual Convention, themed "Members Win!" A dozen educational sessions were offered to provide insight into how credit unions can help their members win. Topics included creative marketing, customer relations techniques, developing new consumer markets and enhancing compliance awareness.

The convention included business meetings held by the boards of directors of the companies that comprise Georgia Credit Union Affiliates and its support organizations—Georgia Central Credit Union, Cooperative Services, Inc., Georgia Credit Union League and Georgia Credit Union Foundation—providing attendees with a wrap-up of 2006 accomplishments and a forecast for coming attractions in 2007.

Over 50 vendors participated in the exhibit area and were given a chance to network with executives and board members. During the awards reception, nearly 100 awards were presented to credit unions for their outstanding contributions to their communities and to the Georgia credit union industry.

Keynote speakers Diana Dykstra, president/CEO of San Francisco Fire Credit Union and former NBA player, Walter Bond, provided a dose of motivation for attendees. "Are you irrelevant or significant in the lives of your members?" Dykstra asked the audience, as she discussed a customer loyalty metric called Net Promoter® used by her credit union. Bond told the audience, "They (members) are looking for a connection and one of the fundamentals of your success depends on being likeable."

By all indications, the convention was a success and several attendees commented that they are looking forward to next year's convention, which will be held May 14-17, 2008 at the Hyatt Regency in Savannah.



Walter Bond, former NBA player keynote speaker.



Phyllis Cochran presents Lifetime Achievement award to George Clarke.

## CONGRATULATIONS TO THE WINNERS OF THE 2006 MOSES C. DAVIS AWARDS

### Lifetime Achievement

George Clarke, Associated CU

### Professional of the Year

District 1: Jan Austin, Lockheed Georgia Employees FCU

District 2: Stacy Tallent, Health Center CU

District 3: Robert "Bob" Steensma, formerly with Georgia Heritage FCU

### Volunteer of the Year

District 1: Julianna McConnell, GEMC FCU

District 2: William "Bill" McLean, Health Center CU

District 2: Harold "Buzz" Sawyer, Robins FCU

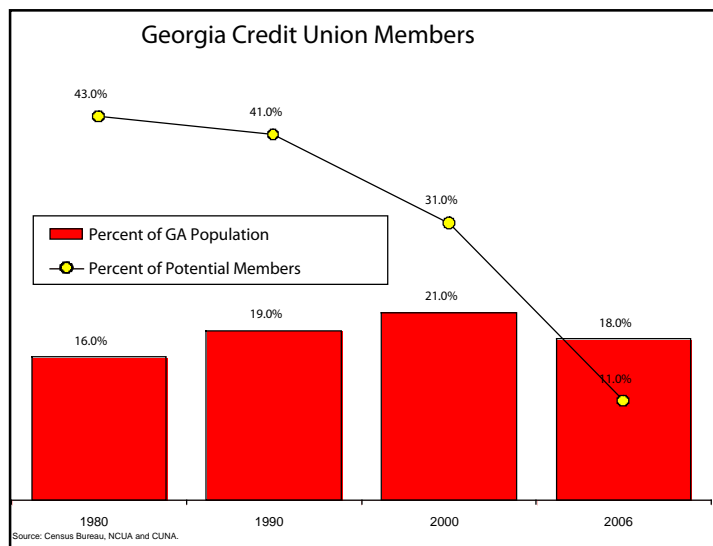
District 3: No nominations received.

## MEMBER GROWTH INITIATIVE TASK FORCE

In 2006, the Georgia Credit Union League board of directors decided to elevate attention to the issue of low credit union membership growth rates throughout Georgia by appointing a group to serve on a new Member Growth Initiative Task Force (MGI TF). The goal was to identify effective methods for achieving system-wide annual (net) membership growth rates of at least 8 percent.

In May, credit unions received a report of the MGI TF, which highlights recommendations for attaining the specified growth rate, as well as over 25 best practices that each credit union can implement to contribute to the overall goal. These include:

- Market to teens and young adults
- Eliminate membership eligibility constraints
- Embrace technologies that simplify business acquisition
- Participate in shared branching
- Establish accountability for new member acquisition
- Promote e-services
- Be proactive with semi-dormant accounts
- Conduct periodic member satisfaction surveys



Two significant recommendations that the MGI TF considered essential to achieving sustained higher credit union membership growth are:

1. Employ a professional firm to develop message and imagery for a collaborative awareness campaign.
2. Increase the number and effectiveness of shared service end points (branches and ATMs).

Working together, Georgia credit unions can become a dominant force in the statewide financial services industry.

## NATIONAL RECOGNITION AWARD PROGRAMS HELP DEMONSTRATE THE CREDIT UNION DIFFERENCE



Entering the National Social Responsibility Recognition Awards Programs is a great way for credit unions to tell their communities, members and elected officials that credit unions hold a unique value and importance to the people they serve.

Since 1987, the Dora Maxwell Social Responsibility Recognition Award has honored credit unions for charitable works in their communities. Some credit unions have ongoing programs and establish a special relationship with local social service agencies or schools. Other programs address different needs in the community. No matter the size or scope of a project, each participating credit union builds its reputation as a good corporate citizen along the way.

Beginning in 1990, the Louise Herring Award for Philosophy in Action has commended credit unions that make exceptional efforts to include credit union philosophy in their daily operations and member service. Programs that provide financial education to particular member groups within the credit union or special assistance to low-income members struggling to pay heating bills, for instance, are clear examples of the philosophy that sets credit unions apart from other financial institutions.

Entries for each award are judged by credit union asset category—seven asset categories for the Dora Maxwell program and two asset categories for the Louise Herring program. First place winners in the local judging will advance to the national competition. National winners will be honored at the Governmental Affairs Conference in Washington, D.C., in February 2008.

Georgia credit unions are encouraged to participate in this year's contest. The deadline for submissions to be received by GCUA is August 31, 2007. For application and submission information, visit [www.gcu.org](http://www.gcu.org) and click "Maxwell and Herring Awards." For questions, contact Anita Paul at 770-476-9625 ext. 3415 or [anitap@gcu.org](mailto:anitap@gcu.org).

## 2007 Roundtable Sessions

Georgia Central's Investment Services Department, led by Cory Johnston, Chief Investment Officer, plans to host Investment Roundtable Sessions again this Fall in several locations throughout the state.

The purpose of these complimentary sessions is to educate members about the prospects for the U.S. economy in 2008, which investment opportunities make sense based on current market conditions, as well as provide an overview of Georgia Central's investment options.

According to Johnston, the informality of the sessions, as well as the ability to provide them at no cost, is what makes them so valuable. "We enjoy meeting with members. By limiting the Roundtables to areas outside Atlanta, the site of this year's Economic Symposium, we hope to ensure that all of Georgia Central's members have a chance to take advantage of Georgia Central's educational opportunities."

Each session will run from 10:00 am to 3:00 pm with a luncheon served. The first session will be held at the Marshall House in Savannah on Wednesday, September 5th; the second at the King & Prince Resort on St. Simons Island on Thursday, September 6th; and the third session at the Hilton Garden Inn in Albany on Friday, September 7th. Watch for further details in the mail later this summer.



## Upcoming Market & Investment Update Conference Calls

Plan to join our Investment Services Department every other Tuesday for the Market & Investment Update Conference Call. These complimentary sessions provide our members with expertise that otherwise would only be available from an outside advisory service. Typical content includes economic highlights, yield curve analysis, investment recommendations and information about current regulatory issues covered by our qualified Investment Services team.

### Conference Calls for 3rd Quarter of 2007\*

July 10th and 24th  
 August 7th and 21st  
 September 4th and 18th

Calls begin at 10:30 am and generally last 30 minutes. The dial-in number is 800.930.1353; no pass code is required. For more information, please contact a member of the Investment Services Department at 770.476.9704, ext. 5.

*\*In the event that a conference call needs to be rescheduled, members will receive notification via e-mail.*

## New Password Standards for Members

Following review and discussion, an amendment to the Information Security Risk Assessment has been made to move from a 30-day maximum compulsory password reset on the Member\$MART system to a 90-day maximum reset. Frequent compulsory password resets are a safeguard on the security of information contained in the Member\$MART program, but Georgia Central's Information Technology Officer, Senior Management and the Risk Assessment Committee have found that the risk of this change is mitigated sufficiently by multi-form authentication, an additional security layer that was implemented at the end of 2006. The change is expected to improve convenience for our members using the system.

