

CU Success With

In 2009, as in the previous year, the Georgia Credit Union Foundation has again purchased a subscription to CU360, an online research and advice portal offered through The Credit Union National Association (CUNA). Georgia credit unions with assets up to 35 million in assets can access CU360 free of charge. CU360 provides best practices, trends, research reports, essential articles, rates, economic data, online analysis, valuable links and more.

Jeanne Kucey of Retail Employees Credit Union says, "Staying competitive is the key to sustainability. Training your staff, keeping them motivated and up to date with industry trends and new technologies is essential to achieving that goal. CU360 is an excellent training tool as it can be accessed quickly and easily by all of our employees at a time and location that is convenient to them. Training in a small credit union environment is always a challenge from both a cost and staffing standpoint. CU360 overcomes those obstacles and provides relevant and detailed information on a wide variety of credit union topics."

There are three levels of subscription available to CU360: basic, expanded and complete. Each level provides enhanced access to resources. The complete subscription offers access to all components of CU360, providing credit unions with the latest research and strategic analysis for leaders to make informed decisions. Credit unions can access a free trial of CU360 by clicking on the free trial selection on the CU360 homepage, <http://cu360.cuna.org>, in the "Subscribe" box. Subscribers to CU360 are also eligible to receive a \$50 discount on every CUNA training Webinar. CU360 gives strategic insights from industry leaders to navigate through today's challenges. For more information on CU360, contact Dan Denning at dand@gcua.org or (800) 768-4282.



2008 Foundation Management Report

At this year's Annual Meeting, Dan Denning, Executive Director of the Georgia Credit Union Foundation (GCUF), gave an update on the 2008 efforts of the Foundation to provide enhanced educational and information services to credit unions with assets up to \$35 million.

- The Foundation purchased CU360 for over 100 Georgia credit unions. At year end, there were 56 credit unions and 90 individual users gaining access to quality management and business information. Purchased individually, credit unions would have spent over \$60,000 to gain access to this resource.
- Another effort of the Foundation was providing educational reimbursement subsidies for participation in system-supported education and training programs. By using this approach, the Foundation cast a wider net in providing access to professional development opportunities for these credit unions. In 2008, a total of 247 staff, management and volunteers from 55 credit unions received a total of \$21,858 in GCUA/ CUNA CPD-sponsored programming.
- Several credit union vendors and representatives participated in a golf tournament in September

to raise over 5,400 for GCUF.

- The Foundation continued the Georgia-Polish People to People Partnership Program. Through this program, Georgia credit unions work with their credit union counterparts in Poland to share best practices and strategies to build strong international credit union systems. There are 14 Georgia credit unions that partner with credit unions in Poland.
- 92 credit unions contributed to the Foundation at the fair share level of 10 cents per member, providing support for the Foundation to continue its efforts.

Education reimbursements in 2009

\$1,120

Number of credit unions receiving reimbursements: **10**

(as of April 2009)



Leadership

Spotlight



Foundation Board Member Stephen Smith,
President/CEO of Fulton Teachers' Credit Union

Describe your leadership style.

My leadership style is to lead by example. I believe that if your employees see you serving members and helping them leave with a smile on their face, employees will want to do the same. A positive mental attitude makes them want to perform to the same level.

What do you think it takes to lead a credit union into the future?

A leader in today's credit union movement will have to be able to adapt to the changing markets. The way credit unions have operated in the past will never be the same. A leader will need to stay competitive with innovative products and services so members will not want or have to go elsewhere.

How would you describe the Foundation's value/contributions to the Georgia credit union community?

The value of the Foundation is seen in numerous ways, such as providing needed financial support to smaller credit unions through its grant program. The grants enable credit unions to better serve their memberships by funding expenses such as marketing and education. Also, the Foundation encourages collaboration between credit unions of all sizes. I am proud to be a Foundation board member because I get to work collaboratively with my peers. In addition it allows me to be part of something larger than my own credit union.

What is your approach to getting things done efficiently and effectively?

We form teams to review and analyze different issues our credit union faces. For example, the latest round of credit card breaches posed a serious threat to all credit unions and could have caused us significant losses. Management formed a credit card team to review our current procedures and practices to make sure that we were prepared to deal with this threat. Fortunately, the largest breach of credit cards to date had little impact on us.

What challenges have you faced in trying to build consensus among staff, board members and other credit unions?

Fulton Teachers' Credit Union has a great board that is very involved in the credit union industry. Before I became President, we did not attend any League events or support the

industry organizations. I believe it is vital to the success of all credit unions to support and be involved in the state level trade support groups. We had five out of 10 board members and five employees attending the Georgia Credit Union Affiliates Annual Convention in May 2009.

Name one accomplishment that you're most proud of in your career overall. How about at your current credit union?

I am very proud of playing a key role in the overall success of our credit union. In 2006, I became President and CEO of FTCU. In 2007, I won the Moses C. Davis Professional of the Year Award for District 1. This was very rewarding to me because of all of the hard work that my team and I completed that year. I feel that the award was not only for me, but also for my entire FTCU team.

What do you think is the most important issue or concern for credit unions nationally? How about statewide?

Nationally, the biggest concern is the corporate credit union system. It is vital to the credit union industry to formulate a new structure for the corporate credit unions, so that natural person credit unions are not at risk. Statewide, the biggest concern is collaboration between credit unions. The threat of increased competition between credit unions has reduced the amount of collaboration between credit unions in Georgia and could severely impact the credit union philosophy.

What's the best way to reach consumers with the credit union culture?

The best way is to formulate a marketing and business development plan that reaches out to existing members and potential members. At FTCU, we participate with our select employee group to get our message out. Three words that describe our culture are FAMILY. SERVICE. INTEGRITY. I can say that all of our employees have a dedication to our credit union culture while providing a level of customer service that reigns supreme. Our employees make our members feel like an extension of their family while providing quality customer service with the highest level of integrity. When members leave one of our branches, they leave with a smile on their face because of what their credit union does for them.