

Ed Collins Memorial Golf Tournament

Representatives from 16 Georgia credit unions joined with corporate sponsors to pay tribute to a legend in the credit union movement and to raise funds for the Georgia Credit Union Foundation (GCUF). This year, the annual golf tournament was renamed the Ed Collins Memorial Golf Tournament to honor the former CEO of LGE Community CU. Collins was an outspoken trailblazer in the statewide and national credit union movement, as well as a prior Chairman of the GCUF Board and a regular supporter of the Foundation golf tournament.

The tournament was held at Bear's Best in September, with 76 golfers participating. The afternoon kicked off with great weather as the golfers headed off to compete for trophies for the top foursome. In the end, the group from Associated CU came out on top. University Health FCU came in second and LGE Community CU came in third. Andrew Nelson of University Health won "Closest to the Pin," and Chris Leggett of LGE Community CU won "Longest Drive."

During the awards ceremony, GCUF Board Chairman Stacy Tallent presented Sheila Collins with a donation for the Edwin J. Collins Scholarship Fund in honor of her late husband. Following the awards presentations, individuals who bid on items for the silent auction retrieved their gifts. In total, \$6,800 was raised to support the efforts of the Foundation.



First place team: Ron Ford, Mark Waller, Greg Gibson, Steve Strickland.



Sheila Collins



Stacy Tallent presents check to Sheila Collins

Foundation Initiatives for 2010

As we look to next year, the Georgia Credit Union Foundation Board has developed some proposed initiatives that will enhance the education programs and support the development of the credit union movement in Georgia. Those initiatives include:

1. Continue to subsidize CU 360 informational portal for credit unions up to \$35 million in assets and increase the number of individual users by 25 percent.
2. Increase the percentage of refunds for credit unions up to \$35 million in assets for educational programming by 5 percent. The refund would apply for each registrant who participates in GCUA/CUNA CPD face-to-face/distance learning activities for 2010.
3. Continue to support scholarships for credit unions up to \$35 million in assets to attend

the Southeastern Regional Credit Union Management School.

As 2010 planning continues, these and other initiatives will be reviewed. As always, the Foundation is available to assist credit unions to succeed in their day-to-day operational objectives and to enhance the philosophy of "people helping people."

Education reimbursements in 2009: **\$14,400**

Number of credit unions receiving reimbursements: 48
Credit union attendees at education sessions: 145

In addition, five grants to Southeastern Regional Credit Union Management School were awarded, totaling \$7,500

(as of October 31, 2009)

NCUF Development Education Training Offers a Whole New World for CU Professionals

While it has been making a difference for over 25 years, many credit union professionals have never heard of the Credit Union Development Education (DE) training program. DE training is open to everyone from new employees who need a credit union orientation to seasoned executives who need to recharge. Every year, people from all parts of the world become certified as Credit Union Development Educators (CUDEs). These individuals commit volunteer and professional time to take the credit union message to audiences throughout the world. In addition to promoting the credit union ideal, continuing involvement in the DE program provides CUDEs with an excellent opportunity for career development and personal enrichment.



Cassandra Brown

In June 2009, Cassandra Brown, assistant vice president of marketing and business development with Credit Union of Atlanta (formerly Atlanta City Employees Credit Union), attended DE Training. The experience

was life changing for her and broadened her perspective on the social impact of credit unions around the globe. "DE Training is a high level think tank of innovative ideas," says Brown. "Sometimes you can get so wrapped up in the credit union movement in Georgia or in the United States. At DE Training, I was amazed at what the credit union philosophy does for people in other countries and how this movement can socially change the world." Brown says that learning the humble beginnings of credit unions has increased her appreciation of what the credit union movement has done and could do. "I would recommend [DE Training] to anyone planning to make a career in the credit union movement. It gives you an arsenal you need to go out and create change."

Through presentations on community development and low-income credit unions, a new light is shed on the inherent power of the cooperative structure of credit unions. Through group work, participants learn practical lessons on diversity and relying on others to solve problems. Participants cite many benefits of attending DE training:

- Graduates acquire skills in credit union outreach initiatives, problem solving, technical assistance, team building and public presentations.
- Graduates earn certification as Credit Union

Development Educators (CUDEs). They join a networking group including over 800 graduates across America and 10 other countries.

- CUDEs realize that local issues are indeed global and that credit unions grow stronger by working cooperatively.
- CUDEs return to their jobs with a new understanding of how to promote cooperative principles and credit union values as distinct advantages in today's competitive financial services marketplace.

In 2007, Brandee Bickle, director of governmental affairs with Georgia Credit Union Affiliates (GCUA), graduated from DE Training along with 41 other credit union leaders from around the world. Bickle said that although DE training was the most intensive experience she has ever had, she would highly encourage others to attend. But she warns, "Be prepared for something that is not quite Peace Corps training, similar to revival and at some times part boot camp."

When DE Training is over, graduates return to their jobs revitalized. They gain a clear understanding that local issues are indeed global and that credit unions have the unique ability to improve the lives of people everywhere. Becoming a CUDE is a very rewarding commitment. Staff and volunteers alike can benefit from participation in this innovative learning experience and joining the proud ranks of CUDEs around the world. GCUA's Bickle says, "The DE experience gave me an understanding, an appreciation and a confidence in helping create a positive future for credit unions—a purpose."



Brandee Bickle

Spring DE Training

April 14 - 21, 2010
University of Wisconsin Madison

Summer DE Training

August 11 - 18, 2010
Bainbridge Island, Washington

To register for DE Training in 2010, visit www.ncuf.coop and click "Programs." Scholarships are available through the National Credit Union Foundation's DE Fund. Contact NCUF's Tom Decker at tdecker@ncuf.coop or (800) 356-9655, extension 4374.

Education Credit Union Discounts and Scholarships

Now is the time to recommit to the professional development of your staff and volunteers. And with these discounts, there's no reason not to.

Save 25%

If your credit union has less than \$10 million in assets, you can receive a 25 percent discount on registration for most state and regional events. On the "Complete Checkout" page in online registration, look for "Enter Promotion Code" and enter 0925CU in the box. Click on "Apply Promo" and your discount will appear. Only one discount applies. If your shopping cart calculates a multiple attendee discount which is less than the small CU discount, simply enter your small CU discount code into the promotional code box and hit "apply promo." The system will calculate the small CU discount for you. If you have questions, call (800) 356-9655, ext. 4949 or e-mail reginfo@cuna.coop. The Georgia Credit Union Foundation will be offering additional registration subsidies for Georgia credit unions with assets of \$35 million or less. To learn more, contact Dan Denning, executive director, Georgia Credit Union Foundation at (800) 768-4282, ext. 3425 or e-mail dand@gcua.org.

Webinar Discounts

Credit unions up to \$10 million in assets are eligible for a \$50 discount per Webinar. On the "Complete Checkout" page in online registration, look for "Enter Promotion Code" and enter 0950Small in the box. Click on "Apply Promo" and your discount will appear.

CPD Online Free Trial Membership

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Discounts on CPD Online Memberships

Credit unions up to \$20 million in assets receive discounts on CPD Online memberships. Credit unions above \$20 million in assets can also receive discounts, based on asset size, FTE count, and chosen membership options. For more information, go to http://training.cuna.org/lms/wbt_online_frm.html.