



exchange

AN E-PUBLICATION FROM THE CHAIRMEN'S GROUP

JULY/AUGUST 2011 ISSUE

Ready, Set, Share!

Thirty-five years ago a small group of credit union chairmen gathered in Orlando, Florida to discuss and debate issues unique to their position. There were no professional speakers and no highly-paid entertainers at the podium. It was unlike any credit union meeting they had ever been to before. What took place was an exchange of practical solutions and proven strategies between like-minded board leaders. Though the credit union landscape has changed dramatically since that first chairmen's gathering in 1976, the popular format of the Roundtable Forum has stood the test of time.

From October 19-22, against the verdant backdrop of Seattle, chairmen from across the country will meet to discuss critical topics like regulations, succession planning, mergers, member business lending and more. Of course, the ever-popular Open Forum will give participants the opportunity to have impromptu discussions about the most pressing issues their credit unions face. This year's Roundtable Forum coincides with International Credit Union (ICU) Day. The theme, "Credit Unions Build a Better World," encompasses the important economic and social contributions credit unions make to their communities worldwide. Similarly, volunteers make an important contribution to their credit unions through their altruism, vision and leadership.

There is still space available at the Roundtable Forum. Go to www.nacuc.org to register online.



CREDIT UNIONS
BUILD
A BETTER
WORLD.

The Roundtable Forum is anything but your typical conference. The preparation involved is well worth the effort as many past attendees have learned. To make the most of participating in the Seattle Roundtable, [here's a helpful checklist](#):

Questions? Call NACUC at 1-888-987-4247 or email nacuc@nacuc.org

- ✓ Reserve a room at the Fairmont Olympic. Call (206) 621-1700, Ext. 3131 and mention NACUC Roundtable Forum 2011.
- ✓ Submit Basic Information Survey (BIS) form online at www.nacuc.org by September 30.
- ✓ Download and answer Discussion Guides, available as a Word document at www.nacuc.org.
- ✓ Write Position Papers if you have extensive knowledge in one or more of the Roundtable topics.
- ✓ Gather samples of your best promotional/marketing materials to share at browse tables (Max.50 pieces each).

chairman's commentary

WITH JOHN STECK

Our Changing Landscape

I recently had the opportunity to witness what I considered a small marvel of our digital age. While visiting a used car dealership to inquire about the value of my automobile, the sales manager asked me what make and model of the car I drove. With the push of a few buttons on his cell phone, he was able to provide me with the retail, trade-in, wholesale values and the number of automobiles for sale within a 200-mile radius. All this information was available within minutes, while we stood in the parking lot.

The technology is out there and many credit are using the latest technology but are they getting creative with it? If a member uses their cell phone and provides their account number, VIN and loan request can the credit union provide a loan approval within 20 minutes?

You can now deposit checks and conduct transactions anywhere, anytime from a smart phone. We must be creative, not just in our marketing and advertising but in our business models and operating functions as well.

The Chairmen's Group plays a vital role in the "creative process" with its education and idea exchange for credit union chairmen from around the country. The group fosters collaboration with peers, thinking outside the box, and striving to make things better. Today's credit unions need to focus on membership growth while encouraging employee growth as well. The Chairmen's Group provides a forum for exploring new processes, streamlining our organizations, improving productivity and finding new solutions.

In this critical time, it has never been more important to be creative and affect positive change in this new financial landscape.



WELCOME

New NACUC Members!

Daniel Smith
Chairman
Astera CU (MI)

Abraham W. Kassis
Chairman
LGE Community CU (GA)

Alfred Rudolph
Chairman
Belvoir Federal CU (VA)

Arthur R. Osborn, Jr.
Chairman
RTN Federal CU (MA)

Harold H.P. Look
Chairman
HawaiiUSA FCU (HI)

NACUC 2011 Board Candidates

At the Annual Business Meeting on October 21 in Seattle, members will have the opportunity to elect directors to fill two seats on the NACUC Board. The 2011 Nominating Committee has completed its work for this year's election by naming five candidates (shown at right).

Thank you to this year's nominating committee: Hugh Rafferty, Connie Maestranzi and Pat Tollefson.

[Click here to view candidates' bios/statements](#)

Marty Goldman

Fred Heimann

Georgia Johnson

Michael Poole

E. H. "Pete" Weldon
(Incumbent)

IN THE NEXT ISSUE...

Scholarship Program Launches in 2012

Gene Ball Award: And the Winner is...

Chairman's Toolbox Coming Soon

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www.nacuc.org