



# ALLERT

Issue 7  
July 2006

601 PENNSYLVANIA AVENUE, NW, SUITE 600, SOUTH BUILDING • WASHINGTON, DC 20004-2601 • (202) 638-3950 • WWW.DCUC.ORG

## A VIEW FROM THE BOARD ROOM

### Payday Lending an Opportunity for Credit Unions

*Frank Padak, Secretary of the DCUC Board of Directors and Representative-at-Large, President/CEO, Scott CU*

Although there has been a great deal of attention given to payday lenders and their exorbitant fees and interest rates, have credit unions done enough to provide an alternative to these predatory lenders?

Payday lenders are providing a service to people that seemingly have no option.

Based on the number of payday lenders that are in business today, at last count there were more than 23,400 payday lenders, there is no shortage of people in need of their service. As in any business, competition will affect a market, and currently, the competition for payday loans appears to be non-existent. Can credit unions compete in this market?

It's easy to see that the hard working folks that use the payday lending services are being taken advantage of and put into a situation that typically only gets worse with time.

Why do so many of our members use the services of a payday lender? Two reasons stand out:

1. A lack of consumer education as it relates to finance.
2. Alternative sources of financing are limited.

*continued on page 9*

## CEO UPDATE

### Personal Commercial Solicitation...A New Beginning

*Roland A. "Arty" Arteaga, President/CEO, DCUC*

More than three years ago the Department of Defense began its revision of Department of Defense Directive 1344.7 (Personal Commercial Solicitation on DoD Installations). Finally...after two public meetings; three Federal Register notices; a handful of congressional hearings; and countless of hours/days/weeks of scrutiny and inquiry, the Department of Defense released the approved version of 1344.7 on Monday, July 10. Although the new Instruction, (as it is now classified) was approved by the Under Secretary of Defense (Personnel and Readiness) on March 30, 2006, it could not be released for implementation until 90 days after approval. While one can easily speculate as to the purpose of the 90 day "cooling-off period," suffice it to say, that we are extremely pleased that this much needed policy is official... and was effective July 10, 2006.

As you well know, personal commercial solicitation has been an issue in the Department of Defense for decades. The unscrupulous behavior of some insurance and financial companies has taken its toll on our troops over the years, and in so doing, has impacted their financial readiness posture. DoDI 1344.07 should go a long way to address this problem and to right this wrong, but only if the rules are enforced! The "proofs in the pudding"...and I am confident, that at the end of the day, this new Instruction will not only be implemented, but also be of great benefit to our troops and their families.

I am proud to say that we have been in lock-step with DoD from the outset. We have supported their efforts and objectives since the summer of 2003, and provided them feedback (written and oral) at every opportunity over the past three years. We asked for tighter controls on agents...and their access to troops; we requested the on-base financial institutions conduct financial education...and that agents be prohibited from doing the same; and we sought the incorporation of existing DoD policies, such as financial services, competitive advertising, and commercial sponsorship to ensure consistency and clarity. Success! Not necessarily for us per se, but more for our troops. They are winners here...and that is the bottom line!

Some of the key points of DoDI 1344.07, as recently outlined by Colonel Michael Pachuta, Office Secretary of Defense, MWR Policy:



*Roland A. Arteaga*

**As you well know, personal commercial solicitation has been an issue in the Department of Defense for decades. The unscrupulous behavior of some insurance and financial companies has taken its toll on our troops over the years, and in so doing, has impacted their financial readiness posture.**

*continued on page 3*

## DEFENSE CREDIT UNION COUNCIL, INC.

is an association of credit unions serving Department of Defense personnel, military and civilian, worldwide.

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## The 2006 Midwest DCUC Subcouncil Conference — Another Grand Event!

**B**ranson, Missouri and Mid-Missouri Credit Union... what a combination. Add the Midwest DCUC Subcouncil to that mix and what do you get? A successful conference! Kudos to Sharon Ichord (President/CEO, Mid-MO CU) and her outstanding team for hosting this year's event, June 21 – 24, at the Thousand Hills Golf Resort. Talk about a first class facility! Nothing the best for the Midwest Subcouncil... and their seven loyal members (Mid-Missouri CU, Scott CU, Fort Sill FCU, R-G FCU, RIA FCU, SAC FCU, and Tinker FCU).

In addition to nailing the location, Sharon and her folks did a great job putting together a most informative educational program that included a Washington Update by yours truly; a highly charged, motivating presentation by Patrick Adams (St. Louis Community Credit Union) on our "industry"; an equally stimulating presentation by Rosie Holub (President Missouri Credit Union Association) on today's "Credit Union Landscape"; Dave Weber's (President/CEO, AFFN) expert thoughts on the EFT Industry — the good, bad, and ugly; and an in-depth look at SWBC and PEMCO's excellent products, presented by Jim Phelan and Scott Roesler respectively. Add a visit to Fort Leonard Wood and evening festivities to the agenda (the likes of the Dixie Stampede, Lambert's, and the Ducks), and I believe you will agree, this year's program was action-packed from start to finish.

Special thanks to Tracey Smith, who orchestrated this major event, and to Arleta Weber, Kimberley Riffe and Brent Sadler for their 100% plus efforts throughout the conference. Whether in session or out... these folks did one heck of a job ensuring our welcome and addressing our every concern. Thanks also to Paul Corbett (Chairman, Mid-MO CU) and the Mid-Missouri CU Board of Directors for supporting this year's conference... and for permitting Sharon and her staff the flexibility to plan and to execute. Outstanding!

In closing, I would be remiss in not acknowledging John Broda and AFFN for hosting this year's Hospitality suite. As always, gold medal results... from a gold medal performer!



*Hanscom FCU Chairman of the Board Paul Marotta cuts the ceremonial ribbon for the credit union's branch in Devens, MA, accompanied by members of the Devens community and Hanscom FCU staff and officials. Photo provided by Hanscom FCU*

## Hanscom FCU Ushers in New Era

*Patricia Warden Conty, Hanscom FCU*

**H**anscom FCU has opened two new branches located in Devens, MA and at the JFK Federal Building in Boston. Both offices represent an investment in larger branches within communities Hanscom FCU currently serves.

The new branches feature a state-of-the-art design where members and staff can meet in privacy and comfort. "The new branches represent a shift in how we assist our members,"

*continued on page 7*

# Preston Ezell Retires From Pen Air FCU After 37 Years of Service and Is Honored with the FCUL's Hall of Honor Award

Patty Veal, VP of Marketing

It was in 1963 that Pen Air FCU member, Preston "Bill" Ezell, answered the call to serve on the Board of Directors. Pen Air FCU at the time was 27 years old with \$3.7 million in assets, 10,914 members with an average balance of \$339.00. Pen Air FCU operated out of one branch with nine employees. Member service consisted of only one (1) Share Savings Account and small loans whose average balance was \$548.00. Total loans made in 1963 were 4,889 for over \$2.5 million.

This year marks Pen Air FCU's 70th Year of Member Service. Bill Ezell has watched the Credit Union grow to assets of \$718 million and 91,755 members with an average deposit balance of \$7,825.00. Pen Air FCU now operates 15 branches in two states with 247 employees. Total loans made this past year were over 49,000 for over \$233 million. Bill Ezell also nurtured and watched how Member Service has grown to include all types of loans, mortgages, credit cards, and even business loans. We offer a full range of deposit products such as Certificates, IRAs, and Money Market Accounts and services such as Internet Account Access, ATMs and much more. You name it and Pen Air members have it!

Bill Ezell has held numerous Board positions to include Chairman for many years. He has been active in the Credit Union Movement by being a strong advocate of the state league's CUPAC. Plus, campaigning heavily for HR 1151, he made sure Pen Air FCU was represented and heard in Wash-



Preston Ezell, Pen Air FCU  
Photo provided by Pen Air FCU

ington. In 2005, during the Defense Credit Union Council's annual conference, Bill Ezell was inducted into the Hall of Honors for all Defense Credit Unions. Recently, the Florida Credit Union League honored Preston "Bill" Ezell with the induction into the 2006 Hall of Fame during their annual conference in Orlando, Florida for volunteers who have gone above and beyond for their Credit Union and the Credit Union Industry.

Since retiring, Bill Ezell continues to visit the Credit Union and staff and is enjoying spending more time with children and grandchildren. "I've enjoyed every year with Pen Air FCU — it's been a second family to me all these years and am happy to have been able to contribute to its mission to serve our members," commented Bill.

CEO UPDATE continued from page 1

- a) requires installation commanders check with appropriate State or Federal Regulators to determine a sales agent's license status and complaint history prior to granting permission to solicit on the installation
- b) incorporates a new commercial solicitation evaluation form and establishes procedures for persons solicited on DoD installations to evaluate solicitations
- c) requires installation commanders to review the list of agents and companies currently barred, banned or limited from soliciting on any or all DoD installations prior to approving agent's request for permission to solicit. The list can be viewed at [www.commanderspage.com](http://www.commanderspage.com)
- d) prohibits solicitation of any DoD personnel in a "captive" audience
- e) prohibits insurance products from being marketed as investments
- f) prohibits the use of commercial sponsorship of DoD morale, welfare, and recreation programs or events as a means to obtain personal contact information for the purpose of follow-on solicitation, unless the individual provides written permission
- g) prohibits distribution of literature that competes with on-base banks and credit unions
- h) prescribes procedures under which approved on-base financial institutions and non-government, non-commercial organizations may provide financial education programs to military personnel

If you have not read the new Instruction or become acquainted with the amended rules, may I suggest you do so at the earliest opportunity. DoDI 1344.07 is available on our website ([www.d cuc.org](http://www.d cuc.org)) for your review.

If you are attending our annual conference in San Antonio, August 6-9 2006, it will be addressed by Colonel Pachuta during his educational breakout session. A great opportunity to hear from DoD's expert and an even greater opportunity to thank the Department for their tireless and superlative efforts. Well-deserved...well-deserved!

## The Armed Forces Financial Network

Over the past two decades, The Armed Forces Financial Network, has assisted DCUC Credit Unions with their mission to serve those who serve our great nation. AFFN has expanded ATM and Point of Sale (POS) service so that members have access on-base and off-base worldwide. Currently, AFFN has 339 Defense Credit Unions and Military Banks, with over 93 million cardholders, 190K ATMs, 1.3 million merchant locations worldwide. As an active member in good standing with DCUC, your credit union is eligible to join AFFN. To commemorate our two decades of service, If your credit union joins AFFN prior to December 2006, AFFN will waive the AFFN one-time fee of \$500.00. To learn more about AFFN, please contact John Broda, AFFN, Executive Vice President, 973-257-1216, [john.broda@affn.org](mailto:john.broda@affn.org), or visit [www.affn.org](http://www.affn.org)

# Defense Credit Unions on Front Line With Members

*Michelle M. Haas-Dosher,  
Credit Union National Association*

Credit unions are all about helping their members, but military credit unions go above and beyond to help those who serve our country.

“For more than 75 years our credit unions have done an outstanding job taking care of military and civilian personnel assigned to the Department of Defense,” says Arty Arteaga, president/CEO of the Defense Credit Union Council (DCUC), an organization based in Washington, D.C. for military credit unions. “During peace or war, stateside or overseas, defense credit unions always have stepped up to the proverbial plate and delivered the products and services required for and by our troops and their families.”

Whether providing financial counseling, offering unique services, or creating special programs for troops, military credit unions show their members how much they’re appreciated.

“‘Serving those who serve our country’ are not mere words.”

## **Marine Federal CU Jacksonville, N.C.**

Financial counseling doesn’t only mean getting help when you’re up to your ears in debt. It also can mean getting help starting a budget or planning for the future. Wherever troops fall on that spectrum, Marine FCU, Jacksonville, N.C., is ready to help. The credit union offers three types of counseling services:

- **Productive counseling:** A counselor talks with a member about saving and investing and focuses on insurance, annuities, stocks, bonds, 401(k) plans, and IRAs (individual retirement accounts).

- **Preventive counseling:** A counselor talks with members about the importance of credit, about starting a budget or planning savings, how to balance a checkbook, how to buy a car, and how to read a credit report. This counselor is available anytime—6 a.m. out in the field or late in the day in a gymnasium for six to 200 people.

- **Remedial counseling:** In this case a counselor may help a young couple or a marine or sailor start a budget or plan sav-

ings. This type of counseling comes into play at the other end of the spectrum, when they’ve gotten themselves into too much debt, as well.

At this point, the counselor contacts creditors, asks them to waive or reduce the interest, and the marine or sailor starts direct deposit of pay to the credit union, says Craig Chamberlin, CEO for Marine Federal. The counselor makes pro-rated payments on members’ bills until they’re eventually paid off, at no additional cost to the member. Currently, one of the credit union’s counselors is paying the bills for about 100 members.

“If they’ve [the troops] become delinquent while they’re away, we know we don’t need to put any more pressure on them while they’re gone, or on their families,” says Chamberlin. “We don’t file it in their credit report or anything of the sort. We establish that they’re deployed Marines, we establish that they’re probably single, and we just carry the delinquency on our books until they get back and we can make arrangements with them. They don’t need a delinquent notice if they’re dodging bullets in Iraq.”

## **Online Access**

Many troops take advantage of credit union online services to keep checking balances current and to pay bills.

Marine Federal helps its members stay on top of their finances by providing electronic statements. If members sign up for e-statements, electronic bill payment services are free.

“Beginning to save can seem impossible when your paycheck barely covers your living expenses.”

“We try to encourage young troops, if they have recurring bills like house payments or car payments that are the same every month, to set them up as recurring so they’ll automatically be taken care of,” Chamberlin says. “We try to provide them with as much information as possible through our Web site.”

## **TIC FCU, Columbus, GA**

TIC FCU, Columbus, GA., offers its active duty military members an exclusive Iron Mike Account. Iron Mike benefits include

a rewards checking account with no per-check charge; an Iron Mike membership card that allows service members and their families to receive special discounts at select area retailers; a program to help with saving, investing, and retirement planning; direct deposit; overdraft protection; free notary service; and a discounted safe deposit box.

The Iron Mike account also gives members access to a TIC Federal debit card and e-branch services. Most of the credit union’s deployed members use e-services. “It’s crucial to pay your bills and have access to your money when you’re away,” says Wanda Rutledge, TIC Federal’s community relations vice president. “We offer this service to our military folks so that wherever they go, they’re able to transact their business.

“We’re trying to deepen our relationships with all of our members,” Rutledge adds. “If they use one service with the credit union, we want them to use two; if they use two services, we want them to use three.” The credit union tries to head off problems before troops are deployed by offering one-on-one counseling to make sure members who have loans have allotments in place to make payments while they’re gone. If they have checking accounts, the credit union makes sure they have direct deposit and they have access to e-branching—Internet bill pay and a debit card.

## **Community Outreach**

To let them know they’re thinking about them, the credit union employees send goody boxes to deployed family members of credit union staff. TIC also has been involved in the community’s “We Care Project,” in which the community adopted an entire military unit and each TIC employee supplied personal hygiene items for deployed individuals.

## **Service Credit Union, Portsmouth, NH**

“Beginning to save can seem impossible when your paycheck barely covers your living expenses,” says Gordon Simmons, president and CEO of Service Credit Union, Portsmouth, N.H. “That’s why our credit union makes special services available that help moderate-income members work toward a goal of financial freedom. Two special programs that reduce rates on loans and increase rates on savings can help make this happen.”

"They don't need a delinquent notice if they're dodging bullets in Iraq."

• **The STAR Program** is a special collection of unique services available exclusively to military enlisted members whose base pay doesn't exceed \$2,175 per month, or to civilian members whose annual gross income is \$40,000 or less.

• **The Warrior Reward Program** is available to military members who are assigned to combat or war zones, such as Iraq and Afghanistan, or to peacekeeping operations such as Bosnia, Kosovo, or other hostile environments. The program also is available to members who have returned from combat or peacekeeping operations within the past 120 days.

Here's how the programs work: Say the credit union interest rate on auto loans (new and used rates are the same) is 5.7%. If you're in the STAR Program your rate would be 5.2%; if you're in the Warrior Program your rate would be 4.7%. If you financed \$20,000 over five years, as a STAR member, you'd save about \$276 in interest over the life of the loan. As a Warrior member you'd save almost \$551 over the life of the loan.

Both programs offer reduced interest rates on other loan types and higher rates on savings products as well.

Other credit union special products and services include:

• **Early payday checking for members who have direct deposit.** The credit union credits the direct deposit to members' accounts two days before payday. Funds are ready for troops to use immediately. This takes the troops out of the lines that occur on payday at the commissary, BX (base exchange), or wherever they go to shop—saving them stress and headaches.

• **Early payday loans to help military members with cash-flow problems.** They consist of a maximum loan of \$500 paid back within 30 days. This is a great alternative to getting loans from payday lenders—which are very prevalent near military bases. At most payday lenders you'll pay interest ranging between 300% to 1,000% APR (annual percentage rate) on up.

• **Emergency loans for individuals referred to the credit union by their First Sergeant or by agencies such as Army Community Services (ACS) or the American Red Cross.** If there's an emergency such as a family member passing away, near death, or some pressing financial commitment, the credit union grants military mem-

bers loans up to \$1,000—sometimes more, depending on the circumstances.

"We don't run credit checks and don't subject them to lengthy interviews," Simmons says. "We realize that these troops have been referred to us for help. These are people who are in need—they need to take care of their problems as quickly as possible and we don't need to add to their burden. We just simply grant those loans and get them on their way."

"We're trying to deepen our relationships with all of our members."

### Shared Branching

"We're able to serve not just our members, but other credit union members whose credit unions are members of shared branching," Simmons says. "Our members are served at other credit union locations as well. There are about 2,100 branch locations worldwide and 18,000 surcharge-free ATMs (automated teller machines) that have opened up because of our shared-branching relationship."

### Financial Education

"We're deeply involved in community financial education—stateside and overseas," Simmons says. "We have developed education lesson plans and conduct financial education training at ACS and Family Services Centers."

Courses are offered stateside and overseas in classrooms and over the Internet and include topics such as auto buying, checkbook management, and budgeting for debt-free living. The credit union's community financial education manager and the vice president of member services develop the lesson plans, provide the training, and run the teleconferences.

"To say that defense credit unions have fulfilled their role (on the military base) would be a gross understatement," says the Defense Council's Arteaga. "Military credit unions always, and will always, go over and beyond the call of duty to ensure those serving our country are provided every opportunity to maintain a high state of financial readiness."

"Our troops deserve the best, and we provide the best. 'Serving those who serve our country' are not mere words. They are a way of life...a philosophy...a tradition."

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## Helpful Hints for Your Trip to San Antonio, TX

*As you prepare for the upcoming 43rd Annual DCUC Conference, here are some last-minute tips to assist you:*

### Weather

San Antonio is a hot spot—in more ways than one! Average minimum temperature in August is 73.4 degrees and the average maximum is 95.9! This year, DCUC will be providing a novel idea to help keep you cool when you venture outside. Sponsored by Fifth Third Processing Solutions, you'll be sure to beat the heat in style!

Best of all, DCUC conference sessions are always held in air conditioned comfort! And our hotel is part of the Rivercenter Mall, so you don't even have to go outside if you yearn to shop!

### Transportation

The San Antonio International Airport is approximately 8 miles from downtown and the River Walk and is directly linked via US Hwy. 281.

Cabs are easily accessible with a cost of approximately \$20.

If you choose, take the SATRANS Airport Shuttle. Service between airport and downtown hotels on the shuttle is \$12 each way with purchase of round trip, or \$14 one way. Call for Reservations at (210) 281-9900 or (800) 868-7707 or visit the Website at [www.saairportshuttle.com](http://www.saairportshuttle.com) Email: [info@saairportshuttle.com](mailto:info@saairportshuttle.com)

### Attire

Conference Attire is Business Casual for all educational sessions. Tour attire is very casual, with shorts and comfortable walking shoes or sandals recommended for the warm weather. The 7th Annual Hall of Honor Awards Dinner is a special evening, and we request that gentlemen wear a coat and tie for this one event.

## Board of SAC FCU Names DeBoer as Successor to President James A. Guretzky

Jackie Boryca, Marketing Director

The Board of Directors of SAC FCU has announced that Gail DeBoer will succeed James A. Guretzky as President of SAC FCU. Mr. Guretzky is scheduled to retire in January 2007. DeBoer currently serves as Executive Vice President and will continue to manage the Operations Department until her successor is chosen. She will be responsible for the day-to-day operations in Mr. Guretzky's absence. She has over 25 years of financial experience and joined the Credit Union in May, 1988. She earned an Accounting Degree from the University of Nebraska at Omaha and a MBA from Bellevue University.



Gail DeBoer, new President of SAC FCU.  
Photo provided by SAC FCU

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### NOTES ON DEFENSE CREDIT UNIONS — AND THEIR PEOPLE...

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#### Defense Credit Union People in the News...

Security Service FCU, TX is pleased to announce the addition of **Carolyn Geyer** as human resources manager. In this position, she will be responsible for providing a full range of human resources services to employees in the credit union's Colorado market, including recruiting, training and development, benefits and compensation administration, and talent management. Geyer holds a bachelor's of science in human resources management and a master's of business administration in operations management and international business. She comes to Security Service FCU with over 15 years of human resource experience and background in the financial services industry. Scott CU, IL recently promoted **Melissa Owen** to Assistant Branch Manager of the Belleville West office that will be opening later this year. Prior to her promotion, Melissa was a Member Service Representative at the Fairview Heights location. Melissa has been with Scott CU since January of 2004, and she has over five years of experience in the financial industry... Langley FCU, VA is pleased to announce the election of the following individuals to the Board of Directors: **James L. Frost**, Chief Master Sergeant **James C. Johnson**, **Peter A. Morley** and **Joyce M. Wright**.

#### Defense Credit Unions in the News...

**Pen Air FCU**, FL was the host and major sponsor of the 6th Annual Navy-Marine Corps Relief Society Golf Tournament held at the A.C. Read Golf Club on board NAS-Pensacola this past March. After expenses, Pen Air FCU was able to present a check for \$35,000 to the Navy-Marine Corps Relief Society that offers financial and counseling support to military families. Over the past six years, Pen Air FCU has raised well over \$135, 0000 to this great cause... **Langley FCU**, VA has announced a new online educational system featuring a Financial Answer Center. The education-based system provides members with immediate answers to hundreds of financial questions and provides an opportunity for the member to send an e-mail to the appropriate credit union employee for further assistance... **Marine FCU**, NC won the statewide Desjardins Youth Financial Education Award. The credit union received the award at a banquet during the 71st Annual Meeting of the NC Credit Union League. The Desjardins Youth Financial Education Award recognizes leadership within the credit union movement on behalf of youth financial literacy. It considers all activities supporting the personal financial education of young members and non-members. Credit unions compete by asset category, in order to ensure fairness. Marine FCU won the award in the \$200+ million asset category.

## Randolph-Brooks FCU Best Financial Institution in Comal County, Texas

Bonnie Berlanga, Randolph Brooks FCU

Randolph-Brooks FCU was selected as the Best Financial Institution in Comal County through the New Braunfels Herald-Zeitung's Readers' Choice awards.

"Randolph-Brooks is proud to be recognized with this award," said Randy M. Smith, President and CEO of Randolph-Brooks. "It shows us that we are achieving our objective of providing quality service and products to members at a reasonable cost," he said. "We carefully listen to members' needs and are always looking for ways to improve our members' economic well-being," Smith added.

Another way Randolph-Brooks looks after members' well-being is by monitoring the convenience of its branch network. This fall, the leased New Braunfels Branch will be replaced by a larger owned facility at 970 IH-35 South in New Braunfels. This new branch will be unique from other Randolph-Brooks branches, providing enhanced services through innovative technology, making it easier for members to conduct their financial business.

Established in 1952 and still operating as a not-for-profit cooperative, Randolph-Brooks FCU's mission is to improve its members' economic well-being and quality of life. With assets exceeding \$2.4 billion, Randolph-Brooks is one of the largest credit unions in the United States and serves more than 245,000 members world-wide from 22 branches in South Central Texas.

**GOT  
NEWS?**

**E-mail your news  
to Debbie Caruso at  
dcaruso@cuna.com**

# A Sneak Peek at this Year's Conference!

1. Our Corporate Partners come to our conference each year to support defense credit unions and our mission to support the troops. We encourage you to spend time talking with each of our exhibitors and thanking them for their participation.
2. Once again, there will be some informative and stimulating presentations for you on Sunday afternoon. Here are some titles to pique your interest!

## **Remember to Attend and Be Eligible to Win Prizes!**

- How to Launch a Successful Rewards Program
- An Appointment with the Site Doctor – Tips on Energizing Your Branching Strategies!
- Navigating Today's Bond Market
- Everything You Need to Plan and Execute Successful Member Seminars
- How the Online Experience Can Affect your Credit Union's Brand – For Better or Worse!
- Integrating 457 Plans into Your Overall Benefit Package
- How to Survive in a Low Margin Environment
- Self-Service Check 21 Shared Branching for Defense Credit Unions
- Today's Credit Union Landscape
- Covering All the Bases

3. Get ready for two DYNAMIC Hot Market Issues on Monday afternoon:

### **Best Practices to Help Protect Your Military Members and Your Operations against Plastic Card Fraud**

*Presented by John Slusher, CUNA Mutual Group*

### **The Impact of Financial Literacy Education**

*Presented by Mike Schiano, InCharge Education Foundation*

4. We have some exciting entertainment planned during the course of our conference: from mariachis and margaritas to TexMex at the Buchkhorn Saloon. Once again, we have planned a stirring patriotic opening for Monday's General Session and a Fiesta Mexicana Show that is sure to please during our Awards Banquet.
5. Attend the final General Session on Wednesday morning to welcome native Texan, Garrison Wynn to the DCUC Conference. Not only will Garrison bring an awareness of business success; he will also entertain us. Mr. Wynn is formerly a professional stand-up comedian, PBS television host, international radio personality, and actor in films and theater. Mixing wisdom with razor-sharp wit, Garrison makes information memorable by making it funny! All Conference Registrants and Guests are welcome! The Final Grand Prize will be selected at this Session — don't forget to turn in your conference name tag for this very special drawing!

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## **HANSCOM FCU** *continued from page 2*

said Paul Marotta, chairman of Hanscom FCU's board. "We are focusing on advice-based service rather than simply processing transactions. The staff isn't tucked away behind a teller line because we've eliminated it. The result is better communication that allows us to serve a range of financial needs."

For member's transaction needs, each branch features a Fast + Easy terminal. This technology empowers members to conduct many transactions, including cash withdrawal in one dollar increments, cash and check deposits, withdrawals by cash or check, transfers, loan payments, and balance inquiries. It also displays and prints account histories.

Additional services include a coin-counting machine that is free for members and Internet stations for conducting financial business. To introduce the Fast + Easy terminal, the credit union held a "Perfect Ten" certificate promotion. Each member who registered with the Fast + Easy terminal by June 30, 2006 was eligible to open a 10-month term share certificate for \$1,000 with an Annual Percentage Yield of 10%.

## **VIEW FROM THE BOARD ROOM**

*continued from page 1*

As credit unions we have an opportunity to help our members by educating them and providing an alternative source of financing that will actually help the member and not add more burden to an already stressed financial predicament.

By providing an alternative to payday lending which includes financial counseling/education, we have an opportunity to positively impact our members and their families' lives. This is truly an opportunity to demonstrate the credit union philosophy of people helping people and to differentiate ourselves from other financial institutions motivated to maximizing their bottom line.

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**As credit unions we have an opportunity to help our members by educating them and providing an alternative of financing that will actually help the member and not add more burden to an already stressed financial predicament.**

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We won't be able to help everyone. As credit unions we have to implement risk management programs that appropriately identify, measure, monitor, and control the risks associated with payday lending. We have an obligation to all of our members to ensure the safety and soundness of our organization. That being the case, we can still make a difference in the lives of many of our members by educating them and providing them a source of temporary financing that with appropriate financial counseling can improve their financial situation. That would be member service at its highest level!

If you haven't already established a program to compete with payday lenders, I would ask that you consider these members and how you can develop a program to assist them. Many times having guidance from someone that wants to do the "right thing" can result in a life changing event.

There are many reasons we are in the business of providing financial services, but I can not think of a better reason than to help those that need our help most! To help them turn the corner and point them in the right direction. We can't help everyone, but those that we do will make it all worth while!

# Wright-Patt CU & Vectren Help Four Local Youths Head to Space

*Jeff Carpenter, Vice President of Cooperative Development*

Wright-Patt CU, Inc., Vectren, and media sponsor WHIO-TV held an awards dinner to recognize the top 12 finalists of the 4th Annual U.S. Space Camp & Space Academy Scholarship Program at the Wright-Patterson Club on Thursday, June 1, 2006. The four finalists received a scholarship of a weeklong trip to Space Camp and Space Academy, and round-trip airfare to the camp destination in Huntsville, Alabama.

The scholarship recipients for Space Camp were Alex Hamlin of Beavercreek and Hanna Mohr of Centerville. The recipients of the Space Academy scholarship were Chad Kringen of Beavercreek and Ruth Herman of Dayton. Jordan Grandy, Laura Holty, Tanner Ingle, Drew Madison, Maia Marnell, McKenzie McQuown, Raychel Santo, and Jacob Wilson were also recognized for their outstanding essays. Each qualifying entry consisted of a 250- to 300-word essay in response to the question: "We have all grown up hearing stories about extraterrestrials. Do you believe there are other intelligent life forms out there? Why or why not? Can you support your beliefs?" The essays were then submitted for three rounds of judging, a second round of which consisted of commu-

nity partners who generously gave their time: State Representative Kevin DeWine; Fred Willits, Planning Manager with Vectren; Sharon DiLorenzo, Development Director, Ronald McDonald House; Jim Sayer, Ph.D. and Chair and Professor of Communication with WSU; Costa Papista, President of the Dayton Bombers; and Carolyn Uecker, a member of WPCU's Board of Directors.

The keynote speaker and special guest of the evening was NASA Astronaut, Col. Gregory H. Johnson. Col. Johnson shared an educational and fun NASA presentation with highlights of astronaut training and the International Space Station. He presented all twelve finalists with special gifts from NASA including certificates and patches.

"We are pleased to encourage young people's interest in furthering their education," said Jeff Carpenter, Vice President of Cooperative Development at Wright-Patt CU. "And with the cooperation of our pre-



*Front Row (L to R): Chad Kringen , Ruth Herman, Alex Hamlin, & Hanna Mohr. Back Row (L to R): Chuck Kanoy (Vectren), Lynda Hoffman (Vectren), Colonel Greg Johnson (NASA Astronaut), & Doug Fecher (Wright-Patt CU) Photo provided by Wright-Patt CU*

senting sponsor, Vectren, the dreams of four talented students became a reality through the scholarship program," he adds.

Established in 1932, Wright-Patt CU is a member-owned, not-for-profit financial cooperative proudly serving those who live, work, worship, or attend school in the Miami Valley, with more than \$1 billion in assets and nearly 155,000 members. Wright-Patt CU is headquartered in Fairborn, Ohio, and has eighteen Member Centers throughout Southwest Ohio. Visit Wright-Patt CU's web site at [www.wright-pattcu.com](http://www.wright-pattcu.com) for more information.

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