



MCUL League Representative's Newsletter

Lansing Chapter

April 2009

Dear Lansing Credit Union:

This Newsletter is brought to you by your League Representative to provide you with up-to-date information from your Chapter and the Michigan Credit Union League!

Chapter Updates

The Lansing Chapter Annual Meeting will be held on **Thursday, April 23, 2009**, at the University Club at MSU. The "Attitude Adjustment" starts at 6 p. m. and dinner will be served at 6:30 p.m. The cost will be \$37 per person if reservations are made before April 16, 2009. The cost will go up to \$40 for reservations received after April 16, 2009. All reservations **MUST** be made **BY** Monday, April 19, 2009. For more information, go to <http://lansing.mcul.org/113.php>.

Chapter Leadership Retreat - Interested in being more involved with the Lansing Chapter? Come to the Chapter Leadership Retreat May 15 and May 16th. Let Margo Kleinfelt know by emailing her at margo.kleinfelt@autobodycu.org.

If you would like news from your credit union in here, just let me know by emailing me the information at robin.wybenga@mcul.org.

Chapter Volunteers

Chairman

Margo Kleinfelt

Vice Chairman

Jane Kile

Secretary

Dan Dowsett

Treasurer

Tiffany Ford

Additional Members

Jason Smith

Don Yuvan

Michael Loucks

Gary May

Colleen Munro

Legislative Forum

Don Yuvan

Michael Loucks

MCUL Board Member

Don Yuvan



The two contests on the Love My Credit Union (LMCU) site are LIVE?

You can reach both of them from the "Share" page of the LMCU site:

http://www.lovemycrreditunion.org/Share_123.html

If you have a story to share, you can enter "My Credit Union Story" contest and have your story featured on web sites like MCUL, Facebook, Twitter, and others. This contest is for credit union employees as well as credit union members.

"My Credit Union Friends" may mean that you win \$250.00. The official rules and details are found on the LMCU web site.

For more information, you may contact me at robin.wybenga@mcul.org or 517.993.7788.

Foundation Reports

The following credit unions have made contributions to the foundations, primarily through the sale of Lapel Pins: Auto Body CU gave \$303 to State and \$90 to Federal; Eaton County Educational CU gave \$600 to State Pac and \$60 to Federal Pac; LAFCU gave \$1600 to State Pac; Lansing Postal FCU gave \$13 to State Pac; MSUFCU gave \$2,100 to State Pac; and NuUnion gave \$250 to State Pac.

Review 2009 goals at .

http://www.mcul.org/PAC_Fundraising_Goals_Report_566.html

CU Difference Campaign

The 2009 CU Difference Campaign, which includes our branding messages of love and trust plus messages about the GM/Chrysler Invest in America auto discounts, launched Monday, March 9 on TV and radio throughout the state. Click here to find out more about the CU Difference Campaign Vision and more....

http://www.mcul.org/CU_Difference_Campaign_589.html

Credit union investments for the 2009 campaign are: Clinton County FCU \$500; Communication Services CU \$1838; Eaton County Educational CU \$2867; Lansing Postal CU \$1500; MSUFCU \$20,000; NuUnion \$20,000.

MCUL Initiatives

[CU Difference Campaign](#)

[Community](#)

[Reinvestment Initiative](#)

[Legislative Advocacy](#)

[InfoSight - Regulatory](#)

[Compliance](#)

Hot Topics

[Corporate Credit Union Stabilization](#)

- [CU Difference](#)

[CD Stimulus Program](#)

[Friends of Credit Unions \(FOCUS\)](#)

[Financial Rescue Bill and Related](#)

[Invest in America](#)

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Other Information

1. Need information? The "Information Services" portion of the MCUL web site is a collection point not only for MCUL's own publications, newsletters and reports, but for additional data and statistical research from CUNA, the Filene Research Institute and other sources. Click here to see what's available:

http://www.mcul.org/News_Publications_498.html

2. Looking for marketing resources? Have you checked out what is available at CU Growth Solutions? A division of CUCorp, they offer marketing and advertising services, creative and production services, market research services, and much more. Click here for more information:

http://www.cucorp.com/Products_Services_404.html

3. It's not too late to sign up for the MCUL 2009 Governmental Affairs Conference (GAC) on April 29-30 at the Radisson Hotel in Lansing, Michigan. Credit unions are raising their profile during a time when other financial service providers are on their heels. Plan on attending so Michigan legislators will see first-hand our commitment to promoting the credit union difference of "People Helping People."

4. Reminder - Money Smart Week is April 19th - 25th which corresponds with CU Youth Week. For more information, contact Beth Troost at beth.troost@mcul.org.

Upcoming Educational Events

- Be the Leader Your Followers Want You to be Webinar (April 16, 2009)
- CUcorp and Discover Network Webinar Registration (April 21, 2009)
- MCUL 2009 Governmental Affairs Conference (April 29, 2009 - April 30, 2009)
- Valuation of MCSD Accounts at CenCorp Webcast (April 30, 2009)
- 2009 Spring Leadership Development Conference (May 1, 2009 - May 3, 2009)
- Ten Cardinal Rules for Proper Repossession Webinar (May 5, 2009)
- Reg Z & HOEPA Update Webinar (May 7, 2009)
- 2009 Collector's Training School (May 13, 2009)
- 2009 Chapter Leaders Retreat - By Invitation (Call 800.262.6285, x235) (May 15, 2009 - May 16, 2009)
- CUcorp and Discover Network Webinar Registration (May 19, 2009)
- Red Flag Exam Preparation Workshop (May 19, 2009)
- Motivating and Managing the Teller Line Audio Conference (May 21, 2009)

AC&E

Publications

[Monitor](#)

[Issues, Initiatives, & Solutions](#)

[Regulatory Roundup](#)

[SAS Gazette](#)

[Click here for the web link to the Annual Convention & Exposition.](#)

There is a waiting list for rooms at the Grand Traverse. You can still get on the waiting list as a substitute for credit unions who may have registered for too many rooms.

Sincerely,

Robin

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