



MCUL League Representative's Newsletter

Lansing Chapter

February 2009

Dear Lansing Credit Union:

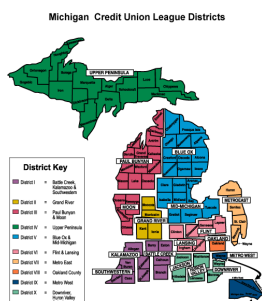
This Newsletter is brought to you by your League Representative to provide you with up-to-date information from your Chapter and the Michigan Credit Union League!

Chapter Updates

We welcome MACU credit unions Brenda Bartkowiak, CEO at Auto-Owners Associates CU, and Pam MacCready, CEO at Farm Bureau Family CU to the Lansing Chapter. MACU credit unions have joined with MCUL under a 2-year management agreement. Dave Adams will be acting CEO of the MACU organization through this 2-year agreement. Brenda and Pam are excited to learn more about the benefits of belonging to MCUL.

Thank you to Joyce Banish for making the arrangements for the Lansing Chapter Annual Meeting. It 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>.

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



Many credit unions within the State are seeing increased loan activity because of this wonderful program.

Don't forget to OPT-IN. Right now ALL Michigan credit unions are listed as participating, but there is ANOTHER step for credit unions to OPT-IN. Opt-in makes any special programs and discounts available to your employees and opting in shows support for this program.

OPT-IN at www.lovemycreditunion.org, click on Credit Union Support Center, click on Credit Union Opt In Invest in America, and follow the prompts.

As a special incentive, all credit unions that opt-in will be entered into a drawing for a chance to win a 3-year lease on a 2009 Corvette for your credit union. PLUS, the person who enters the winning credit union into the drawing will receive a \$250 VISA gift card.

As of 2-17-09, the following credit unions have opt-in: Auto Body CU, CASE CU, Eaton County Educational CU, Gabriels Community CU, Lansing Postal Community CU, MSUFCU, and NuUnion.

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: Eaton County Educational CU gave \$500 to State Pac and \$60 to Federal Pac; LAFCU gave \$250 to State Pac; and MSUFCU gave \$1,000 to State Pac.

Review 2009 goals at .

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

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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CU Difference Campaign

Whether it is about the safe harbor they represent during the financial crisis or just improving their communities and the lives of their members, trust is everything with credit unions and their members love them for it. Because of that, credit unions have a great story to tell and no one can tell it better than members. So starting with a special financial crisis response radio blitz to finish out 2008 and leading in 2009 with a new comprehensive cooperative advertising program, the CU Difference campaign will promote credit unions through the voice of their members.

Click here to find out more about the CU Difference Campaign Vision and more....

http://www.mcul.org/Campaign_Vision_1892.html

Other Information

1. NCUA Corporate Stabilization Program - MCUL has compiled resources related to NCUA's announcement of their "Corporate Stabilization Program." This informative web page is updated daily as this program develops. Add this page to your Favorites. Go to www.mcul.org, page down to the bottom of this page, go to Hot Topics, and click on Corporate Credit Union Stabilization.

2. Career Transition Program (CTP) - Unemployment continues to grow in Michigan. Help your displaced members transition into a new career or occupation by offering an affordable educational loan program. For more information on the program, go to www.ctpforcumembers.org or contact Robin Wybenga at robin.wybenga@mcul.org. Robin will be happy to show your credit union how this program can work for you.

3. 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.

4. Right at Home is the title for the foreclosure prevention video that will contain money management advice to help members struggling with their house payments or facing foreclosure. Many organizations, including MSHDA, require people to participate in education/counseling sessions. If any credit union knows of a housing counseling agency in their area, please let Beth Troost know so that agency can be added to the foreclosure prevention web site coming in May 2009.

Publications

[Monitor](#)

[Issues, Initiatives, & Solutions](#)

[Regulatory Roundup](#)

[SAS Gazette](#)

Upcoming Educational Events

- Mergers-Myth vs. Reality Webinar (February 19, 2009)
- MACU Directors Conference (February 20, 2009 - February 22, 2009)
- Utilizing Appraisal Reports Efficiently Audio Session (February 26, 2009)
- 2009 Marketing Conference (March 4, 2009 - March 5, 2009)
- ADA & FMLA Webinar (March 10, 2009)
- CMG Developing a Credit Union Safety Program Webinar (March 11, 2009)
- Vendor Management & Due Diligence Requirements Webinar (March 12, 2009)
- Risk Base Lending / Risk Management Conference (March 17, 2009 - March 18, 2009)
- Trust Accounts and Credit Unions Audio Conference (March 17, 2009)

AC&E

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



Sincerely,

Robin

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