



Headline News

Sit Back, Relax, and Let the League Take You Away...

Register today for LCUL's 2010 Annual Meeting & Convention

Brochures for the 2010 LCUL Annual Meeting & Convention were mailed to all member credit unions last week. For those of you who want the convenience of registering electronically, you can download a complete registration form online [here](#). After you click on this link, select "Save" and save the document to your computer. Complete the requested information directly into the Excel spreadsheet and then email your completed form to convention@lcul.com. This easy-to-use document will automatically calculate your totals, making the registration process a breeze!

Please note the pricing information and deadlines, which appear on the registration spreadsheet:

- Early bird registration (*by July 9*): \$270
- Regular registration (*after July 9*): \$350
- Guest registration: \$130
- Child registration (18 & under): \$60

Visit www.lcul.com for additional information such as education sessions, agenda, and the 2010 awards program. If you have questions, please feel free to give us a call at (800) 452-7221 or email convention@lcul.com.

LCUL 'Memorials'

The credit union movement is built on the strength and dedication of those that have contributed to our industry. The Louisiana Credit Union League would like to honor credit union leaders that have passed away within the last twelve months at the 2010 Annual Meeting & Convention. Honorees can include credit union employees, board members, and/or volunteers.

Deadline for submission is Friday, July 16. You can download a form at www.lcul.com. For more information, please contact Lacey Hyer, Director of Communications, at (800) 452-7221 ext. 3100 or lhyer@lcul.com.

WOCCU charity auction goes online

Capabilities to bid on items reach beyond conference boundaries

The Worldwide Foundation for Credit Unions, the charitable arm of World Council of Credit Unions (WOCCU), has taken its annual auction electronic this year, and shoppers around the globe will be able to bid online on contributed auction items to help raise funds for global credit union development work.

The auction, traditionally part of WOCCU's World Credit Union Conference, will be held this year at The 1 Credit Union Conference, the joint event sponsored by WOCCU and Credit Union National Association (CUNA) that will convene July 11-14 at the MGM Grand Hotel in Las Vegas.

Conference participants may examine items up for bid in person, then go to one of the computer terminals in the auction hall and place bids at www.biddingforgood.com/woccu. Individuals who are not attending the conference may also bid on items at the same Web address.

"In the past, only conference attendees could bid on the auction items, but this year the auction is open to everyone," said Judy Ensweler, wife of Texas Credit Union League President and CEO Dick Ensweler, who is co-chairing the auction this year with Crissy Cheney, wife of incoming CUNA President and CEO Bill Cheney. "WOCCU works every day to improve the lives of those less fortunate by developing credit union systems around the globe," she added. "So, get in the spirit and start bidding to support this wonderful work."

The auction site is available for viewing June 28, enabling bidding to begin. The bidding ends at the closing of the conference trade show July 13, at 1:45 p.m. Winning bidders will be notified via email. In addition, a live auction will be held during the conference's closing event July 14, with auctioneer Dick Ensweler presenting the auction's premier items for bidding.

Bidders may register online with a credit or debit card (sorry, no cash accepted) and bid any time between June 28 and July 13. Log on to www.biddingforgood.com/woccu and put your money to work supporting the global credit union movement.

For more information about the auction, contact Valerie Breunig, Worldwide Foundation executive director, at +1-608-395-2055 or vbreunig@woccu.org.

Matz: merger advice, final corp. rule, NCUSIF assessment- all coming

National Credit Union Administration (NCUA) Chairman Debbie Matz on Monday previewed the agency's upcoming regulatory actions, saying that plans to address corporate credit unions and a determination of the National Credit Union Share Insurance Fund (NCUSIF) assessment are all on the near-term agenda.

Speaking during a Monday town hall webinar, Matz said that the NCUA's final rules for corporate credit unions, which were originally scheduled to be released this month, will likely be addressed by September, Matz said.

While she did not go into specifics on what those new rules would cover, she did say that the final rule would incorporate a number of suggested improvements. The corporate rules will not be released for a comment period, NCUA staff added. In the event that natural person credit unions do not elect to maintain the current corporate credit unions system, the NCUA said that it does have contingency plans that could be put in place.

The past, present and future of the corporate credit union crisis will also be covered by a series of NCUA-created DVDs which will address the many questions and concerns of credit unions regarding the crisis, its resolution, and the future treatment of legacy assets held by those corporate credit unions. The second in that series of three DVDs was published online by the NCUA on Monday, and these guides will be sent in DVD form once all are completed.

The NCUA would also likely release its plan for addressing legacy assets held by those corporate credit unions around late summer, not in June as the agency previously hoped. NCUA Deputy Executive Director Larry Fazio said that the legacy assets held by credit unions would be "isolated and funded" to ensure that they are not interfering with the business practices of corporate credit unions as they move forward.

While the NCUA earlier this month indicated that the NCUSIF assessment for credit unions would be determined later this year, no concrete statements on the exact number of basis points that that assessment would be were discussed. However, during the call, Matz and NCUA staff said that the assessed amount would fall within prior projections of 15-40 basis points. The NCUA earlier this month assessed a 13 basis point levy on the assets of natural person credit unions.

The NCUA will also release guidance for credit unions that are seeking voluntary mergers later this week, Matz added.

(source: CUNA's NewsNow 6/29/2010)

Louisiana Jump\$tart hosts 2010 Youth Financial Educators Summit

Learn how your credit union can sponsor this special program

A critical need exists to empower and build the capacity of educators to integrate personal financial management skills into Louisiana classrooms and existing curricula. Louisiana Jump\$tart is planning a two-day summit September 27-28, 2010 for youth educators featuring state and nationally recognized researchers, educators and practitioners with expertise in financial education and delivery to youth. The goal of the Summit is to provide educators with the latest resources to inform students how their individual choices directly influence their occupational goals and their future earnings potential and to provide a foundational understanding for making informed personal financial decisions.

This program will provide concentrated, interactive, face-to-face training, resources and motivation to educators from a variety of disciplines, parents, and youth development professionals. All presentations and educational resources shared will be unbiased and research based. Additional topics identified by Louisiana teachers who have completed High School Financial Planning Program training sessions as needed to enhance their professional competence will be addressed. Conference tracks include Saving and Investing; Insurance and Risk Management; Financial Responsibility and Decision Making; Educators Personal Financial Concerns; and Curriculum and Pedagogy. Technical sessions will be conducted using multi-media and hands on methods. Louisiana Department of Education approved Continued Learning Units (CLUs) will be awarded to qualified educators desiring to enhance their certification.

Get involved! We encourage credit unions to support Louisiana's educators by becoming a sponsor of the 2010 Financial Education Teacher Summit. Your support in helping to make this training happen for teachers could help a young person make better financial choices and ultimately secure a better future. For more information, please contact Debbie Lapeyrouse at dlapeyrouse@lacapfcu.org.

Sprint customer experience scores higher than AT&T, Verizon, T-Mobile

Get this: Sprint is the most improved company in customer satisfaction, across all industries, over the last two years, according to results from the 2010 American Customer Satisfaction Index (ACSI).

"We have seen our customers' satisfaction with Sprint grow at a rate faster than the overall industry," said Jerry Adriano, vice president-Customer Experience. "All employees have played a part in making the improvements in this and other recent surveys. As a result, every single Sprint employee should be proud of the achievement and progress we've made. And, we're confident that our employees' day-to-day commitment to the customer experience will result in continued improvement."

Sprint has made substantial gains in the area of customers' perceptions of value. Sprint now leads both AT&T and Verizon, and customer loyalty. With these gains, our overall ACSI score jumped 14 points over the last two years. In the last six years of the ACSI survey, no other company has improved its satisfaction score by that many points in a two-year period.

Since 2008, Sprint employees have focused on the company's top priority: improving the

customer experience. Now, in addition to ACSI, many other third-party surveys are validating the improvements Sprint has seen internally for some time.

- Sprint winning the No. 1 spot for both overall satisfaction for wireless voice service providers and wireless data service providers in a Yankee Group and Mobile Enterprise magazine survey of large business decision makers.
- Sprint ranked high in small and medium business customer satisfaction. Also noteworthy was Sprint's two-year Reputation Pulse score increase in Reputation Institute's 2010 U.S. Most Reputable Companies Study (published annually in Forbes). Sprint's 18.22 percent gain puts its improvement in the top 10 percent of the 150 largest U.S. companies, ahead of both AT&T and Verizon.
- In the most recent J.D. Powers Customer Care survey, Sprint had the largest improvement among carriers and improved 17 index points from the prior survey, while the industry only improved by four index points.

In support of these achievements, Sprint is adding the "most improved company in customer satisfaction, across all industries, over the last two years" messaging to its current and ongoing advertising and marketing campaigns. The Sprint advertising focused on the ACSI results begin tomorrow, June 18 in *USA Today*.

To learn more about the Sprint Member Discount Program for credit unions, visit www.lovemycreditunion.org.

In the News

Dow Louisiana FCU new hires

Bennett Blackledge has been hired as the Financial Resource Center Manager at Dow Louisiana FCU's Gonzales location. He has previously served thirty years in the financial industry and has experience in lending, customer service and operations support. In his new role, he will be responsible for all operations, member service, tellers, lending activity, and the financial resource center's functions to ensure optimum performance.

David LeBlanc has been promoted to Indirect Lending Manager for Dow Louisiana Federal Credit Union. He has previously served as a Business Development Officer in the Commercial Services Department. He has experience in sales, account management, and business development. In his new role, he will be responsible for managing relationships with dealers, management of Indirect Lending staff and the overall operations of the Indirect Lending Department.

Products & Services

MyEZ Car Care adds a new credit union page to their website

MyEZCarCare was formed in 2004 to address the consumer's need to conveniently and efficiently maintain their vehicles in a way that enhances safety, reliability, and value. MyEZCarCare develops and markets co-branded and private label automotive maintenance plans which add loyalty and marketing value to the selling dealership and auto finance company (that's you!), while providing loyal customers to its service provider partners.

Now, you can learn about MyEZ Car Care by simply visiting a new, unique page on their website that discusses both member and credit union benefits. [Click here](#) to check out the new credit union page.

For more information on my EZ Car Care, please contact Ed Bourgeois at (504) 273-0337 or ebourg@myezcarcare.com.

Educational Opportunities

Brett Christensen's Consumer Lending Program is coming to New Orleans

Jefferson Financial Credit Union will host Brett Christensen's Consumer Lending Training Program at their main office on September 14 & 15, 2010. The workshop will include the following topics:

Day 1 (September 14): *Front-Line Lender Workshop*

- Lending is an Attitude
- Building Higher - Risk Loans in the Interview (including a firm close)
- Proven Sales techniques
- New FICO Information
- Underwriting Approaches Needed to Grow Loans
- 20 Underwriting Mistakes You Must Avoid in a Tough Economy
- Bankruptcy Avoidance
- Debt Ratio Analysis
- The Best Way to Look at Loan-to-Value
- Underwriting - Higher Risk Loans

Day 2 (September 15): *Lending Management Workshop For CEO's, Lending Managers & Aspiring Lending Managers*

- How to Replace Courtesy Pay Income
- Why You Should Make More Phone Loans
- Why You Must Centralize Underwriting
- How to Increase Front-Line Loan Officer Production 300%
- Hiring & Paying Sales People
- Producing More Loan Volume with Fewer Employees
- The Best Loan Department Design (that you haven't considered)

Your educational investment is \$225 for Day 1 and \$275 for Day 2. For more information or to register, please call (800) 219-9733 or visit <http://www.culendingadvice.com>.