

Improving Lives
By Serving Local
Credit Unions,
Their Staff,
& Members

Potential



Issue N° 16

Fall/Winter 2012

Millionaire's Clubs Expand in Several Counties As High Schools' Interest Grows

A student's demand brings financial literacy club to Montgomery County high school...



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Gear Up Now For \$11,000 College Scholarship Program

Offer this great scholarship opportunity to your young members! We've got all you need to get started...



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2013 Friend Raiser

Beauty & The Beast



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PLEASE ROUTE:

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- ☐ Finance
- ☐ Marketing
- ☐ Tellers
- ☐ _____

Bilingual Teller Training Program Launches

Graduates Will Help Credit Unions Reach Out To Unbanked

With unemployment rates nearing double digits, it is a welcome sight to find workforce development programs aimed at training and placing the unemployed in professional settings with career advancement tracts. One such program is set to launch this fall as part of the Credit Union Foundation of MD & DC's on-going effort to promote employment while helping credit unions reach out to new markets.

While job training and placement are a benefit of the initiative, providing affordable financial services for unbanked communities, often comprised of families for whom English is a second language, is the program's other goal. Bridging cultural and language gaps by training and placing culturally-similar frontline staff in credit unions is seen as the means to that end.



The Foundation is offering an eight-week teller training course to prepare bilingual candidates for placement in credit unions in Baltimore City. Though modest in its scope (nine trainees), the program is structured to serve as a training and placement program, and a living lab where the organizers can develop greater efficiencies with

an eye toward improving and duplicating the effort in other areas.

The program attracted initial funding through the Maryland Small Grants Program of the Harry & Jeanette Weinberg Foundation. The Baltimore Mayor's Office of Employment Development pledged additional funding with the Foundation and the employing credit unions supplying funding and resources to complete the program.

Municipal Employees Credit Union (MECU) and State Employees Credit Union of Maryland (SECU) are providing the employment opportunities and are enhancing the training by hosting the teller candidates one day per week at their branches during the eight-week course.

The candidates will be trained in teller and computer skills, business communications, financial literacy, business ethics, and basic accounting. Additional emphasis on member service and regulatory compliance will also be provided.

Trainee candidates are paid during their eight-weeks of training, after which they begin full-time employment at MECU or SECU.

The project was developed by Foundation Executive Director Kyle Swisher who envisioned the program as a means to address the issue of predatory lending practices often aimed at unbanked populations.



Prestandrea Joins Roycroft Masters

Cindy Prestandrea, CEO/President of Prince George's Community FCU is joining the ranks of the Roycroft Master Advisors. She will assume the new role upon her retirement at the end of this year.

One of the Foundation's newer offerings, the Roycroft Masters Program pairs emerging credit unions with assets of \$75 million or less with experienced credit union professionals. The Masters offer pro bono short-term advisory engagements, guidance, and coaching on a one-on-one basis both on-site and remotely.

"I'm looking forward to giving back to this wonderful community that has been so good to me," said Prestandrea. "I believe my experience in lending practices and policy will be especially useful."

Ms. Prestandrea joins credit union veterans Lindsay Alexander, former CEO, NIH FCU; Tim Carney, former CEO, SecurityPlus FCU; and Cheryl Pranger, former Senior Auditor, Schreiner, Legge & Co/LarsonAllen LLP, on the Masters roster.

The Masters program began in 2011 to apply the vast experience of credit union professionals not currently engaged in day-to-day operations. Credit unions complete a short application to facilitate advisor pairings for the short-term engagements.

Applications and information are available at www.cufound.org/leadership.htm.

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Millionaire's Club Financial Literacy Program Expands In Howard & Montgomery Counties

Howard County Education FCU, Mid-Atlantic FCU To Sponsor New 2012/13 High School Programs



A junior high school student in Montgomery County led to the expansion of the Millionaire's Club financial literacy program into Walter Johnson H.S., after he heard of a Club at neighboring Gaithersburg H.S. and convinced his school's principal that the new Club could help prepare him and his classmates for young adulthood.

The Millionaire's Club is a high school financial literacy program launched by the Foundation in 2010. In two years it has grown from a two-school pilot and now includes schools in Charles, Howard, Montgomery, and Prince George's Counties.

Under the program, high schools are paired with credit union sponsors who serve as guest speakers, information resources, and mentors to the Club members with faculty advisors at each school delivering the curriculum.

All Clubs are provided a 24-session Club Advisor's Manual and free Club Member workbooks published by the National Endowment For Financial Education. Club sessions are structured to address all of the high school requirements of the Maryland State Curriculum for Personal Financial Literacy Education. A Club banner, personal finance software, and seed funding to cover start-up costs for the Club are also included. Seed funding is shared equally between the Founda-

tion and the sponsoring credit union.

The Clubs elect their own student leadership and include competitions like the Stock Market Game and the Personal Finance Challenge to give the program a club-like feel and encourage greater student involvement.



Envisioned as an after-school activity, the program has remained flexible to meet the needs of the host schools. Several Clubs have elected to move the curriculum into the classroom during normal class schedules and one enterprising site, the Applications and Research Laboratory in Howard County, is offering the Club during evening hours with opened enrollment countywide.

An entrepreneurial project serves to sustain the Club financially and offer a living classroom where the Club members apply their new skills.

Andrews FCU, Educational Systems FCU, Howard County Education FCU, Mid-Atlantic FCU, and SECU serve as Club Sponsors for the nine Millionaire's Clubs launched to date.

Credit unions interested in participating in the program should contact the Foundation at (443) 325-0771 or by email at info@cufound.org. Further details are available at:

www.cufound.org/literacy.htm.

The Club's free Advisor Guide is now available for iPad download at iTunes. Search "Millionaire's Club Advisor Guide."



Teller Training - continued from page 1

"The Foundation works with credit unions throughout Maryland and the District of Columbia. We share a common concern and desire to make sure affordable financial services are available to everyone in those communities," noted Swisher. "It made sense that placing culturally-similar tellers in credit unions was a good way to extend services and offer a better alternative to check cashers, pawn shops, and payday lenders who prey on these communities.

"It's our hope that we can successfully complete this follow-up program and then expand the offering into other areas of the state where unbanked communities can benefit from additional bilingual teller staff," noted Swisher.

In particular, the Foundation is interested in extending the program into Prince George's and

Montgomery Counties as well as the District of Columbia where large, culturally-diverse populations live and work. "We see this as a way that credit unions can expand their membership while providing a valuable service for these communities."

The Baltimore Workforce Investment Board and Mayor's Office of Employment Development, The Harry & Jeanette Weinberg Foundation, The Credit Union Foundation of MD & DC, MECU and SECU are sponsoring this workforce development program. Past participants in the program include Johns Hopkins FCU, MECU, and SecurityPlus FCU.

Credit unions interested in learning more about the program should contact the Foundation at (443) 325-0771 or info@cufound.org.



SUNDAY FEB. 3, 2013

11AM BRUNCH 1PM SHOWTIME
HIPPODROME THEATRE, BALTIMORE

The Foundation is proud to continue its traditional "Friend-Raising" series with the spectacular production of Disney's original Broadway hit, *Beauty & the Beast*.

Relax and enjoy the music and lyrics of Tim Rice and the story of Belle, a village beauty, and the quest to break free from a simple life to her encounter with the Beast and their developing relationship.



We've prepared a private pre-show brunch area for you and your guests

overlooking the Hippodrome's atrium.

Savor refreshing Mimosas, Champagne-filled flutes, Bloody Marys, fresh-brewed coffees, an assortment of juices and a gourmet brunch of fresh baked croissants, Danish pastry with jam & sweet butter, Andouille sausage on creamy grits with sharp cheddar cheese, crispy frittata with sweet peppers, caramelized onions, spinach & feta, buttermilk chocolate chip pancakes with whipped cream, double thick peppered Applewood bacon, Chef-carved honey glazed Virginia ham with biscuits & creole mustard, haricot verts with toasted pine nuts, sun dried tomato & basil pesto, fresh fruit & berries.



After enjoying your brunch and the pleasant company of your guests and colleagues, it's show-time...

For complete ticket information visit www.cufound.org/events.htm or call (443) 325-0771



Proceeds benefit financial literacy programs

Tickets are Limited!

Credit Union College Scholarship Program Provides Complete Solution To Stimulate Youth Outreach Efforts

\$11,000 in Scholarships, Judging, & Promotion Kit Available To All MD & DC Credit Unions

"How can your credit union help you become financially literate?" That's the 2013 college scholarship topic that will result in \$1,000 scholarships for 11 young credit union members!

Every credit union in Maryland and D.C. is eligible and encouraged to offer this scholarship opportunity to their young members. (Photos of 2012 scholarship winners below) The scholarship program is completely turnkey and cost-free to credit unions.

Provided resources:

- \$11,000 in scholarship awards (ten \$1,000 essay scholarships and one \$1,000 video scholarship)
- Online scholarship applications
- Lobby posters (as many as you need!)
- Scholarship graphics
- Statement stuffer artwork
- A panel of 65+ judges!
- Sample newsletter/web articles

"The program is designed so credit unions can offer the scholarship as their own," noted Foundation Chairman Donald Tynes. "It's a great way for a credit union to encourage young members' participation, increase youth membership, and educate

applicants on the philosophy and services offered by credit unions. And when a credit union member earns one of the scholarships, the credit union representative hands them their scholarship check. Every credit union in Maryland and D.C. should offer this free program."

Promotional kits are mailed to credit unions in the fall and include a supply of lobby posters, a sample newsletter article, and links to graphic files, online applications, and more.

Deadline for entries is March 31, 2013 with the judges' final decisions made in mid-April.

Every credit union with applicants receives copies of their members' entries and their standing among the field of applications. "Many credit unions choose to recognize their members who write essays or produce videos by providing gift cards or a scholarship of their own, even if they don't end up in the top ten," added Tynes.

Resource materials are available at:

www.cufound.org/resources.htm



You Be The Judge!

Join the Credit Union College Scholarship Judges' Panel

- ✓ Ten essays or less to read & score
- ✓ All scoring instructions & tools provided
- ✓ Help young credit union members earn college scholarships!

Interested? Email your name, address & phone:
scholarship@cufound.org



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Improving Lives By Helping Credit Unions Serve Their Members & Communities

Your 2012 Charitable Gift Is Greatly Appreciated!

Recognition Levels	Chairman's Club	Leadership Circle	Benefactor	Donor
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Businesses & Organizations	\$1,000+	\$750 - \$999	\$500 - \$749	Up to \$500
Individuals	\$300+	\$200 - \$299	\$100 - \$199	Up to \$100

* Use the on-line Recognition Calculator at www.cufound.org/contribution.htm to easily calculate donor recognition levels

I am proud to be a sponsor of the Credit Union Foundation of MD & DC!

Enclosed is my deductible donation of: \$ _____

- Apply my gift:
- ☐ Where The Need Is Greatest
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 - ☐ Endowment Fund For The Future
 - ☐ CU Staff Training Scholarships
 - ☐ Small Credit Union Development Programs
 - ☐ Contact me about the Community Investment Fund
 - ☐ Contact me about the Giving Investment Fund Term CD

Mail to: **CU Foundation**
PO Box 190
Glenelg, MD 21737-0190



TURN THE KEY



Idea Exchange Pull-Out Section

Fall/Winter 2012

Serving Members + Boosting Auto Loans = Support For Financial Literacy Programs & Grants

Auto Sales Event Aims At Driving Loan Growth, Raising \$6,000 For Financial Education Programs

The Credit Union Foundation and Enterprise Car Sales are joining forces to provide credit unions with a means to serve their members, boost auto loan portfolios, and support financial literacy programs in Maryland and the District of Columbia.

The three-month event bundles quality used auto selections with extensive complimentary promotional materials to create guaranteed auto loan opportunities for participating credit unions. To increase their support for both credit unions and the Foundation, Enterprise is pledging a \$50 donation toward the Foundation's financial literacy grants and programs for every referred sale during the November through January event.

Highlights:

- Enterprise is offering a wide selection of late model autos of various makes and models to meet members' needs.
- Participating credit unions receive complimentary promotional materials including statement stuffers, handouts, posters, web graphics, digital signage, e-blasts, display cars, and hosted kickoff meetings to raise member awareness.

- Credit unions receive 100% of the generated auto loans for referred sales.
- Enterprise will donate \$50 per referred sale to help expand the Foundation's direct to credit union grants and expand the Millionaire's Club high school financial literacy program.
- In November and December members benefit from Enterprise's "Price Leader" offerings of specially selected autos at low no-haggle pricing.
- In January, all participating members will receive Kelley Blue Book® trade-in value on their vehicles plus \$500.

"The Foundation is pleased to partner with Enterprise Car Sales and participating credit unions to generate funds for financial literacy initiatives," noted Kyle Swisher, Foundation Executive Director. "We're working with credit unions to fund their individual financial education programs and to reach hundreds of students through new Millionaire's Clubs. This event will help generate loans for credit unions and create proceeds to help the Foundation expand our financial literacy efforts."

Continued on reverse

Members who purchase their vehicles during this special event will enjoy *"The Perfect Used Car Package"* offered by Enterprise that delivers a 12-month/12,000 mile limited powertrain warranty¹, a 7-day repurchase agreement¹, 12-month roadside assistance², free CARFAX[®] Vehicle History ReportTM, and more.

"The Foundation has cooperated with Enterprise to help credit unions and their members in the past," said Swisher. "We've held successful events over the years, but this is the first time we've designated the sales donations to a specific area and we're looking forward to broad credit union participation in support of important financial literacy efforts."

Proceeds Benefit Financial Literacy Efforts Like The Millionaire's Club

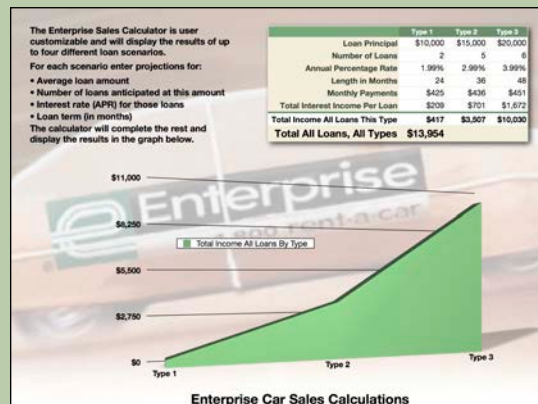


Credit unions are reaping benefits, too. "We've worked with Enterprise and the Foundation on similar programs in the past and have found this to be a productive way to grow our used auto loan portfolio," said GPO FCU's Marcia Dixon, whose \$33 million credit union generated 9 loans from a similar 2011 program. "The promotional materials are impressive, the auto selections are ample, and our members' responses have been positive."

In Baltimore, Destinations CU CEO Brian Vittek has an additional reason to support the event, "Destinations has benefitted from a Foundation grant in support of our community financial literacy efforts so we're very pleased to see this event offered and we plan to participate."

Do your own projections on loan & revenue growth !

Go to the Foundation's free Resource Page:
www.cufound.org/resources.htm
and download the projections calculator.



The three-month event runs through November, December, and January. The goal of the program is to generate 120 sales and produce \$6,000 in funding for financial literacy grants and programs while building participating credit unions' loan portfolios.

Credit unions need to enroll before September 31st, 2012.

For more information contact the Foundation at (443) 325-0771 or Lee Turner, Enterprise Car Sales - Baltimore, at (443) 506-4613 (email ltturner1@erac.com). In the DC Metro area contact Sue Kelley, (301) 674-1523 (email Suzanne.A.Kelley@erac.com).



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