

THE CREDIT UNION FOUNDATION MD|DC

Roycroft Masters

No-Cost Credit Union Advisory Service • Pre-Negotiated ALM Modeling



The Foundation's Roycroft Masters Program is designed for MD & DC-based credit unions with approximately \$100 million or less in assets. Roycroft Masters are recognized professionals who have been actively engaged in the credit union movement and who offer short-term assistance on a voluntary basis. There is no fee for credit unions to participate in the program.

Details

cufound.org/roycroft

(443) 325-0771

Credit Union Foundation MD|DC
PO Box 190
Glenelg, MD 21737

Participating credit unions receive:

- Initial on-site visit from a Roycroft Master
- Follow-up advice/mentoring via telephone or email
- Free access to LINX® WEB-based forum

Advisory concentrations include (but are not limited to):

- Preparing & responding to NCUA examinations
- Building your loan portfolio
- Starting new programs or services
- Compensation evaluations
- Marketing effectiveness

TURN KEY



Best Practices Pull-Out Section



Roycroft Masters Program Offers Emerging CUs The Benefit of Advice From Experienced Pros

Credit Unions with up to \$100 million in assets eligible for advisory sessions

The idea for a program to provide *gratis* professional advice, guidance, and coaching to emerging credit unions was proposed three years ago during the CU Foundation of MD & DC's annual year-end survey to local credit unions. The response, particularly from smaller credit unions, was overwhelmingly positive.

The effort, known as the "Roycroft Masters," aimed to pair emerging credit union leadership with former credit union professionals who had left day-to-day operations.

The roster of "Masters" includes Lindsay Alexander, former CEO, NIH FCU; Tim Carney, former CEO, SecurityPlus FCU; Debbie Connors, former CEO, Money One FCU; Cindy Prestandrea, former CEO, Prince George's Community FCU, and Margaret Burdette, former CEO, St. Agnes FCU.

Credit unions with assets of \$100 million or less may apply for the free advisory program. Once accepted and paired, the participating credit unions benefit from the experience, advice, and coaching provided by the Roycroft Masters. An initial on-site meeting at the credit union is

generally followed by further site visits, telephone contact, or other ongoing exchanges between the Roycroft Master advisors and credit union leadership.

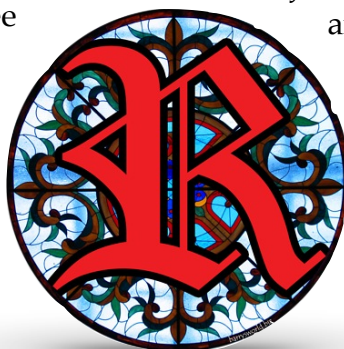
"Many credit unions can benefit from this free advisory service," said Foundation Chair Donald Tynes. "We are grateful for our initial Masters' volunteer involvement and we look to add more advisors to the program."

Advisory concentrations include:

- Building your loan portfolio
- Governance issues
- Evaluating new program or member services
- Preparing for an NCUA examination

The program is named for the late John Roycroft, who devoted his time and talents to the credit union movement for more than thirty years.

For information or to download an advisory request form:
cufound.org/leadership.htm



Q&A

ROYCROFT ADVISORS ANSWER ENGAGEMENT QUESTIONS

Why should a credit union professional use this program?



"All of us, at one time or another, find ourselves in need of a trusted advisor, a 'second set of eyes' or just a fresh perspective on a situation we're facing professionally. That's the concept behind the Roycroft Masters. You can receive the confidential advice of a peer who has probably faced the same situation you're facing."

Lindsay Alexander

What are the types of issues on which a Roycroft Master might advise?



"The active Masters are all former credit union CEOs, and as such we each bring some depth to the issues we feel comfortable addressing. We can help with governance issues, lending growth, building membership, evaluating a new program or service for members, and how best to prepare for a NCUA examination, for instance."

Tim Carney

What led you to volunteer yourself as a Roycroft Advisor?



"I served the credit union movement for more than thirty years. When I decided to retire, I wanted to continue to contribute to the movement and to former colleagues still in day-to-day management of credit unions. I feel the Roycroft Masters provides me the opportunity to do just that - to help the movement and to help my friends."

Debbie Connors

Why are all the Roycroft Masters former CEOs? Why not currently working Masters?



"When the Foundation first asked credit unions to evaluate the proposed advisory program one of the concerns of the smaller credit unions was that current CEOs, particularly CEOs at larger credit unions, might only want to talk merger. By recruiting Roycroft Masters from experienced but retired ranks, we hoped to address that concern."

Cindy Prestandrea

What advice would you give to a credit union professional considering the advisory program?



"Do it! The application process is very simple. Everything you need to get started is on the Foundation's website at www.cufound.org/leadership. We use the information provided to help make sure we select the right Roycroft Master who can best address your situation. All advisory sessions are held in confidence and best of all, it's free!"

Margaret Burdette