



CREDIT Union Lines

AIL CANADA

TOOLS AND RESOURCES FOR CREDIT UNIONS • MARCH 2010

THE BLUE PAPER of the Month

“THE IDEAL WAY TO SHOW YOU’RE NOT A BANK: END-OF-YEAR REBATES.”

End-of-the-year bonus dividends!

Why have they suddenly become the newest hot marketing tool?

There are three reasons:

■ Hundreds of Credit Unions, coast to coast, have found these rebates are a successful way to increase Member loyalty.

■ CUs have found that this is the ideal time to show Members and legislators how Credit Unions really are different from banks.

■ Successful CUs have recently developed a multitude of new ways to market these rebates for maximum increases in loyalty and exposure.

That’s why this month’s American Income Life *Blue Paper* is titled **“THE IDEAL WAY TO SHOW YOU’RE NOT A BANK: END-OF-YEAR REBATES.”**

This issue tells you what successful Credit Unions are doing and shows you some of the innovative marketing programs they are using. ♦

For your complimentary copy, just contact your AIL representative or call the AIL Credit Union Center at 800-278-6661.



Trends and Topics

CANADIAN CENTRAL LAUNCHES MENTORSHIP PROGRAM

This spring, Credit Union Central of Canada will launch its first National Mentorship Program



(NMP), a unique opportunity that will match system employees in senior positions with “high potential employees” in credit union system organizations across the country. The target for 2010 is 60 people: 30 mentors and 30 mentees.

Creation of the NMP follows a successful mentorship pilot program staged in 2008 with the involvement of the National Young Leaders Committee. The feedback from both mentors and mentees in the pilot program highlighted the value and benefits for both participants in the mentoring relationship. The 2010 program will run from April to October. A time commitment of two to four hours per month is required. Canadian Central is accepting applications for either of these roles until

March 15. ♦



Credit Union Central of Canada

continued on page 2

CU Trends and Topics

continued from front page

CONCENTRA PRESIDENT AND CEO APPOINTED

Wayne McLeod, Board Chair of Concentra Financial, announced that the Board of Directors has appointed Ken Kosolofski as President and CEO of Concentra Financial Services Association, effective April 1, 2010.

For the past two years, Kosolofski has served as Chief Financial Officer at SaskCentral. Prior to that, he held senior finance positions at CUETS Financial, Saskatchewan Association of Health Organizations (SAHO), and the City of Regina and Saskatchewan governments.

"I am very much looking forward to working within the national credit union



A Credit Union Company

system in my upcoming role at Concentra," Kosolofski said. "With the support of the exceptional people at Concentra, together we will continue to grow the value Concentra delivers to credit unions throughout Canada."

Concentra Financial is a credit union company and an integral part of the Canadian co-operative financial system. Through leadership and partnership, Concentra seeks to advance the credit union system. ♦

CANADIAN AND US CREDIT UNION LEADERS JOIN WOCCU CHINA INITIATIVE

Credit union leaders from Canada and the United States joined the World Council of Credit Unions in launching WOCCU's new development initiative with the People's Bank of China (PBC).

Led by Barry Jolette, WOCCU Second Vice Chairman, and Brian Branch, WOCCU Executive VP, the delegation met with top Chinese officials and visited rural credit cooperatives (RRCs) in China's poorest province.

Although China's financial sector has been liberalized in recent years, most of the 1.3 billion people there still lack access to basic financial services, particularly in rural areas. Located in some of the poorest regions, the more than 30,000 RRCs throughout China have great potential to provide affordable financial services to the underserved majority.

The WOCCU delegation conducted a seminar for PBC officials and met with officials from the China Banking Regulatory Commission in Beijing to explain credit

union financial management standards, governance principles and business system models. The team then travelled to China's poorest province, Guizhou, to visit RRCs and conducted a seminar on the credit union model for provincial RRC officials. During the visit, WOCCU and PBC officials established the framework for a memorandum of understanding to jointly develop credit union operational guidelines and a sector policy framework for credit unions in China. ♦



World Council of Credit Unions, Inc.

Serving the Community



ATLANTIC CREDIT UNIONS GIVE MORE THAN \$187,500 TO THE RED CROSS

Atlantic credit union member owners demonstrated their global concern and commitment to helping Haiti recover from the devastating earthquake with donations totaling

more than \$187,578.02 by February 12 — funds that are almost all eligible for federal government matching. The Canadian Red Cross was looking forward to putting the money to work on the ground in Haiti. ♦



Canadian Red Cross
Croix-Rouge canadienne

MONCTON AREA CREDIT UNIONS BRING DOWN HUNGER

The credit unions of Moncton and the surrounding area, along with C103 Radio, continued their efforts to "Bring Down Hunger — one foot at a time." For the second year in a row, midday radio announcer Tim Cormier was lifted in a crane 80 feet in the air. For every \$50 donated by the public, Tim was lowered one foot. He finally touched the ground after a little more than 12 hours, raising more than \$4,200 for Food Depot Alimentaire.



Advance Savings, OMISTA, and PSE Credit Unions made a five-year commitment to purchase a shelf in the Food Depot Alimentaire's Buy A Shelf campaign, and encouraged the local community to support the purchase of a second shelf through the Bring Down Hunger event. ♦



Comments? Suggestions? Questions?

Call the Credit Union Center Hotline:

1-800-278-6661