



**Upper Peninsula**  
CHAPTER OF CREDIT UNIONS

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## **68<sup>th</sup> ANNUAL MEETING**

**UPPER PENINSULA CHAPTER/MCUL**  
April 15, 16, & 17, 2016

**Island Resort and Casino**  
**Harris, MI**



AMERICA'S  
**CREDIT UNIONS™**

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## **UP Chapter of MCUL – Person of the Year Award**

**Dick Ketcik**

**Manistique Federal Credit Union**

Dick is a Charter Member and was on the first Board of Directors of Manistique Federal Credit Union when it was formed in 1967 by employees of Manistique Papers where he was an employee from 1955-1970. In 1996 he became Board President and in 2004 he moved into the Vice-President position.

Dick served in the US Army 1953-1955 and then later served in the National Guard for 22 years. He worked on getting the Manistique Armory building and served as First Sergeant.

After working at Manistique Papers, he was an agent for Metropolitan Life Insurance Company until his retirement in 1992.

Both during his career and after retirement he has been a valuable asset to the community. He was the Commander of the American Legion Post 83 for 10 years and an organizer of Memorial and Veterans Day programs.

A cancer survivor himself, he has been the President of the American Cancer Society of Schoolcraft County for 50 years. Dick helped organize the CBC fundraiser in 1968, serves as the American Cancer Society representative and was the 2007 CBC Honoree.

Dick has been a member of the Downtown Development Association of Manistique since its inception and is presently its Vice-Chairman. He was on the Zoning Board of Appeals until 2006 and is a past President. A member of the Independence Day Committee since it was reorganized about 20 years ago, he was the 4<sup>th</sup> of July parade Marshall in 2014. Dick is a past President and active member of the Schoolcraft County Fair Association, was named Schoolcraft County person of the year in 1995, Manistique FolkFest hero in 2006 and Thompson Township honoree in 2010 for his lifelong commitment to the community.

Dick is a member of the Lions Club in Manistique on the Board of Directors and is presently King Lion. He works on various projects including concession sales, yearly Christmas tree sales and reactivating the "Punt, Pass and Kick" program in 1995. He is a lifetime member of Elks Lodge #632 and previously worked with the Hoop Shoot program.

A past member of the Parish Council of St. Francis de Sales where he is an usher, he has also been a 3<sup>rd</sup> and 4<sup>th</sup> Degree member of the Knights of Columbus for 50 years and was Knight of the Year for the Manistique Council #2026 in 2000.

A sports enthusiast, Dick helped get the first Little League Field in Manistique constructed, is a past President of the Manistique Little League and was inducted into the Michigan District 10 Little League Hall of Fame. He works with the UPSSA Student Athlete Award, received the James Trethewey Distinguished Service Award from the UP Sportswriters and Sportscasters Association and has broadcast over 1200 Manistique sports games on WTIQ radio since 1992. In 2014 he was Inducted into the BCAM Hall of Honor by the Basketball Coaches Association of Michigan.

Dick has worked tirelessly to help others while being a loving husband and father. He married his wife Irene in 1954 and sadly lost her in December of 2015. He has two sons Jay and Gary, 3 grandchildren and 3 great grandchildren.

## CREDIT UNION PERSON OF THE YEAR

1987 Fred Terres	Negaunee Community Federal CU
1988 Patrick Ruecker	Marquette Catholic CU
1989 Robert Jensen	Great Lakes First Federal CU
1990 Neil Ahola	Gladstone Community Federal CU
1991 Helmer Mattson	Ishpeming Community Federal CU
1992 Nick Gerrish	Soo Co-op CU
1992 Robert Corey	Munising Community CU
1993 George Brunswick	Central Iron County CU
1994 Antonia Gardipee	Upper Peninsula State Employees CU
1994 Norman Marenger	Mead Associated Federal CU
1995 Verden Greenwood	Ishpeming Community Federal CU
1996 Basil Smith	Soo Co-op CU
1997 Clarence Larson	Delta County CU
1997 Forrest Ledy	Detour Drummond Community CU
1998 Diane Williams	Government & Railroad Employees FCU
2000 William (Bill) Charon	Great Lakes First Federal CU
2001 Gary Lark	Public Service Employees FCU
2002 Ann Clement	Marquette Catholic CU
2003 Emerson Kraft	Soo Co-op CU
2004 Yvonne Dorais	Marquette Catholic CU
2005 Daniel Hewitt	Soo Co-op CU
2006 Scott Jamieson	Marquette Catholic CU
2007 John Prokos	Northern United FCU
2008 Robert Devine	Norway Community CU
2009 Howard Haulotte	UP State CU
2010 David Wilson	Northern United FCU
2011 David Fry	Settlers FCU
2012 Joseph Bushey	Delta County CU
2013 Ron Nelson	Peninsula FCU
2014 Mark Canale	UP Catholic CU
2015 Tom Thoresen	Soo Co-op CU
2016 Dick Ketcik	Manistique Federal CU

## CREDIT UNION DISTINGUISHED SERVICE AWARD

1989 Richard Meissner	Delta County CU
1990 June Schomaker	Menominee County Federal CU
1991 Raymond Burge	Alpha Crystal Falls Community FCU
1992 Kay DeShambo	Public Services Employees Federal CU
1993 Rose Mary Sankovitch	Upper Peninsula State Employees CU
1995 Diane Williams	Government & Railroad Employees FCU
1996 Robert Kostka	Central Iron County CU
1997 Bruce Andrews	Upper Peninsula State Employees CU
2002 Patrick Ruecker	Marquette Catholic CU
2003 Lyn Veese	Great Lakes First FCU
2004 Jerry Bartnicki	Menominee County FCU
2005 Raymond Burge	Crystal Falls Community FCU
2007 Judy Terrien	CUNA Mutual Group
2008 Marilyn Harden	Baraga County FCU
2009 Karen Dahl	Northern United FCU
2011 John Greis	Peninsula FCU
2013 Pam Bottkol	Menominee County FCU
2015 Diane Moilanen	Settlers Federal CU

## 2015 FEDERAL PAC GOALS

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	Candy	Casual Days	Grand Raffle	Lapel Pin	Exempt Raffle	Other	CU Goal	Amount Raised	% of Goal Raised
Baraga County FCU	\$ 54.00	\$ 692.00	\$ 105.00	\$ -	\$ -	\$ -	\$ 377.14	\$ 851.00	225.65%
<b>Chatham Eben Co-op FCU</b>	<b>\$ 1,400.00</b>	<b>\$ -</b>	<b>\$ 95.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 117.61</b>	<b>\$ 1,495.00</b>	<b>1271.15%</b>
Chippewa Co CU	\$ 382.20	\$ -	\$ 455.00	\$ -	\$ -	\$ 35.00	\$ 292.81	\$ 872.20	297.87%
Delta County CU	\$ 840.60	\$ -	\$ 2,155.00	\$ -	\$ -	\$ -	\$ 849.38	\$ 2,995.60	352.68%
DeTour Drum Comm CU	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 154.71	\$ -	0.00%
Fed Empl of Chippewa Co CU	\$ 75.00	\$ -	\$ 190.00	\$ -	\$ -	\$ -	\$ 108.34	\$ 265.00	244.60%
Gogebic Co FCU	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 264.48	\$ 500.00	189.05%
Great Lakes 1st FCU	\$ 671.74	\$ -	\$ 3,495.00	\$ -	\$ -	\$ -	\$ 676.77	\$ 4,166.74	615.68%
Integra First FCU	\$ -	\$ -	\$ 370.00	\$ -	\$ -	\$ -	\$ 723.29	\$ 370.00	51.16%
Iron Mtn Kingsford Co FCU	\$ -	\$ -	\$ 375.00	\$ -	\$ -	\$ 18.00	\$ 860.10	\$ 393.00	45.69%
Lake Superior CU	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 88.42	\$ -	0.00%
Limestone FCU	\$ 119.30	\$ -	\$ 430.00	\$ -	\$ -	\$ -	\$ 299.28	\$ 549.30	183.54%
Manistique FCU	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 239.83	\$ -	0.00%
Marq Comm FCU	\$ 780.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 709.34	\$ 780.00	109.96%
Menominee Area CU	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 108.41	\$ -	0.00%
Michigan Tech Empl FCU	\$ 200.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 576.99	\$ 200.00	34.66%
Northern United FCU	\$ 60.00	\$ -	\$ 140.00	\$ -	\$ -	\$ -	\$ 224.59	\$ 200.00	89.05%
Peninsula FCU	\$ 1,500.00	\$ -	\$ 335.00	\$ -	\$ -	\$ -	\$ 764.77	\$ 1,835.00	239.94%
Rock Co. FCU	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 90.65	\$ -	0.00%
Settlers FCU	\$ 276.73	\$ -	\$ 240.00	\$ -	\$ -	\$ -	\$ 234.87	\$ 516.73	220.01%
Soo Co-op CU	\$ 1,427.50	\$ -	\$ 530.00	\$ -	\$ -	\$ -	\$ 1,780.00	\$ 1,957.50	109.97%
Tahquamenon Area CU	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 494.03	\$ -	0.00%
Torch Lake FCU	\$ -	\$ -	\$ 85.00	\$ -	\$ -	\$ -	\$ 160.03	\$ 85.00	53.12%
TruNorth FCU	\$ -	\$ -	\$ 470.00	\$ -	\$ -	\$ -	\$ 1,078.14	\$ 470.00	43.59%
U.P. Catholic CU	\$ 1,000.00	\$ -	\$ 1,130.00	\$ -	\$ 10.00	\$ -	\$ 818.69	\$ 2,140.00	261.39%
U.P. State CU	\$ 436.60	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 457.37	\$ 436.60	95.46%
Upper Michigan Comm CU	\$ 256.00	\$ -	\$ 370.00	\$ -	\$ -	\$ -	\$ 324.01	\$ 626.00	193.20%
<b>UP CHAPTER TOTALS</b>	<b>\$ 9,979.67</b>	<b>\$ 692.00</b>	<b>\$ 10,970.00</b>	<b>\$ -</b>	<b>\$ 2,015.00</b>	<b>\$ 53.00</b>	<b>\$ 12,874.05</b>	<b>\$ 23,709.67</b>	
<b>Golf Outing</b>								<b>\$ 798.00</b>	
								<b>\$ 24,507.67</b>	

## 2015 STATE PAC GOALS

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Credit Union	Candy	Casual Days	Grand Raffle	Lapel Pin	Exempt Raffle	Other	CU Goal	Amount Raised	% of Goal Raised
Baraga County FCU	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 188.57	\$ -	0.00%
Chatham Eben Co-op FCU	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 58.81	\$ -	0.00%
Chippewa Co CU	\$ -	\$ -	\$ -	\$ 405.00	\$ -	\$ -	\$ 146.40	\$ 405.00	276.64%
Delta County CU	\$ -	\$ -	\$ -	\$ 960.00	\$ -	\$ -	\$ 424.69	\$ 960.00	226.05%
DeTour Drum Comm CU	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 77.35	\$ -	0.00%
Fed Empl of Chippewa Co CU	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 54.17	\$ -	0.00%
Gogebic Co FCU	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 132.24	\$ -	0.00%
Great Lakes 1st FCU	\$ -	\$ 94.00	\$ -	\$ 155.00	\$ -	\$ -	\$ 338.39	\$ 249.00	73.58%
Integra First FCU	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 361.64	\$ -	0.00%
Iron Mtn Kingsford Co FCU	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 430.05	\$ -	0.00%
Lake Superior CU	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 44.21	\$ -	0.00%
Limestone FCU	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 149.64	\$ -	0.00%
Manistique FCU	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 119.91	\$ -	0.00%
Marq Comm FCU	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 354.67	\$ -	0.00%
Menominee Area CU	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 54.21	\$ -	0.00%
Michigan Tech Empl FCU	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 288.50	\$ -	0.00%
Northern United FCU	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 112.29	\$ -	0.00%
Peninsula FCU	\$ 50.00	\$ -	\$ -	\$ 1,245.48	\$ -	\$ -	\$ 382.38	\$ 1,295.48	338.79%
Rock Co. FCU	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 45.33	\$ -	0.00%
<b>Settlers FCU</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 425.00</b>	<b>\$ -</b>	<b>\$ 26.02</b>	<b>\$ 117.43</b>	<b>\$ 451.02</b>	<b>384.08%</b>
Soo Co-op CU	\$ -	\$ -	\$ -	\$ 1,076.13	\$ -	\$ -	\$ 890.00	\$ 1,076.13	120.91%
Tahquamenon Area CU	\$ -	\$ -	\$ -	\$ 125.00	\$ -	\$ -	\$ 247.01	\$ 125.00	50.61%
Torch Lake FCU	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 80.01	\$ -	0.00%
TruNorth FCU	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 539.07	\$ -	0.00%
U.P. Catholic CU	\$ -	\$ -	\$ -	\$ 630.00	\$ -	\$ -	\$ 409.34	\$ 630.00	153.91%
U.P. State CU	\$ -	\$ -	\$ -	\$ 60.00	\$ -	\$ -	\$ 228.68	\$ 60.00	26.24%
Upper Michigan Comm CU	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 162.00	\$ -	0.00%
<b>UP CHAPTER TOTALS</b>	<b>\$ 50.00</b>	<b>\$ 94.00</b>	<b>\$ -</b>	<b>\$ 5,081.61</b>	<b>\$ -</b>	<b>\$ 26.02</b>	<b>\$ 6,436.99</b>	<b>\$ 5,251.63</b>	

**Upper Peninsula Chapter MCUL  
68<sup>th</sup> Annual Meeting  
April 16, 2016 9:30 a.m.  
Island Resort and Casino, Harris, MI**

**AGENDA**

- I. CALL TO ORDER – SALUTE TO THE FLAG
- II. ROLL CALL

<b>UP Chapter 2016 Voting Report</b>	
<b>Credit Union</b>	<b>Votes</b>
Baraga County FCU – L’Anse	7
Chatham Eben Co-op FCU – Chatham	4
Chippewa County CU – Sault Ste Marie	6
Delta County CU – Escanaba	9
Detour Drummond Community CU – Drummond Island	4
Federal Employee of Chippewa Co CU – Sault Ste Marie	4
Gogebic County FCU – Bessemer	6
Great Lakes First FCU – Escanaba	8
Integra First FCU – Powers	8
Iron Mountain Kingsford Community FCU - Kingsford	9
Lake Superior CU – Ontonagon	3
Limestone FCU – Manistique	6
Manistique FCU – Manistique	5
Marquette Community FCU – Marquette	8
Menominee Area CU – Menominee	3
Michigan Tech Employees FCU – Houghton	8
Northern United FCU – Escanaba	5
Peninsula FCU – Escanaba	8
Rock Community FCU – Rock	3
Settlers Federal CU – Bruce Crossing	5
Soo Co-op CU – Sault Ste Marie	10
Tahquamenon Area CU – Newberry	7
Torch Lake FCU – Larium	4
TruNorth FCU – Ishpeming	9
U.P. Catholic CU – Marquette	9
U.P. State CU – Escanaba	7
Upper Michigan Community CU – Munising	6
<b>27 Credit Unions</b>	<b>Total Votes</b>
	<b>171</b>

Executive Committee:

Connie Toensing, District IV Director  
 Jim Veneskey, Alternate District IV Director  
 Diane Moilanen, Chairperson  
 Rick Gatiss, Vice Chairman

Lynda Ellis, Secretary  
Ray Theoret, Treasurer  
Chris Ison  
Brenda Lippens  
Tom Blake

Other Committees:

Ray Theoret, Budget Committee Chairperson  
George Isola, Marketing Committee Chairperson  
Tom Blake, Audit Committee Chairperson  
Brenda Lippens, Education Committee Chairperson  
Rick Gatiss, Golf Committee Chairperson  
Connie Toensing, Annual Meeting Committee Co-Chairperson  
Darcy McLean, Annual Meeting Committee Co-Chairperson  
David Black, Nominating Committee Chairperson  
Sara Cottle, Governmental Affairs Representative  
Darcy McLean, Events Committee  
Darl McLean, MCUL League Representative  
Jackie Ellisor, Website Coordinator, Chairperson

III. MINUTES

1. Board of Representatives Meeting: April 18, 2015 – (pg. 8-10)

IV. ELECTIONS

V. REPORTS

1. League District Director – (pg.11-12)
2. Chapter Chairperson – (pg.13)
3. Chapter Treasurer – (pg.14-17)
4. Budget Committee – (pg.18)
5. Marketing Committee – (pg.19)
6. Audit Committee – (pg.20 )
7. Education Committee – (pg.21)
8. Golf Committee – (pg.22-23)
9. Annual Meeting Committee – (pg.24)
10. Nominating Committee – (pg.25-26)
11. Governmental Affairs – (pg.27)
12. CUNA Mutual Group – (pg.28-30)

VI. OLD BUSINESS

VII. NEW BUSINESS

1. Guest Speakers
2. CU Person of the Year Award (Pg.1)
3. U.P. MCUL Chapter Federal MCULLAF PAC Award (Pg.4)
4. U.P. MCUL Chapter State MCULLAF PAC Award (Pg.5)
5. Credit Union Anniversaries
6. Other Awards

VIII. MOTION TO ADJOURN





# Upper Peninsula

## CHAPTER OF CREDIT UNIONS

U. P. CHAPTER BOARD OF REPRESENTATIVES MEETING  
April 18, 2015  
Island Resort and Casino, Harris, MI

I. CALL TO ORDER:

Chapter Chairperson, Diane Moilanen, called the meeting to order at 9:30 a.m.

II. ROLL CALL:

Secretary Lynda Ellis called roll:

Connie Toensing, District IV Director  
Jim Veneskey, Alternate District IV Director  
Diane Moilanen, Chapter Chairperson  
Rick Gatiss, Vice Chairperson  
Lynda Ellis, Secretary  
Ray Theoret, Treasurer  
Tom Blake  
Brenda Lippens  
Chris Ison

Other Committees:

Sara Cottle, Government Affairs Rep  
Tom Blake, Audit Committee Chairperson  
Ray Theoret, Budget Committee Chairperson  
Erik Bessonon, Nominating Committee Chairperson - Absent  
Connie Toensing, Annual Meeting Committee Co-Chairperson  
George Isola, Marketing Committee Chairperson  
Brenda Lippens, Education Committee Chairperson  
Rick Gatiss, Golf Committee Chairperson  
Darl Mclean, MCUL League Representative  
Darcy McLean, Events Committee & Annual Meeting Committee Co-Chairperson  
Jackie Ellisor, Website Coordinator Chairperson - Absent

Lynda Ellis called the roll and reported a quorum was present with 161 votes.

III. MINUTES OF THE PREVIOUS MEETINGS:

The minutes of the April 26, 2014 Board of Representatives meeting were presented. Motion to approve the minutes was made by Tom Thoresen and the motion was supported by Jodi Jaeger, motion carried.

IV. ELECTIONS:

Nominating Committee Chairman: Erik Bessonon was absent. David Black presented the following nominations:

1. Chapter Executive Committee: Nominees: Tom Blake, Rick Gatiss, Ron Lauren, Brenda Lippens, Darcy McLean, and Diane Moilanen. There were no nominations from the floor. There were 6 nominees and 4 to be elected therefore a ballot vote did take place. Upon completion of the counting of the ballots it was deemed Tom Blake, Rick Gatiss, Brenda Lippens, and Diane Moilanen were the voted candidates. A motion was made to destroy the ballots by Scott Jamieson of UP Catholic CU. Motion was supported by John Provos of Manistique FCU, motion carried.
2. Delegate to MCUL Annual Meeting: Nominee: George Isola, there was one position to be elected with one nominee and no nominations from the floor. A ballot vote did not take place. A motion was made by Mike Mikulich to appoint the above nominee to a one year term for Delegate to the MCUL Annual Meeting. Motion was supported by Judy Pomeroy, motion carried.
3. Alternate Delegate to MCUL Annual Meeting Nominee: Diane Moilanen, there was one position to be elected with one nominee and no nominations from the floor. A ballot vote did not take place. A motion was made by Dick Gunther to appoint the above nominee to a one year term as Alternate Delegate to MCUL Annual Meeting. Motion was supported by Paul Martin, motion carried.
4. District IV MCUL Alternate Director: Nominee: Jim Veneskey, there was one position to be elected and one nominee, and no nominations from the floor. A ballot vote did not take place. A motion was made by Dick Gunther to appoint the above nominee to a two year term as District IV MCUL Alternate Director. Motion was supported by Keith Maranger, motion carried.

## V. Reports

1. League District Director: Connie Toensing presented a Joint MCUL/Directors Annual Report. MCUL is poised for a busy year in 2015 as we examine our operations with an eye on reinvention. We're looking at every facet of both organizations for ways to better serve you, our members. While we take on that effort, we continue to rely on our guiding principles – Vision, Focus, Communication and Support – to provide a framework to provide real value to our members and customers. Connie also recognized Limestone Credit Union as the MCUL Credit Union of the year.
2. Chapter Chairperson: Diane Moilanen presented her written report. The Chapter held numerous education events during 2014. Our Golf Committee raised/donated \$5,000.00 for the Beacon House. The U.P. Chapter of the MCUL consists of over 16,450 square miles in the Upper Peninsula of Michigan. Our conferences, our U.P. Chapter website (<http://up.mcul.org>), our U.P. Chapter Email List Serve, and today's technology, all help to keep the credit unions in the U.P. a close knit group. Diane announced her retirement, as CEO, in 2015 and thanked everyone for allowing her to serve on the Executive Committee, the Committee for electing her as Chapter Chair, and the Chapter Committees for all their hard work.
3. Chapter Treasurer's Report: Ray Theoret presented his written report. Ray mentioned the change to our fiscal year to December starting in 2014. Current Balances are as follows: Executive Committee - \$2,240.66, Education Committee - \$8,202.40, Annual Meeting Committee - \$9,259.21, Golf Committee - \$2,271.56, Legislative funds Committee - \$976.46, Making a total balance of \$22,950.29. Ray asked if there were any questions from the floor. There were no questions.
4. Budget Committee Report: Ray Theoret presented his written proposed budget for the fiscal year ending 2015, which includes an increase to the Chapter dues from .0026 to .0028. A motion to approve the budget was made by Mike Mikulich and supported by Tom Thoresen, motion carried.
5. Marketing Committee Report: George Isola: George presented his written report. George discussed the Marquette, Menominee, and Gogebic DMA credit unions contributed \$60,373.00 and matching funds from the MCUL and CU Solutions Group made the total funds raised \$130,576.00 in 2014. The CU Difference media ad ran from April 21st to December. He informed the group that like any effective legislative advocacy program, successful branding requires a strong, sustained effort. To accomplish this, credit union leaders must continue to recognize brand campaign investments as voluntary supplemental dues assessments, rather than a marketing expenditure. It's about protecting the credit union difference – today, tomorrow and well into the future.
6. Audit Committee: A report by Tom Blake was reviewed. Tom stated that an audit was completed on February 6, 2015 at the UP State Credit Union in Escanaba Michigan. It is the Committee's opinion that the Chapter's financial statements and records accurately reflect the Chapter's financial activity and current position for the period audited.
7. Education Committee: Brenda Lippens referred to her written report. She discussed the past years education events and stated that training is already lined up for 2015 by partnering with the Michigan Credit Union League and CU Solutions Group. She stated the education committee has a goal of hosting at least 3 education events per year and in this past year they exceeded their goal. Brenda also requested that if anyone has any suggestions or recommendations for any educational seminar to please contact the Education Committee.
8. Golf Committee: Rick Gatiss presented his written report. He stated the 2015 golf outing will be held on August 27th at the Terrace Bluff in Gladstone. Rick announced the 2014 charity funds were donated to the Beacon House in the amount of \$5,000.00. He recognized the sponsors for their continued support and generosity.
9. Annual Meeting Committee: Connie Toensing presented her written report. The 2014 Annual meeting was held at the Kewadin Convention Center in Sault Ste. Marie, MI. For the third year all registrations are channeled through the UP Chapter website. The 2014 Vendor trade show was very successful and the annual meeting committee will continue to handle the registration and set up of vendor night. The Executive Committee has approved the 2016 Annual Meeting to be held at the Island Resort and Casino. Enjoy the weekend and complete the evaluation forms. We value the comments that we have the power to change.
10. Nominating Committee: Erik Bessonon, Chairperson was absent, his written report was included in the program
11. Governmental Affairs: Sara Cottle presented her written report. One Legislative breakfast and two Legislative luncheons were held in the U.P. with 66 C.U. delegates in attendance from U.P. and Blue Ox Chapters. In attendance at all or some of these events were Congressman, Dan Benishek, State Rep. Scott Dianda, State Rep. Frank Foster, State Senator Howard Walker, State Rep. Wayne Schmidt, State Senator Tom Casperson, and State Rep. John Kivela. 2014 Legislative Raffles at Chapter events saw a total donated to MCULLF of \$1,836.00 throughout the year. In 2014, U.P. credit union's raised \$10,125.44 with candy sales. Sara mentioned ways to get your CU more involved in PAC fundraising. She also explained the FEC's "One-Third Rule" and MCULLAF Fundraising.
12. CUNA Mutual Group: CUNA Mutual supplied a written report for review.

## VI. OLD BUSINESS

- a. None

VII. NEW BUSINESS:

a. Guest Speakers

Dave Adams: Dave discussed the actions the league is taking to work on the various credit union legislative issues that could affect credit unions. He thanked the Chapter Executive Committee and all the credit unions for their efforts and for supporting the Michigan Credit Union League.

b. CU Person of the Year Award: Brenda Lippens presented Tom Thoresen from Soo Co-op Credit Union a plaque/gift honoring him as "UP Chapter Person of the Year 2015".

c. CU Distinguished Service Award: Brenda Lippens presented Diane Moilanen from Settlers Federal Credit Union a plaque/gift honoring her as "UP Chapter Distinguished Service Award for the Year 2015".

d. Credit Union Anniversaries: None

e. An award was presented by Sara Cottle to Norway Community Credit Union for raising 1010% of their fund-raising goal for the U.P. MCUL Chapter Federal PAC, the award was accepted by Ray Theoret.

f. An award was presented by Sara Cottle to Delta County Credit Union for raising 315% of their fund-raising goal for the U.P. MCUL Chapter State PAC, the award was accepted by Brenda Lippens.

Chairperson Diane Moilanen requested a motion to adjourn. Motion was made by Bob Barr and supported by Dennis Cook, motion carried. Meeting Adjourned at 11:00 a.m.

Respectfully submitted,

Lynda Ellis  
Chapter Secretary



**JOINT MCUL/DIRECTORS ANNUAL REPORT**  
**February 2016**

From Connie Toensing, MCUL Director  
David Adams, President & CEO, MCUL & Affiliates

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MCUL & Affiliates is looking at another busy year in 2016, building on our past successes and examining our operations for future reinvention to identify ways to better serve our members. We continue to rely on our four pillars of success - Removing Barriers, Promoting the CU Difference, Providing Solutions for Service Excellence and Delivering Comprehensive Compliance Solutions - to provide a robust value proposition to Michigan credit unions. Our members recognize this, demonstrated by our 99% affiliation rate in 2015, which we are on target to meet in 2016. This is a testament to our top-tier service coupled with the lowest membership fees of any league in the country.

**ROBUST VALUE PROPOSITION**

MCUL's ability to provide tremendous value for a minimum fee is made possible thanks to the success of our business unit, CU Solutions Group (CUSG). CUSG's strong performance is fueled by core solutions designed to enhance a credit union's financial performance and their ability to serve their members efficiently. Last year CUSG was able to increase the league's capitalization from \$59.6 million to \$62.2 million. No other league is capitalized at more than \$17 million.

Since 2000, MCUL has made a commitment to generate subsidiary income, allowing it to reduce the base fee structure, then provide 50 percent rebates. In 2015, Michigan credit unions paid \$605,394 dues, representing just nine percent of the league operating budget. Going forward, we are pleased to offer our members a permanent 50 percent reduction in membership fees simply by supporting our CU Link cooperative advertising campaign.

Additionally, CUSG's strong financial performance allowed MCUL to recognize \$5.4 million of CUSG's \$8.1 million net income by way of its 67% ownership stake, as well as pay an annual dividend of \$2.3 million, which represents a strong investment return.

CUSG's marketing partners allowed MCULSC to:

- Provide \$1 million in matching funds to the CU Link Campaign
- Provide \$600,000 in supplemental advertising to promote Michigan CU initiatives in Michigan
- Provide a contribution of \$350,000 to ASFM

As has been the case for many years, MCUL continues to be a value leader by:

- Supporting cooperative advertising with more than \$300,000 for production and \$2 million for additional media buying power
- Providing customized research for Michigan credit unions
- Providing the annual Community Reinvestment Report, which we give to lawmakers to demonstrate the depth of credit unions' commitment to Michigan
- Providing League InfoSight free to all affiliated credit unions
- Supporting Save to Win, which helps credit union members learn good financial habits with the chance to win prizes
- Contributing to the Michigan Credit Union Foundation
- Supporting Money Smart Week in April and other financial education initiatives

**FOUR PILLARS OF SUCCESS**

A closer look at our four pillars reveals many other successes MCUL enjoyed in 2015 as well as our expectations for 2016.

**REMOVING BARRIERS** | MCUL continues to partner with CUNA on a wide variety of advocacy initiatives. As always, results matter and our advocacy team is focused on getting traction on our legislative and regulatory priorities. At the state level, our primary focus continues to be updating the Michigan Credit Union Act. By marshaling our grassroots network across Michigan and through countless meetings with public officials, we passed the State House with overwhelming bipartisan support, and we are now well positioned to move through the state Senate and then head to the Governor's desk for signature.

At the federal level, through direct credit union outreach and comment letters from Michigan credit unions, we were able to help shape NCUA's revised Risk-Based Capital proposal. The final rule was issued in October 2015, with significant adjustments based on feedback received through the comment process. MCUL is also anxiously awaiting a final rule from the NCUA regarding changes to Member Business Lending. Thanks in part to letters from the MCUL and CUNA in support of the agency's proposed changes, we expect to see a reduction in undue burdens credit unions face when issuing business loans. Additionally, we supported proposed rules to ease restrictions on a federal credit union's ability to provide services to anyone eligible and open strategic options for membership expansions.

Advocacy fundraising in 2015:

- Our Government Affairs staff hosted 27 legislative and chapter events, including legislative breakfasts, events such as the MCUL GAC in Lansing and the CUNA GAC in Washington.
- Our state and federal PACs had successful years with the state PAC raising \$159,320 and the federal PAC raising \$344,825. This money is critical to our efforts to support candidates who support credit union principles.
- We also raised \$142,866 for A Stronger Financial Michigan, our issue advocacy fund.

PROMOTING THE CU DIFFERENCE | In the summer of 2015, we rolled out our CU Link campaign, earlier than ever before, in order to allow our credit unions to consider their support selections during their annual senior management and board planning meetings. We shared a teaser of the new campaign at our Annual Convention and Exposition. The 2016 "Steps" campaign emotionally connects consumers to Michigan credit unions by focusing on all of the "steps" we take in life - milestones like buying a car, getting married, starting a family and that important step of joining a Michigan credit union. Additionally, we've focused our sights on the Millennial demographic through creative media buys and digital tracking.

In 2015, CU Solutions Group launched Share the Love, which highlights how credit unions give back to their communities. These short films were shared to inspire random acts of kindness and give back to charities that are near and dear to credit unions and members. This successful campaign awarded \$105,000 to credit union-selected charities, and we are excited to expand upon this success in 2016.

PROVIDING SOLUTIONS FOR SERVICE EXCELLENCE | CU Solutions Group provides a whole host of products and services like membership enhancements, HR performance, technology, marketing, and lending and operations that are tailored to the unique needs of credit unions. But CUSG also continues to innovate with our member discounts program, Love My Credit Union Rewards, as well as a variety of important applications, including ComplySight, Compease, Performance Pro, and Policy Pro. We are also hard at work developing ways to support the operational needs of your credit unions with new programs such as Planning Pro, Governance Pro, and Recovery Pro.

The solutions MCUL & Affiliates provide doesn't stop with products. Our education events are second to none. This last year, we looked to reengineer our annual convention to make the event one you wouldn't soon forget. The Michigan Society of Association Executives recognized this by honoring MCUL with its most prestigious honor—the Diamond Award. Our Annual Convention and Exposition is one area where you can see firsthand how seriously we view the reinvention process. And we invite you to join us in Detroit this June for an all new AC&E.

DELIVERING COMPREHENSIVE COMPLIANCE SOLUTIONS | In response to the tremendous impact the growing compliance burden has had on our industry in the last decade, MCUL continues to roll out an array of compliance solutions designed to help credit unions handle modern regulatory hurdles. Compliance tools such as League InfoSight, PolicyPro, ComplySight, Credit Union Vendor Management Services, and our all new product-led compliance consulting were all created in response to credit unions' demand and need for better, more comprehensive compliance solutions. Most credit unions don't have the resources to stay on top of an evolving slate of regulatory requirements, but services like these give our institutions the tools to do that no matter how big or small the credit union is.

At MCUL & Affiliates, we are here to serve you. And as we continue to travel the road to reinvention, we are always seeking input from stakeholders, like you, to help us do even better. We're eager to hear your ideas, and we thank you for your continued support.

Connie Toensing  
MCUL Director



David Adams  
President & CEO  
Michigan Credit Union League & Affiliates

## CHAPTER CHAIR REPORT

In 2000 when I became CEO of Settlers Federal Credit Union, there were 40 credit unions that had its main headquarters located in the Upper Peninsula (U.P.). Today, there are only 27. That's thirteen (13) less credit unions in a 15 year time span. Scary.

All 27 existing U.P. credit unions belong to the Michigan Credit Union League (MCUL), which is one of the most influential, affluent Leagues in the entire nation. Geographically, the Upper Peninsula Chapter is the largest of the MCUL's 15 Chapters. Although the U.P. covers over 16,450 square miles, we are a close-knit group as evidenced by our U.P. Chapter Annual meeting. In 2015, 550 people attended our UP Chapter Annual meeting which is larger than many state League annual meetings.

At our Annual meeting you elect the members of the Executive Committee. The Committee and sub-committees are here to represent and help you and your credit union. The Executive Committee meets several times a year to address the needs and concerns of U.P. credit unions.

We host a golf outing, Managers Conference and several educational events every year. In 2015, our golf outing raised \$5,000.00 for the Northwoods Airlifeline. It's a fun event where you don't need to be a good golfer, you just need to want to have fun while helping a worthy cause. We hope all U.P. credit unions donate to our golf outing: cash, silent auction items, door prizes--all welcomed. This year's outing will be August 25 at the Terrace Bluffs, Gladstone.

Our Managers Conference was held on Mackinac Island. This an event for senior management to learn and network. A fun, educational experience where families are welcomed. The Managers Conference will be on August 3-5, 2016 on Mackinac Island.

Our Education Committee provided us with numerous opportunities to learn and interact. The webinars are great, but the opportunities to attend a conference and interact with other credit unions is priceless as you are able to learn more than what was presented—you get to network and learn from your peers.

In 2017 our Annual meeting will once again be held at the Island Resort and Casino on April 7-9, 2016. A determination for 2018's meeting has not been made.

Please visit our Chapter website: <http://up.mcul.org>. We try to provide a vast array of information on the site, including important announcements of what's happening in the U.P. Chapter and its individual credit unions.

Thank you for giving me the opportunity to serve on the U.P. Executive Committee. I would also like to thank the Executive Committee for electing me as the Chapter Chair.

Respectively submitted

Diane M Moilanen, Chapter Chair

# **UPPER PENINSULA CHAPTER**

## **MICHIGAN CREDIT UNION LEAGUE**

### **ACCOUNT BALANCE**

**December 31, 2015**

	<b>Balance <u>Forward</u></b>	<b>Net Change <u>YTD</u></b>	<b>Current <u>Balance</u></b>
Executive Committee	\$2,240.66	\$648.07	\$2,888.73
Education Committee	\$8,202.40	-\$2,219.37	\$5,983.03
Annual Meeting Committee	\$9,259.21	-\$4,290.25	\$4,968.96
Golf Committee	\$2,271.56	\$1,215.08	\$3,486.64
Legislative Funds	\$976.46	\$166.47	\$1,142.93
		<b>Total</b>	<b><u><u>\$18,470.29</u></u></b>

# UPPER PENINSULA CHAPTER

## MICHIGAN CREDIT UNION LEAGUE

### EXECUTIVE COMMITTEE

December 31, 2015

<b>Income</b>	<b><u>Budget</u></b>	<b><u>Actual</u></b>
Chapter Contributions	\$9,595.00	\$9,088.00
Chapter golf outing	\$0.00	\$0.00
Proceeds Legislative Luncheon	\$0.00	\$0.00
Dividends	\$25.00	\$14.86
League Sub	\$900.00	\$900.00
Yooper Bars	\$0.00	\$0.00
Total Income	<u>\$10,520.00</u>	<u>\$10,002.86</u>
<b>Expense</b>		
AC&E Silent Auction	\$0.00	\$0.00
Chapter Contributions Distributed	\$0.00	\$0.00
Chapter Golf Outing	\$0.00	\$0.00
Chapter Volunteer Leaders Conf.	\$0.00	\$0.00
Credit Union Week Contest	\$1,400.00	\$1,400.00
Development Committee Expense	\$0.00	\$0.00
Development Seminars	\$0.00	\$0.00
Executive Committee Expense	\$3,920.00	\$5,558.87
Nominating/Budget/Gratuities	\$0.00	\$0.00
League Delegation Funding	\$2,400.00	\$958.66
Legislative Committee Expense	\$1,800.00	\$437.26
Legislative Luncheon Expense	\$0.00	\$0.00
Scholarships	\$1,000.00	\$1,000.00
Total Expenses	<u>\$10,520.00</u>	<u>\$9,354.79</u>
<b>Net Change</b>	<u>\$0.00</u>	<u>\$648.07</u>
Balance Forward		\$2,240.66
Net Change YTD		\$648.07
Balance		\$2,888.73



# **UPPER PENINSULA CHAPTER**

## **MICHIGAN CREDIT UNION LEAGUE**

### **EDUCATION COMMITTEE**

**December 31, 2015**

<b>Income</b>	<u><b>YTD</b></u>
Manager's Conf. Reg.	\$11,560.00
Mortgage Compliance Reg.	\$0.00
Sponsors Mgr's Conference 2014	\$0.00
	\$0.00
	\$0.00
Misc.	
Total Income	<u><u>\$11,560.00</u></u>
<b>Expense</b>	
Education Committee Meeting	\$0.00
Lunch Education	\$0.00
Mgr Conf 2015 speaker expenses	\$2,754.31
Island House Mgr Conf billing	\$5,306.35
Gifts Mgr. Conf	\$339.20
Yankee Rebel Mgr Conf. down pay	\$200.00
Yankee Rebel Mgr Conf. billing	\$4,063.26
Island House mgr conf down pay	\$500.00
Down pay Island House 2016	\$500.00
Mgr Conf. Printing	\$116.25
	\$0.00
	\$0.00
	\$0.00
	\$0.00
	\$0.00
Total Expense	<u><u>\$13,779.37</u></u>
<b>Net Change</b>	<u><u>-\$2,219.37</u></u>
Balance Forward	\$8,202.40
Net Change YTD	-\$2,219.37
Balance	\$5,983.03

# UPPER PENINSULA CHAPTER

## MICHIGAN CREDIT UNION LEAGUE

### ANNUAL MEETING COMMITTEE

December 31, 2015

<b>Income</b>	<b><u>YTD</u></b>
Dividends	
Reservations For Annual Meeting	\$33,570.00
Sponsors	\$0.00
Vendors Night Proceeds	\$21,600.00
	\$0.00
<b>Total Income</b>	<b><u><u>\$55,170.00</u></u></b>
<b>Expense</b>	
Convention Center Billing	\$32,767.44
Vendor Show Island Billing	\$18,447.00
Committee Expense	\$2,881.26
Vendor Show Expense	\$120.48
Other	\$263.94
Best Dressed to Charity	\$400.00
Evaluation sheet winner	\$50.00
Supplies and Decorations	\$108.00
Printing Packets	\$420.03
Speaker	\$2,500.00
Taylor weddings (photos)	\$500.00
Speaker Expenses	\$752.10
Taylor weddings down pay 2016	\$250.00
	\$0.00
<b>Total Expense</b>	<b><u><u>\$59,460.25</u></u></b>
<b>Net Change</b>	<b><u><u>-\$4,290.25</u></u></b>
Balance Forward	\$9,259.21
Net Change YTD	-\$4,290.25
Balance	\$4,968.96

**UPPER PENINSULA CHAPTER**

**MCUL**

**PROPOSED BUDGET**

**FISCAL YEAR ENDING DECEMBER 31, 2016**

**Revenues:**

Chapter Dues (See Schedule #1)		\$9,578
Dividends		\$25
League Subsidy		\$900
		\$0
	<b>Total Revenues</b>	<u><u>\$10,503</u></u>

**Expenditures:**

General Fund:			
	Delegate Funding	\$2,400	
	Executive Committee	\$4,203	
	Legislative Action	\$1,500	
	Scholarship Committee	\$1,000	
	Chapter Leaders Institute	\$0	
	Nominating, Budget & Gratuity	\$0	
	Credit Union Week Contest	\$1,400	
	Transfer to Contingency Fund	<u>\$0</u>	
	Subtotal		\$10,503
		<b>Total Expenditures</b>	<u><u>\$10,503</u></u>

**Schedule #1 (Chapter Dues)**

	Credit Unions' Gross Income for 2015	\$64,757,987	
	Dues Factor	<u>0.00028</u>	
	Gross Dues		\$18,132
	Less Dues Over Cap		<u>\$8,554</u>
	<b>Chapter Dues</b>		<u><u>\$9,578</u></u>

**Respectfully Submitted By:**

Ray Theoret

# Marketing Committee, 2015 Report

Committee Members:

Chairperson/George Isola, Karen Dahl, Rick Gattis, Steve Smith, Ray Theoret.

In the Marquette, Menominee and Gogebic Designated Marketing Areas (DMA) 17 credit unions contributed a total of \$61,622. Matching funds from the MCUL and additional funding from CU Solutions Group provided for the remainder of this media buy.

The CU Difference media buy ran March 23 – December as follows:

Television	Targeting adults 25-54
Radio	Marquette WJPD, WKQS, WMQT, WUPK, WUPT, WUPZ
Radio	Alger County WRUP
Radio	Baraga County WCUP
Radio	Delta County WDBC, WGLQ, WYKX
Radio	Dickinson County WZNL
Radio	Gogebic County WHRY, WIMI, WJMS, WUPM
Radio	Menominee County WHYB, WIMK, WJNR, WLST, WOBZ
Radio	Ontonagon County WUPY
Radio	Schoolcraft County WRPP
Radio	Pandora age 18-34
Paid Search	Google/Yahoo, Bing, etc with link to <a href="http://culinkmichigan.com">culinkmichigan.com</a>
Social Media	Facebook and Twitter targeting younger demographic
Digital Display	Local Websites
Marketing Kits	Sent to all participating credit unions
Marketing Incentives	Participating credit unions receive marketing money back if they support the campaign in their local advertising efforts.

Like any effective legislative advocacy program, successful branding requires a strong, sustained effort. To accomplish this, credit union leaders must continue to recognize brand campaign investments as voluntary supplemental dues assessments, rather than a marketing expenditure. It's about protecting the credit union difference – today, tomorrow and well into the future.

The Marketing Committee thanks you for your support of cooperative advertising.

---

George Isola  
Marketing Committee Chair

# **UP Credit Union Chapter Audit Committee Report**

On February 12, 2016, the UP Credit Union Chapter Audit Committee performed their annual audit of the Chapter's financial records for the 2015 calendar year at the UP State Credit Union location in Escanaba.

This audit involved a review of the following:

- Chapter's financial statements
- Chapter's credit union account statements
- Periodic account reconciliations
- Disbursements and supporting documentation
- Receipts and supporting documentation

It is the Committee's opinion that the Chapter's financial statements and records accurately reflect the Chapter's financial activity and current position for the period audited.

Chapter Treasurer, Ray Theoret does a great job every year maintaining the financial records for the Chapter. The Audit Committee would like to commend Ray for his work and thank him for the assistance he provided during the audit.

Respectfully Submitted,

Tom Blake, U.P. Catholic Credit Union

## **Educational Committee Report**

The Educational Committee organizes educational conferences throughout the year based on the various compliance, regulatory and recommendations of our credit unions. We work with our League and speakers from across the country to determine how we can best meet the educational needs of our credit unions.

It is our goal to have a minimum of three educational events each year. In 2015, the committee helped to organize the following educational events:

- CFPB Checkup – April 30<sup>th</sup> at Island Resort & Casino
- UP Compliance Conference – June 18<sup>th</sup> in Marquette
- Frontline Fraud Training – July 7<sup>th</sup> in Ishpeming
- IRA Essentials & Beyond – October 6 & 7<sup>th</sup> in Marquette
- Mortgage Loan Originator Training – October 8<sup>th</sup> in Ishpeming

The 2015 Manager's Conference was held August 5-7 on Mackinac Island. Stacie VanDenBerghe was our speaker and focused on finding ways to say "Yes" to our members with service.

We already have training lined up for 2016 by partnering with the Michigan Credit Union League & CU Solutions Group for sessions this spring/summer. Compliance with the ever-changing regulations will continue to be a hot topic this year.

The 2016 Manager's Conference will be August 3-5<sup>th</sup> and will be back on Mackinac Island.

If anyone has any suggestions or recommendations for any educational seminar, please contact the Education Committee.

Brenda Lippens, Educational Committee Chair  
Darl McLean

## Golf Committee Report

Committee members: Rick Gatiss, Karen Dahl, and Erik Bessonon

Golf Event: 2015 U.P. Chapter of Credit Unions – 7<sup>TH</sup> Annual Charity Golf Scramble  
Date Held: Thursday, August 27, 2015  
Where: Terrace Bluff Golf and Country Club  
Named Charity: Northwoods Airlifeline

The golf outing was well attended with 128 representatives from Upper Peninsula area credit unions and sponsors.

The Silent Auction will continue as it helps us maximize our fundraising revenue. We also want to thank Debbie Edwardson, Peninsula Federal CU, for her support of the event. She made a lot of phone calls on our behalf and was able to garner additional donations and door prizes.

The committee presented a \$5,000 check to Teresa Louys, Executive Director of Northwoods Airlifeline on Tuesday, October 13, 2015 at Northern United Federal Credit Union. Northwoods Airlifeline is a non-profit organization of volunteers that includes community members and pilots from Michigan's Upper Peninsula and northeast Wisconsin who donate their time and aircraft to help patients and their families with urgent medical needs for services not found locally. Since founding in 1989, over 2800 missions have been flown with destinations such as Lower Michigan, Minnesota, Wisconsin and Illinois, all at no cost to the individuals.

The golf committee will meet in the next few weeks to begin preparations for this year's event. The committee has not yet determined a named charity. However, several executive committee members thought it would be great to financially support Hospice Care programs across the U.P.

Last, but not least, the golf committee would like to recognize the following sponsors for their continued support and generosity:

### Diamond Sponsors

Associated Bank	Dan Miller
CU Companies	Dan Lynch
CUNA Mutual Group	Kevin Long/Keven Treece/Josh Koeppe
CU Solutions Group	Steve Willis/Darl McLean
FISERV	Jeff Givens/Pete Boisseneau

### Ruby Sponsors

Alloya Corporate FCU	Melinda Spada
CUES	Gerriann Dolfen
Data Financial	Tom Larson
First Data	Joe Buse
Harland Clarke	Andy Hanson
Heber Fuger Wendin Investment Advisors	Eric Orłowsky
Lasco	Dennis VanLandschoot
Mortgage Center	Keri Marentette/Laura Cipielweski
Nitro Mobile Solutions	Brenda Morales
Trans America Life	Brent Nivens

Opal Sponsors

CU Answers  
CU Cooperative Systems, Inc.  
CUES  
CU24  
Delta Abstract and Title  
Member Driven Technologies  
O’Dea, Nordeen and Burink, P.C.  
Redrock Information Security

Julie Gessner  
Jackie Pervine  
Gerriann Dolfen  
Lauren Giannini  
Gina Davidson  
Matt Baaki  
Bill Nordeen  
Joseph Couture

Some of the above named sponsors will be available during our Vendor’s Night. Please take the time to thank them for their continued support of our Chapter events.

Finally, I would like to send a big “THANK YOU” to all the golf participants. We could not have hosted this important event and financially supported our named charity without your continued support! And,

**Remember to Mark Your Calendar**

The 2016 8<sup>th</sup> Annual Charity Golf Scramble will be held Thursday, August 25<sup>th</sup>, 2016 at the Terrace Bluff Golf & Country Club, Gladstone, MI.

Please feel free to contact me should you have any questions. I can be reached at 906-387-3839 or via email at [rgatiss@umccu.org](mailto:rgatiss@umccu.org).

Respectfully Submitted,  
Rick Gatiss



## Annual Meeting Committee

May 19, 2015

### Recap of UP Chapter Annual Meeting

The annual meeting was held at the Island Resort and Casino on April 17, 18, 19, 2015.

Overall the weekend was good, with some bumps in the weekend, some being known to the attendees and others not. The Island Convention staff is wonderful to work with and we continually heard throughout the weekend "what do you need?" "I'll take care of it".

The Island managers have been made aware of the major bumps, and have apologized for the errors. Some major errors were:

- The staffing outside of the convention center area (bars and restaurants) were not adequate for the number of attendees
- Inadequate space for some meeting topics
- Inadequate microphone/speaker set ups
- Banquet Seating was messed up for some attendees

A breakdown of the receipts and expenditures should be ready by meeting time and will be handed out then.

I believe Darcy and I have a good handle on the ups and downs of our weekend event and we have the summary of the evaluations from the attendees, as well as our own notes of concerns and likes, to work from next year.

Submitted by: Co-Chair Connie Toensing

**UPPER PENINSULA CHAPTER/DISTRICT IV  
ANNUAL MEETING AND NOMINATIONS NOTICE**

January 20, 2016

In accordance with bylaws of the Michigan Credit Union League, notice is hereby given that the Upper Peninsula Chapter/District IV Annual Business Meeting will be held at 9:30 a.m. at the Island Resort and Casino Convention Center on April 16, 2016.

Nominations are being accepted for the following positions:

- Three (3) members of the Chapter Executive Committee
- One (1) Delegate to the Michigan Credit Union League (MCUL) Annual Meeting
- One (1) Alternate Delegate to the Michigan Credit Union League (MCUL) Annual Meeting
- One (1) MCUL District IV League Director

A nominating committee has been appointed to consider and present nominations.

Diane Moilanen, Chapter Chairperson

**NOMINATING COMMITTEE CHAIRPERSON**

David Black, Chairperson  
Michigan Tech Employees Federal Credit Union  
700 E Sharon Ave  
Houghton, MI 49931

Email: [david.black@mtefcu.org](mailto:david.black@mtefcu.org)

Phone: (906) 482-5005

Fax: (906) 482-2451

Deadline for submission of nominations to be included in the Nominating Committee Report is **March 11, 2016**. Please submit your nomination in writing on the enclosed form along with a brief bio for each person nominated. Nominations from the floor will also be in order.

\*\*\*\*\*

**ELIGIBILITY REQUIREMENTS:**

All members of the Executive Committee (MCUL Bylaws, Article IX, Section 8(B)) must each hold a position with a chapter member credit union of director, credit or supervisory committee member (or a member of a committee consisting of members of the credit union that performs basically the same services as those performed by a credit or supervisory committee), or employee.

The Chapter Delegates and Alternate Delegate (MCUL Bylaws, Article VI, Section 4) must be members of the Chapter Board of Representatives, on which corporate representatives and League individual members must serve.

To be eligible to serve as League Director or Alternate Director, an individual must be (1) a member of and (2) a director, credit committee or supervisory committee member, manager or senior management employee who reports directly to the manager of a credit union that is a League member in good standing and that is affiliated with a chapter in the district that such person seeks to represent.

\*\*\*\*\*

# 2016 NOMINATION REPORT

## DISTRICT IV/UPPER PENINSULA CHAPTER OF CREDIT UNIONS

### Report of Nominating Committee

The persons nominated to be on the Chapter Executive Committee, the Delegate and Alternate Delegate to the MCUL Annual Meeting, and the District IV League Director are as follows:

For **CHAPTER EXECUTIVE COMMITTEE** - Two Year Term - Three to be elected. **Vote for three (3).**

- |                                     |               |                     |
|-------------------------------------|---------------|---------------------|
| 1) Lynda Ellis ( <i>Incumbent</i> ) | President/CEO | Soo Co-op CU        |
| 2) Chris Ison ( <i>Incumbent</i> )  | CEO           | Tahquamenon Area CU |
| 3) Ronald Lauren                    | President     | Honor CU            |
| 4) Darcy McLean                     | COO           | U.P. State CU       |
| 5) Ray Theoret ( <i>Incumbent</i> ) | CEO           | U.P. State CU       |

For **DELEGATE TO THE MCUL ANNUAL MEETING** - One Year Term - One to be elected. **Vote for one (1).**

- |                |         |                                    |
|----------------|---------|------------------------------------|
| 1) David Black | EVP/COO | Michigan Tech Employees Federal CU |
|----------------|---------|------------------------------------|

For **ALTERNATE DELEGATE TO THE MCUL ANNUAL MEETING** - One Year Term - One to be elected. **Vote for one (1).**

- |                 |               |                     |
|-----------------|---------------|---------------------|
| 1) George Isola | President/CEO | TruNorth Federal CU |
|-----------------|---------------|---------------------|

For **MCUL DISTRICT IV LEAGUE DIRECTOR** – Two Year Term – One to be elected. **Vote for one (1).**

- |   |     |                    |
|---|-----|--------------------|
| 1) Connie Toensing ( <i>Incumbent</i> ) | CEO | Chippewa County CU |
|---|-----|--------------------|

### **ELIGIBILITY REQUIREMENTS:**

All members of the Executive Committee (MCUL Bylaws, Article IX, Section 8(B)) must each hold a position with a chapter member credit union of director, credit or supervisory committee member (or a member of a committee consisting of members of the credit union that performs basically the same services as those performed by a credit or supervisory committee), or employee. The above sentence notwithstanding, however, an employee of a credit union in a particular chapter, that actually works in a branch facility of that credit union that is located within another chapter, may be eligible for election to the position of an additional member of the executive committee of the chapter within which the branch facility is located, provided that the affected employee may not hold the position of chairperson, vice-chairperson(s), secretary, treasurer, or AC&E delegate (or alternate delegate)

The Chapter Delegates and Alternate Delegate (MCUL Bylaws, Article VI, Section 4) must be members of the Chapter Board of Representatives, on which corporate representatives and League individual members must serve.

To be eligible to serve as League Director or Alternate Director, an individual must be (1) a member of and (2) a director, credit committee or supervisory committee member, manager or senior management employee who reports directly to the manager of a credit union that is a League member in good standing and that is affiliated with a chapter in the district that such person seeks to represent.

Respectfully Submitted, David Black, Nominating Committee Chairperson

2015 UP Chapter Legislative Report  
Submitted by: Sara Cottle

### **Fundraising**

2015 was another good year for UP credit unions as we surpassed our overall fundraising goals for the Federal PAC at 190% and almost reached our State PAC goals with just over 81%.

Along with individual credit union fundraising efforts, we hosted a variety of fundraising activities throughout the year that raised a total of \$2,803.00. These activities included:

- The annual meeting raffle
- UP Manager's conference bean bag toss tournament
- UP Chapter annual golf scramble raffle

Keep up the good work!

### **Luncheons**

Each year we attempt to schedule at least two legislative breakfasts or luncheons in locations that will accommodate the most credit unions. This year we scheduled two luncheons, one in St. Ignace on March 27<sup>th</sup> and one in Escanaba on June 22<sup>nd</sup>. We had a great turnout in Escanaba in June with over 30 credit union representatives coming together to visit with Senator Casperson. Unfortunately, we were forced to cancel the event in St. Ignace due to low attendance.

Please remember that we speak louder in numbers. All members of your organization are welcome to attend our legislative meetings. Generally the meetings are very low cost (many times just the cost of your meal) and we try to keep them less than two hours. Even if you don't speak directly to a lawmaker while you're at a luncheon, your presence is necessary for us to conduct the meeting and be able to educate them on our issues. If we have to cancel the meeting because of low attendance, we lose the conversation altogether.

Many times our lawmakers don't know much about the finance department and need educational reminders. It is all of our responsibility to keep conversations about credit unions in the forefront of our lawmakers minds so they may make informed decisions when voting on issues that matter to our bottom line.

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# CUNA Mutual Group Report

## Q1 2016



Common Purpose. Uncommon Commitment.

### CUNA Mutual Group Posts Strong 2015 Results

CUNA Mutual Group announced strong 2015 operating results in February, which the company said will create additional momentum to help invest in products and services that help make credit unions the best financial alternative for consumers.

CUNA Mutual Group's total revenue rose to \$3.1 billion in 2015, with growth in its core strategic business units up 5.5 percent for the year<sup>1</sup>. The company's TruStage<sup>®</sup> life, health, auto, and home insurance products and programs as well as Wealth Management retail annuities led the growth.

"CUNA Mutual Group is financially strong and growing, and our investments will be channeled in the direction of our customers and the marketplace," said Robert N. Trunzo, CUNA Mutual Group president and CEO. "It's clear we're in an industry of shifting consumer decision-making, so using our resources to align with the shifting needs of the marketplace and our customers remains our top priority."

### 2015: The Year at a Glance

- 125,411 Total Claims Paid<sup>1</sup>
- "A" (Excellent) A.M. Best Rating<sup>2</sup>
- #1 in year-over-year U.S. annuity sales growth<sup>\*3</sup>
- 98% Litigation Win Rate<sup>1</sup>
- Employees raised over \$500K for local charities<sup>1</sup>
- Over \$1.4M donated to local charities<sup>1</sup>
- Protecting nearly \$900B credit unions assets with Credit Union Protection products<sup>1</sup>
- Over 2,500 registrants for the Online Discovery Conference<sup>1</sup>

### Risk Management Webinars Announced

To help credit unions protect themselves from increasingly diverse risks, CUNA Mutual Group will deliver a series of nine live webinars throughout 2016, focused on risk management.

The events are exclusively available at no cost to CUNA Mutual Group Fidelity Bond policyholders and will cover everything from cybersecurity to the risks associated with business growth.

"Our risk management expertise is one of our most valued and recognized resources for helping safeguard credit unions and differentiate CUNA Mutual Group from other fidelity bond providers," said Theran Colwell, Director of Credit Union Protection Risk Management. "These webinars offer actionable insights on relevant topics in a very time-efficient manner."

For more information, including times, synopses and registration information, visit [cunamutual.com/cuprotectionwebinars](http://cunamutual.com/cuprotectionwebinars).

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## #CUGiveBack Funding Now Available for Finance Education Events

In November 2015, CUNA Mutual Group launched its [#CUGiveBack](#) campaign – a social media effort, encouraging credit unions, their members and partners to share pictures of people giving back to the communities they serve.

For every picture shared with the hashtag #CUGiveBack, the National Credit Union Foundation (The Foundation) would receive a \$5 donation to help fund [Financial Reality Fairs](#) – events run in partnership with leagues, credit unions and local high schools.

The Foundation is currently looking for 20 events to receive some funding to support their fair and unique access to the [Thrive 'n' Shine phone app](#), designed to keep young people engaged and excited about financial education. Credit unions interested should contact Christopher Morris ([cmorris@ncuf.coop](mailto:cmorris@ncuf.coop)) at The Foundation.

The fairs challenge teenagers to manage their finances in real life scenarios, providing vital financial tools and guidance in the process.

“Financial Reality Fairs are, more often than not, a very eye-opening experience for the young people involved,” said Gigi Hyland, Executive Director at The Foundation.

“They tend to be on the verge of high school graduation, preparing themselves for life in the workforce or college and for many, this is the first time they’ve given thought to the financial realities of their choices.

“For the leagues and credit unions, it’s an opportunity to strengthen relationships with their local communities and help the next generation of members build a stronger financial future.”

## New loanliner.com® Dashboard Launched to Track Loan Growth

As part of a \$150 million investment in improvements to lending products, CUNA Mutual Group’s [loanliner.com](#)® is launching a number of enhancements in February 2016, making it easier for credit unions to discuss loan protection with members at the point of application and track the flow of applications coming from loanliner.com.

On Tuesday, Feb. 2, a new product dashboard allows credit unions to track and monitor the value of the applications coming into the business via loanliner.com. The easy-to-use platform also measures a credit union’s loan application volume against other credit unions using the system.

In addition, the updated ‘Protection That Matters’ section of the online loan application has shorter, clearer language and offers multiple formats, allowing members to read the loan protection information the way they learn best. Further enhancements are scheduled for later in the year as CUNA Mutual Group continues its efforts to deliver more simplified, integrated products and systems.

Steve Hoke, Director for Product Management, said the enhancements were indicative of the organization’s drive to deliver products and services that make better use of data to meet credit unions’ needs.

“Throughout 2016, we’ll continue to invest in products such as these, and develop and deliver new products that integrate better with credit union systems and make the ultimate member experience an easy one,” Hoke said.

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## BenefitsForYou.com Enhancements Live

CUNA Mutual Group's retirement planning website, [BenefitsForYou.com](http://BenefitsForYou.com) is now optimized for mobile devices and tablets.

RetireOnTarget®, the tool participants use to help make planning decisions, is also newly enhanced. Rather than emphasizing asset accumulation, the tool now takes a more practical approach by helping participants determine whether they will truly replace their paycheck in retirement.

*RetiredOnTarget* is a new section, featuring resources to help those over the age of 55 shift their focus from saving for retirement to preparing for and living in retirement. These include online classes, videos, articles and calculators designed specifically for near-retirees.

"We focus on creating a complete platform of communication, guidance and investments that help hardworking Americans achieve a financially secure retirement," said Paul Chong, Senior Vice President, CUNA Mutual Retirement Solutions. "Many workers struggle with this, and we want to increase their odds by giving plan participants the information they need to make good decisions in a straightforward, understandable way."

## New Design for [cunamutual.com](http://cunamutual.com)

Credit unions accessing their accounts via [cunamutual.com](http://cunamutual.com) should now enjoy smoother navigation and easier access to the areas you need.

The site will also now operate better on mobile devices and tablets following the first of a series of improvements to the site planned for the coming year.

1 source: internal CUNA Mutual Group Reports

2 source: A.M. Best

3 source: LIMRA Secure Retirement Institute, U.S. Individual Annuity Participants' Report, Q3 2015

\* Figure accurate through September 2015

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# 2016 Vendors

## **Gold Sponsor**

**Cuna Mutual Group**

## **Silver Sponsor**

**MCUL**

## **Copper Sponsor**

Alloya Corporate FCU

Co-op Financial Services

Salus Group

Strategic Income Solutions

## **Additional Sponsors**

Allied Solutions

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Checks for Less

Cherry Creek Financial

Colortech of WI, Inc.

Corporate Central CU

CU\*Answers

CU Direct

CU24

Data Financial Inc.

FSC Corp.

Garceau Insurance Agency

Harland Clarke

Heber Fuger Wendin, Investment Advisors

MSHDA

Mortgage Center

Multi-Bank Securities, Inc.

Neighborhood Mortgage Solutions

Redrock Information Security, LLC

Sage Direct

SWBC

Weltman, Weinberg, & Reis Co., LPA