



# Upper Peninsula

## CHAPTER OF CREDIT UNIONS

### U. P. CHAPTER EXECUTIVE MEETING

February 9, 2012 9:30 a.m. EST  
Island Resort and Casino  
Harris, Michigan

#### I. CALL TO ORDER:

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

#### II. ROLL CALL:

Present were:

Diane Moilanen	Pam Bottkol	Wayne Johnson
Connie Toensing	Michele Freeman	Darl McLean
George Isola	Bruce Andrews	Rick Gatiss
Brenda Lippens	Ray Theoret	

Guest: Darcy McLean

Absent: None

#### III. MINUTES OF THE PREVIOUS MEETINGS:

October 13, 2011 Regular Meeting Minutes: Motion was made by George Isola to accept the minutes, supported by Wayne Johnson, motion carried.

#### IV. Correspondence:

A thank you card was received from the Gatiss family for the flowers the committee sent.

#### V. Reports:

##### a. League Director: George Isola:

- Dave Adams held a luncheon in Marquette on February 2, 2012. This meeting was for Dave to discuss current regulatory issues and to inform credit unions of CU Link, a new shared branch branding that the league is working on.
- Collection efforts are underway for the C.U. Difference Campaign. The league will give an incentive to credit unions that contribute their fair share. Credit unions will be able to receive marketing materials for free up to the dollar amount they contributed, but only if they contribute their full fair share.
- The league is working on collaborative efforts with the Illinois League. The goal will be to get the two for profit sections working together.
- The 2012 AC&E will be held July 11 – 15, 2012 in Traverse City.

##### b. Chapter Chair: Diane Moilanen

- Diane discussed the Leadership Teleconference/Webinar that was presented by Dave Adams on January 31, 2012. A few of the topics were; the possibility of a merger with the Illinois League, the encouragement of shared branching, and the leagues focus on business lending.
- Diane also attended the Luncheon with Dave Adams on February 2, 2012 and she shared her thoughts pertaining to the CU Link and the regulatory issues which Dave discussed.

- On our website we have a challenge to all our chapters' credit unions on the PAC Fundraising. Awards will be given out to the top state and federal PAC fundraisers at the U.P. Chapter annual business meeting on April 21, 2012.
  - Please continue to monitor the website for possible errors and changes. We are trying to stay on top of it but we need help to ensure we catch everything.
  - Diane informed the committee that Pam Bottkol will not be running for the executive committee in April because Pam is planning on retiring before her term would be complete. There will be an open seat at the meeting come April. Please encourage people to run for election.
- c. Treasurer: Ray Theoret
- Ray submitted a written report for review.
  - The executive committee balance was \$5,096.04 and total committee balance as of February 6, 2012 was \$51,632.66. The balance was higher than normal due to the bills that are still outstanding for the Rex Johnson School of Lending conference we just completed hosting.
  - Rick Gatiss made a request to add a new line item for the golf committee within the executive committee balance sheet so that we can accurately reflect the funds set aside for the golf committee.
  - Wayne Johnson made a motion to add the golf committee line item to the executive committee balance sheet and to accept the treasurers report as stated, seconded by Michele Freeman, motion carried.
- d. League Consultant: Darl McLean
- Darl reminded the committee members that the league is offering free webinars on various products and he encourages everyone to take a look at them.
  - The \$100,000.00 Save to Win presentation will be showing on the CBS morning show.
  - Darl thanked everyone for their contributions to the C.U. Difference Campaign and he strongly encourages everyone to make their full share contributions so that they can take advantage of the cost savings on marketing materials.
  - Darl will be working with Diane and Erik on revamping the nomination forms for the coming annual meeting.
  - Darl supplied the executive committee with a new education quick sheet that includes all the updated information.
- e. Education: Pam Bottkol
- On October 20, 2011 MCUL will be presented "Strengthening Members Financial Health: Effective Financial Education and Counseling Practices" at U.P. State Credit Union in Escanaba Michigan.
  - The Lending Conference that took place February 6, 7, & 8, 2012 had 48 attendees.
  - The 2012 Managers Conference will be held August 1, 2, & 3, 2012 on Mackinac Island. Brenda Lippens is working with various hotels to setup accommodations.
  - Cuna Mutual has requested to plan a training session for Cyber Crime and Liability Risk. Details and dates are not available.
- f. Golf Committee: Rick Gatiss
- The 2012 Golf Outing will be held on Thursday, August 23, 2012 at the Terrace Bluffs.
- g. Marketing: George Isola
- U.P. dues for marketing will be coming out soon. The Marketing Committee will be researching the possibility of increasing these dues.

- h. Annual Meeting: Connie Toensing
- Connie and Darcy met with the Kewadin convention staff to discuss the upcoming annual meeting in April 2012. Past issues were discussed and a plan of action was set to alleviate these problems.
  - The theme for the 2012 meeting is roaring 20's.
  - Ed Swanson from the Rex Johnson School of Lending would like to be a speaker at our 2013 annual meeting. The Annual Committee meeting will be taking this into consideration when they are deciding on speakers for 2013.
  - Changes have been made to the registration forms for the 2012 meeting. Everyone is encouraged to use the new form when registering.
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- i. Audit Committee: Brenda Lippens
- No report available at this time.
- j. Budget: Ray Theoret
- No report available at this time.
- k. Legislative: Bruce Andrews discussed:
- Bruce will be inviting various legislatures to speak at the U.P. MCUL Chapter Annual Business Meeting on April 21, 2012. They will be limited to elected officials and not candidate hopefuls.
  - Candy bar orders exceeded \$25,000.00 for 2011. Bruce requests that all credit unions push the candy bar sales.

#### **VI. Committee Meeting Invites**

- None

#### **VII. Old Business:**

- 2013 Annual Meeting – The executive committee toured the Island Resort and Casino Convention Center before the executive committee meeting on February 9, 2012.
  - The executive committee met with the department manager from the convention center, food and beverage, and lodging to ensure that the resort staff and facility are able to handle a group of our size and to be able to at least match or exceed our current service from the Kewadin. Upon completion of the meeting all committee members felt positive and were in agreement that the Island Resort and Casino will be able to adequately handle our annual meeting.
  - The 2013 meeting will be held on April 18 - 20, 2013 at the Island Resort and Casino.
  - Due to the limited lodging we will place vendors at the Evergreen Inn and credit union attendees at the Island Resort. The combined availability of rooms with the resort and Evergreen Inn will be 340 rooms.
  - The handling of the vendors will be on the annual meeting committee. We will need to increase our committee by at least 2 people to ensure we have enough people to handle the additional work.
  - The 2014 annual meeting will be scheduled back at the Kewadin in Sault Ste Marie. Where the meeting will be held after 2014 will be decided after the completion of the 2013 meeting at the Island Resort and Casino.

#### **VIII. New Business**

- C.U. Person of the Year – We received one nomination form for the C.U. Person of the Year. Pam Bottkol made a motion to nominate Joe Bushey for

the 2012 U.P. person of the Year, seconded by Michele Freeman, motion carried.

- Flowers from Executive Committee – Executive Committee policy was reviewed pertaining to who the committee will send flowers too in case of illness or death. The committee will only send flowers to current CEO's and Executive Committee Members and people within their household. We will send cards to others to show our concern and condolences. Connie Toensing made a motion for the executive committee to reimburse Diane Moilanen for the expense of flowers which were sent to the Gatiss family. Motion was seconded by Ray Theoret, motion carried.
- U.P. PAC Challenge – Michele Freeman will be placing an order for the award plaques that will be handed out at the annual meeting.

**IX. ADJOURNMENT:**

- a. On a motion by Brenda Lippens and a second by Pam Bottkol, the meeting adjourned at 1:00 p.m.

The next meeting will be held on April 21, 2012 after the Annual Business meeting at the Kewadin in Sault Ste Marie.

Respectfully submitted,

Michele Freeman  
Chapter Secretary