



Upper Peninsula

CHAPTER OF CREDIT UNIONS

U.P. Chapter Executive Meeting

October 10, 2012
Island Resort Conference Room
Harris, Michigan

I. Call to Order:

Chapter Chairperson, Diane Moilanen, called the meeting to order at 1:00 PM.

II. Roll Call:

Present were:

Executive Committee:

Diane Moilanen	Connie Toensing	Ray Theoret	Rick Gatiss
Brenda Lippens	Chris Ison	Darl McLean	Michele Freeman
Wayne Johnson			

Committee Chairs:

Pam Bottkol	Sara Cottle	Jim Vanesky
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Absent: George Isola

III. Minutes of the Previous Meetings:

May 15, 2012, Regular Meeting Minutes: Motion was made by Brenda and supported by Rick to accept the minutes. Motion carried.

IV. Correspondences:

MCUL is now offering CU Policy Pro to the credit unions that are members for free.

V. Reports:

a. League Director: Connie Toensing

- Questions were as of Connie regarding the lawsuit taking place at MCUL. Connie informed the group that the league attorneys are taking care of the situation and that it is all being handled.
- The strategic planning report for MCUL has not been finalized as of October 10th.
- MCUL is giving to the credit unions that are members of the league use of CU Policy Pro.

- Connie requested information from the committee pertaining to what they would like to have her accomplish and participate in at the league level with her new position as league director.

b. Chapter Chair: Diane Moilanen

- Diane reported that she attended the Executive Summit and it that the content was lacking. She still learned beneficial information and brought information back to her credit union and to assist the chapter committee.
- Diane informed the committee that she is one of 11 people from across the country that is on the Select Council for Cuna Mutual. Some of the information she learned from the annual meeting is:
 1. Average age of a CU member is 47
 2. Peek borrowing age is 25 to 44
 3. 66% of consumers ages 18-44 own smart phones
 4. 18-24 = 17.4%; 25-34 = 27.4%; 35-44 = 21.5%
 5. Ages 18-24 make up just 9% of our membership nationwide
 6. Gen Y has not yet started to take out loans, etc
 7. Gen Y is larger than the baby boomers
 8. Cuna Mutual has a mobile loan application (which in the future will be able to scan a VIN #, give the value, approve remotely, issue insurance remotely and let the member drive off the lot with a loan from you)
 9. CFPB is scarier than we thought as they have the right to make the rules, interrupt the rules, and enforce (penalize, etc) the rules.

Interesting facts

 - a. Check out CFPB compliant section to see what they will be focusing on next
 - b. CFPB cannot put something into practice until they have responded to every comment it receives
 10. 60% of bankruptcies are associated with health care
 11. 70% of consumers get an auto quote on life on line
 12. 83% buy or research on line for insurances
 13. The decision to purchase a vehicle is actually made before going to the dealership
 14. TruStage – Cuna Mutual’s new insurance program
 - a. focuses on a 35 year old family but is fall ages
 - b. It cannot to your home page for members to get a quote for life, auto, home, AD&D, Medicare, and Long Term care. In the future it will also have income annuities, align lifestyles, etc.
 15. you can now “Opt In” to have your policies on line
 16. Over \$1 Billion in Smart Phone loans (average age is 31)
- Notice was received by Bruce Andrews stating that he will no longer be our Legislative Representative and that Sara Cottle is assuming his role. Bruce will remain involved with the candy sales. Michele will purchase a gift certificate

and card for Bruce to show him our committee's appreciation for everything he has accomplished for us.

- Diane supplied the executive committee with a complete listing of volunteers for the various committees.

c. Treasurer: Ray Theoret

- Ray submitted a written report for review.
- The executive committee balance was \$7078.89 and total committee balance as of August 31, 2012 was \$19,459.57.
- Wayne made a motion to separate the Golf Committee funds from the general funds on the treasurer's balance sheets. Motion was seconded by Ron, motion carried.

d. League Consultant: Darl McLean

- Policy Pro, product of CU Solutions Group, will be now be offered and provided to MCUL member credit unions free as part of MCUL Membership. Credit unions should be getting a notification with the sign-up link soon. The product and service will be the same as for those credit unions already using the product. They will transition to the free product with no loss or change to data.
- The CRI Survey is only 12 questions this year. Please take time to complete ASAP. Due by Oct 26, 2012.

Please complete the [CRI Survey](#) soon – the deadline is Friday, October 26, 2012. If you have questions about the survey, please contact Beth Troost, financial education coordinator, at 800-262-6285, ext. 453.

- The CU Link (Cooperative Advertising program) Campaign for 2013 is being revamped and should be ready to be presented on Nov 7, 2012
- Turbo Tax is a great member service that can be provided to credit union members at a discount by signing up for the program. The best deal for your member is the Promoter option, but the deadline to sign up and have your members eligible for the prize drawing is Nov 1, 2012. Information attached and webinars will be weekly during the month of October.
- Save UP is a new marketing program that will help credit union target members for loans and get the younger, more social media, members involved in your credit union. Information attached and webinars to come.

e. Education: Brenda Lippens

- Brenda reported that Tim LaRue was a speaker at the Manager's Conference in August. We have yet to receive a billing for his expenses.
- Brenda is looking for topics and speakers for the upcoming year's education sessions. She is working with the league.
- A possible topic for 2013 is IRA Training.

- f. Events: Pam Bottkol
- U.P. MCUL Executive Committee Christmas party will be held at the Island Resort & Casino on December 6, 2012.
 - The 2013 Managers Conference will be held on Mackinaw Island at the Lakeview Hotel on August 7 to 9, 2013.
- g. Golf Committee: Rick Gatiss
- Rick reported that the committee members are: Rick Gatiss, Karen Dahl, Erik Bessonon
 - The 2012 Golf Outing was held at the Terrace Bluff Golf and Country Club on August 23, 2012. Karen, Erik and Rick will be presenting a check to the Bay Cliff Camp Director, Tim Bennett, for \$5,000.00 on October 11, 2012. Karen will be working with Tim Bennett on the news release of the donation.
 - The committee is looking for recommendations for a 2013 charity. If anyone knows of a worthy cause please forward the information to Rick.
- h. Annual Meeting Committee: Connie Toensing
- Connie reported that the 2013 Annual Meeting will be held at the Island Resort & Casino in Harris Michigan from April 19 to 21st. The theme for it will be "Famous People or Characters". The committee will be handling the vendors for the event. The Annual Meeting Committee has been broken into various sections to ensure each area of need is covered.
 - Ed Swanson will be the general session speaker as well as for a break out. We are still working on speakers and topics for other training sessions.
 - We are working on also blocking all the rooms at the Evergreen Hotel for our event to ensure enough hotel space in a close proximity to the event.
- i. Marketing: George Isola
No report
- j. Audit Committee: Brenda Lippens
No report
- k. Budget: Ray Theoret
No report
- l. Legislative: Sara Cottle
- Sara attended the 2012 AC & E and was able to meeting with Jordan and other lobbyist.
 - The GAC will be held in Washington February 24 to 28, 2013. She has applied for various scholarships to assist her in attending this event.
 - Sarah inquired to the committee what events they wish for her to attend also inquired into the budget for her to attend these events. Wayne made a motion to ear mark \$2,500.00 annually for our legislative representative to attend various events. Motion was seconded by Chris, motion carried.

- Sara requests credit unions to think about possible fundraising events to assist in raising money for the legislative action campaigns.

VI. Committee Meeting Invites

None

VII. Old Business

None

VIII. New Business

The executive committee would like to send cards out to credit union workers and volunteers that have special events or crisis take place. If you have anyone that fits into these categories please notify Diane or Michele for them to take care of this.

- IX. It was motioned by Connie and supported by Brenda to adjourn the meeting at 2:30PM. Motion carried.

Respectfully submitted,

Michele Freeman, Secretary