

The Missouri **MA** difference



News About Missouri Credit Unions

October 24, 2008

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Through the airwaves and local papers, credit union representatives across the state are reaching out to share the credit union difference during tough economic times.

Presidents Dana Alderman (Missouri Baptist), Marsha Borgmeyer (First Financial), Rosie Holub (Missouri Credit Union Association) and Rick Nichols (River Region) will get some airtime on radio station KCLR 99.3 FM in Columbia.

In a series of recorded interviews, the four addressed credit union lending, benefits of membership, safety and soundness, how credit unions avoided the credit crisis and more.

The interviews will run on KCLR on Monday, October 27, between 8 and 10 a.m. A link to the interviews should be posted online next week.



Rosie Holub (MCUA), records an interview at KCLR in Columbia as Rick Nichols (River Region) and Marsha Borgmeyer (First Financial) look on.

"Banks dominate the news, and by default credit unions get some of the cynicism that is generated by the press," says River Region President Rick Nichols. "This helps plant seeds about the real story of credit unions."

Credit union leaders are appearing in print media, too. The *Daily American Republic* included a photo of Poplar Bluff Federal Credit Union, as well as information about credit union share insurance, in an article titled "Local Banks Not Impacted by Crisis." Poplar Bluff Federal President Kirk Mondy was also quoted in the October 12 article. Mondy said, "Hard times are nothing new to the credit union movement. We have plenty of money to loan."

Alliance Credit Union (St. Louis) President Dennis Sommer wrote two letters to the editor in October. Sommer countered articles by the *St. Louis Post-Dispatch* and the *St. Louis Business Journal*, pointing out that while some national banks may be cutting back their lending, most credit unions continue to meet the borrowing needs of their members.

“At our credit union, we have increased our mortgage lending and small business lending by 30 percent over the past 12 months, in fact we recently opened a new mortgage office in Jefferson County,” Sommer wrote. “There are many other St. Louis area credit unions that are also enjoying double digit loan growth despite the highly touted ‘credit freeze.’”

Jeffco Credit Union (Festus) President Donna Blue contacted her local paper, *The Jefferson County Leader*, encouraging the paper to consider credit unions as a source when writing about financial institutions. She also pointed out that more than 1.3 million people belong to Missouri credit unions.

“I encourage those who are not familiar with a credit union to check one out,” Blue wrote. “Credit unions provide an important consumer choice that’s good for Missouri and its communities.”

CUPAC Contributions Add Up, CULAC Funds Still Needed

The Credit Union Political Action Committee (CUPAC) keeps growing in 2008. So far, five events have raised \$23,860. CUPAC funds help provide campaign contributions to credit-union friends on the state level. Events that have helped raise CUPAC funds include:

- CUPAC Trout Retreat (May 21)
- Kansas City Chapter CUPAC Golf Tournament (June 27)
- CUPAC Golf Scramble at the Convention & Exposition (September 18)
- CUPAC Trivia Night at the Convention & Exposition (September 19)
- CUPAC Pheasant Hunt (October 24)



The Credit Union Legislative Action Council (CULAC) needs \$10,000 to meet the 2008 fundraising goal of \$31,380. CULAC donates funds to candidates on the federal level. Individuals can contribute to CULAC by becoming a member of the Capital Club or by taking part in credit union “dress down” days.

MCUA will send out more information about “dress down” days, just in time for the holiday season. For more information about CUPAC or CULAC, visit: http://www.mcua.org/Support_Political_Action_109.html.

Missouri Central’s Team Day Gives Back



Claar Stinson, Missouri Central teller, arranges picture frames painted by Rose Brooks residents and children.

Missouri Central Credit Union (Lee’s Summit) used their annual staff team building day to touch the lives of domestic violence victims in Kansas City. Staff members organized a luncheon on October 13 at Rose Brooks Center, which provides services for women and children affected by domestic violence.

Missouri Central staff members prepared an Italian meal for residents and their children, while the decorations committee transformed the cafeteria into an Italian bistro with balloons, tablecloths and flowers.

Before lunch was served, staff members gave the women manicures while children enjoyed arts and crafts.

Missouri Central donated picture frames, which were decorated by the women and children, disposable cameras and Visa gift cards, so each resident could fill her picture frame with a personalized photo.

“The feeling of giving is overwhelmingly powerful,” says President Glenna Osborn. “I hope that this people-helping experience has lit a fire in our staff to continue giving back. It is a wonderful feeling.”

Neighbors Walks for Autism

More than a dozen Neighbors credit union employees, friends and family helped raise money and awareness for autism research. The group took part in “Walk Now for Autism” on October 11 in Forest Park. Neighbors Credit Union (St. Louis) sponsored the team and donated \$475 to the Autism Foundation.

“This event is very special to me,” says Branch Manager Rachel Lovelace. “As a licensed behavioral therapist, I previously worked primarily with children with autism and am dedicated to helping find a cure in any way that I can.”



Neighbors Credit Union (St. Louis) employees, friends and family participated in “Walk Now for Autism.”

Vantage Receives Special American Flag



Vantage President/CEO Hubert Hoosman, Jr. accepts an American flag from employee, Master Sergeant Kile Hartley.

Vantage Credit Union (Bridgeton) received recognition for its support of employees who are active in the military during its quarterly meeting. Vantage employee, Master Sergeant Kile Hartley presented President/CEO Hubert Hoosman, Jr. with an American flag that was flown on an A-10 combat mission in Afghanistan this June.

“We have only words with which to thank those who are so deeply committed to taking action to defend our country,” Hoosman said at the October 1 meeting. “We are proud to say we can appreciate both his service to his country and to our credit union.”

Hartley returned to work at Vantage after serving almost two months overseas in the United States Air Force.

Events and Deadlines This Week

**All links connect to the MCUA Events Calendar unless otherwise noted. To visit the calendar, you can log on to www.mcu.org, click on “Credit Unions” and then “Events Calendar.”*



2008 CUPAC Pheasant Fall Classic (October 24)

http://www.mcu.org/Event_Details_186.html?id=1142&name=2008+CUPAC+Pheasant+Fall+Classic

Homes for Our Troops Introductory Meeting (October 28)

http://www.mcua.org/Event_Details_186.html?id=1154&name=Homes+for+Our+Troops+Missouri+Credit+Union+Introduction+Meeting

For national news and information, go to www.cuna.org.

Please send your comments, questions and story ideas to the MCUA Public/Legislative Affairs Department. E-mail: pr@mcua.org. Phone: (314) 542-1360. Toll-free number: (800) 392-3074. Fax: (314) 542-1312.

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