

CUs in Poland Share their Dose of Medicine for a Sick Economy



On June 24-25 Marshall Boutwell, CEO of Gwinnett FCU and Dan Denning, vice president of knowledge development with GCUA, were guests at the 17th Annual General Meeting of the National Association of Cooperative and Savings Credit Unions (NACSCU) in Warsaw, Poland. They were in attendance as part of the Georgia Credit Union Foundation's ongoing Georgia-Polish Credit Union Partnership through the GCUF's People-to-People Program.

The theme of this year's event was "A Prescription for a Financial Crisis," and sessions focused on how Polish credit unions are working to provide financial services to the underserved market in these financially challenging times. There were a total of 450 Polish participants in the event with additional representation from Belarus and the United Kingdom.

The highlight of the event was the awards presentation. Marshall Boutwell received the Feniks (Phoenix) Award from the Polish Credit Union System for his outstanding contributions to the Polish credit union system's Foundation. Through his dedicated participation in the Georgia-Polish Credit Union Partnership Program, Boutwell and his credit union have provided direct financial support of the Polish Credit Union Foundation, helping credit unions in Poland and Belarus obtain access to education and training.

Gwinnett FCU is one of 13 Georgia credit unions that are partnered with individual Polish credit unions. The partnership began in 1995 and has been long recognized as one of the outstanding international credit union partnerships.

Overall, there are 61 Polish credit unions serving over six million consumers with a full range of products and services in person and remotely with 1,200 ATMS and over 1,750 branch locations.

National Credit Union Foundation Making a Difference

As the philanthropic and social responsibility leader of America's credit union movement, the National Credit Union Foundation (NCUF) raises funds, makes grants, manages programs and provides education that empowers consumers to achieve financial independence through credit unions.

Chartered as the CUNA Foundation in 1980, NCUF served as a standard trade association foundation for its first decade. In 1991, the Foundation reorganized to become a true charitable foundation focused on the needs of consumers and the unique ability of credit unions to meet those needs. Today, the National Credit Union Foundation remains closely aligned with CUNA. NCUF is widely recognized as the national charitable arm of America's credit union movement.

The Georgia Credit Union Foundation is one of many state leagues, corporations and organizations supporting the work of the NCUF. In 2008, 85 cents of every dollar went to support NCUF programs and grants to promote and improve consumers' financial independence through credit unions. Those programs include:

- **REAL Solutions®:** Programs to assist low-wealth and modest means households to succeed.
- **Development Education:** A six-day total immersion experience for credit union leaders to become certified Credit Union Development Educators (CUDEs).
- **Social Impact Management:** A leadership training experience providing thought leadership and tools to capitalize on the unique role that credit unions and co-ops play in society.
- **BizKid\$:** NCUF is a significant sponsor of this financial education series on national public television through PBS.
- **Innovation and Federal Grants:** Provided to credit unions and their partners to improve the financial independence of consumers.
- **Disaster Relief:** When a major disaster strikes, the National Credit Union Foundation raises disaster relief donations to support credit union employees, volunteers and members who suffer unrecoverable losses.

The Georgia Credit Union Foundation is proud to be a supporter of the NCUF and thanks all Georgia contributors.

Education reimbursements in 2009
\$11,239.80

Number of credit unions receiving reimbursements: **50**

(as of August 2009)

Leadership

Spotlight



Lee Morgan, Treasurer
Georgia Credit Union Foundation

Lee Morgan is treasurer of the Georgia Credit Union Foundation (GCUF) and is currently serving his second two-year term. Morgan started out in the credit union industry as an accountant at age 24 and quickly worked his way up the ranks at Jacksonville City Employees Credit Union in Jacksonville, Florida. He worked to help strengthen the financial stability of several Florida credit unions and within three years of entering the industry he became Chief Executive Officer at North Florida Credit Union. Morgan believes his courage to take on many tough positions and situations allowed him to advance quickly in the industry.

Morgan says that his role of leadership on the Board helps him stay more focused on matters within the industry. As a part of the Board, Morgan's role is to review the application requests for assistance, donations and scholarships. "When the Foundation provides assistance to credit unions, we are doing much more than just helping credit unions. By helping credit unions, we are actually helping members in the community as a whole by allowing the credit union to enhance or increase their existing services to members."

For the past seven years he has served as CEO at Southeastern Federal Credit Union in Valdosta, Georgia. Morgan is most inspired by the relationships between credit unions and says it feels more like a family than an industry. "I have a lot of friends in banking and they don't have the type of relationships we have in our industry," he says. In the spirit of 'People Helping People', he joined GCUF to give back to the industry he feels has given him so much.

Foundation Provides **Scholarships** for Southeast CUNA Management School Attendees

In June, 2009 credit union leaders from the Southeast United States attended the 2009 Southeast CUNA Management School at the University of Georgia in Athens. Representing Georgia were leaders from 16 credit unions, with five of the 27 attendees, from credit unions with less than \$35 million in assets, receiving scholarship assistance from the Georgia Credit Union Foundation.

"The Foundation's help this year was invaluable as many credit unions had to freeze their training dollars due to the economy or were not in a good enough financial position to support employee development," said Melanie Lankau, academic coordinator of the Southeast CUNA Management School. "I know students were very grateful for the Foundation's support because without it they would have been unable to attend the school this year."

With the assistance of the Foundation, more credit union leaders are able to attend the Southeast CUNA Management School and experience a well-rounded curriculum designed to enhance their professional and personal growth. "There is a focus on long-term and strategic planning, which was of particular interest to me, as well as exploration and development of leadership and communication skills," said Jason McCranie, chief financial officer of Rose City Federal Credit Union in Thomasville, Georgia. "The grant allowed my credit union to participate in this extraordinary program which will enable us to better serve our members."

During the first year of training, students learn about effective communication, resolving conflicts and how to interpret a budget. The second year digs deeper into the management side of leading credit union staff and team building, setting a motivating environment, financial data for strategic planning and marketing. "The grant from the Foundation played an important part of my second year attendance," said Stacy Hand, manager of Chattahoochee Federal Credit Union. "With us being such a small credit union, there is not much money to spend on outside training. The school gave me leadership skills that I definitely need on a daily basis, with the second year project helping me to lead us where we need to go. The school touches on many different areas of the credit union environment leaving you with a great overview of the entire credit union foundation." Third year courses include more extensive review of running a credit union with a focus on lending, organizational leadership, performance management and fraud.

"The Southeast CUNA Management School contributes to the credit union industry and movement by equipping credit union professionals with the leadership skills and confidence to make decisions that make a positive impact in their credit unions," said Lankau.