



Spring 2011

specifics

the official newsletter of Minnesota Family Involvement Council

FIC Raises \$10,000 for College Scholarships

Council hones in on its purpose

The Family Involvement Council raised \$10,000 at its silent auction held during the Minnesota Credit Union Network's Annual Meeting on April 8-9. All funds raised go toward the FIC College Scholarship Program and will assist members pursuing post-secondary education.

"We are so excited to continue to raise such large dollar amounts and distribute it to students on behalf of Minnesota credit unions," said LeAnn Achtenberg, FIC Chair. "It's an incredible statewide initiative that speaks directly to the credit union difference."

One hundred percent of the funds raised go to Minnesota credit union members who are looking to further their education. Since 1997, FIC has raised and distributed \$123,500.

"During our last planning session, a lot of our discussion centered around the scholarship program," said Achtenberg. "We decided to focus all of our energy on this initiative."

The Council determined that going forward everything they do will be derived from what is learned by reading the scholarship entries. With so many details in the application

and in the actual essay, the Council felt it was a shame for that information to go to waste. Therefore, they will interpret and deliver what is learned – in multiple forms – to aid credit unions in their revenue-generating and loyalty-building plans.

Credit unions or individuals wishing to contribute to the scholarship program may do so by visiting the Minnesota Credit Union Foundation website at www.mncufoundation.org. Click on the "Make a Contribution" tab and select Family Involvement Council. FIC is a sub-committee of the Minnesota Credit Union Foundation, which is a 501(c)(3) non-profit organization. Therefore, donations may be deductible for federal income tax purposes.

FIC names Outstanding Volunteer



Bridget Moeller with MnCUN President/CEO Mark Cummins

The FIC recognized Bridget Moeller of Greater Minnesota Credit Union in Mora with its Outstanding Volunteer Award. Moeller was formally recognized at an awards banquet on April 9 held in conjunction with the Minnesota Credit Union Network's 2011 Annual Meeting & Convention.

Moeller joined the FIC in 2005 and has served as the Vice Chair since 2007. As a committee member, she plays an integral part on the committee, assisting in the coordination of its annual silent auction fundraiser and yearly scholarship competition. She also has been an instrumental part of the FIC's Start 2 Go subcommittee, which works to help credit unions develop strategic kids, teens and seniors clubs.

The FIC is a volunteer-based organization run by credit union professionals. Its mission is to enhance the future of the credit union movement by providing financial awareness solutions. With a focus on providing scholarships to Minnesota credit union members, FIC nurtures the symbiotic relationship between credit unions and youth. The recipient of this annual award is voted on by members of the council.

"The FIC is an incredible team of individuals dedicated to financial awareness, and I am honored to be recognized by them," said Moeller. "The committee's passion and dedication to helping nurture relationships between credit unions and members has a significant impact on the movement. I am proud to be part of this amazing team."

Minnesota Family Involvement Council

LeAnn Achtenberg, Chair
Anoka Hennepin Credit Union
E-mail: leann.achtenberg@ahcu.coop

Bridget Moeller, Vice-Chair
Greater Minnesota Credit Union
E-mail: bmoeller@gmccu.org

Andrea Molnau, Secretary
United Educators Credit Union
E-mail: molnau@uecu.coop

Angie Pidde, Treasurer
SouthPoint Federal Credit Union
E-mail: angie.pidde@southpointfed.com

Shannon Garrity
Postal Credit Union
E-mail: sgarrity@postalcu.org

Greg Hird
First Alliance Credit Union
E-mail: ghird@firstallianceecu.com

Angela Mattson
St. John's Credit Union
E-mail: amattson@stjohnscu.com

Kathlynn McConnell
Members Cooperative Credit Union
E-mail: kathlynn.mcconnell@membersccu.org

Jeff Papas
Northern Communities Credit Union
E-mail: jeffp@nccyou.com

Kat Smithe
Soo Line Credit Union
E-mail: ksmithe@slcu.com

Bill Wagner
Hiway Federal Credit Union
E-mail: bwagner@hiway.org

Rachel Anderson, MnCUN Liaison
randerson@mncun.org

FIC awards \$11,000 in scholarships for 2011-2012 school year

After wading through more than 1,100 applications on March 8, the Family Involvement Council (FIC) selected the recipients for its 2011 scholarship program. A total of \$11,000 in scholarships was awarded to 20 individuals for the 2011-2012 school year. Two \$1,000 Harvey Bakke scholarships and eighteen \$500 scholarships were awarded to applicants in traditional (high school seniors) and non-traditional categories.

Applicants submitted information and an essay that answered the following question: "What does the phrase 'living within your means' mean to you? How can your credit union help you achieve this?"

While reading through the scholarships, the FIC committee took note of the insightful comments and tips that members provided in their essays. The committee plans to make this information available to credit unions.

Traditional category scholarship winners include:

\$1,000: Cade Robertson of Dawson Coop CU
\$500: Sarah Laudon of Mayo EFCU
Kristianna Harris of SharePoint CU
Landon Brands of Mayo EFCU
Dain Brademan of Members Cooperative CU
Seth Moline of Ecolab CU
Grace Tait of St. Cloud FCU
Conner Keeffe of Affinity Plus FCU and SPIRE FCU
Lauryn Heineman of TopLine FCU
Andrew Benson of Hiway FCU

Non-traditional category scholarship winners include:

\$1,000: Jean Beckel of Great River FCU
\$500: Amy Nichols of General Mills FCU
Rachel Maxfield of General Mills FCU
Lauren Grove of Hiway FCU
Jonathan Zarling of Affinity Plus FCU
Bridget Gohmann of Central Minnesota FCU
Tayler Yilek of St. Cloud FCU
Lindsey Johnston-Waddick of Affinity Plus FCU
Spencer Frie of Central Minnesota FCU
Rachel Ayoub of TopLine FCU

Funds for the FIC's scholarship program are raised at the committee's silent auction held during the MnCUN Annual Meeting. Information about the 2012 scholarship program will be available in late August/early September.

Meisner retires after 19 years of service to FIC

After serving on the Family Involvement Council for 19 years, Lynn Meisner recently retired from the committee. Over the years, Meisner was an active member of the FIC, serving as Vice Chair from 1996-1999, Secretary from 1999-2005, and Treasurer from 2009-2010. Additionally, in 1997 and 2009 she received the Council's Volunteer of the Year Award.

Meisner was instrumental in the coordination of the FIC's Start 2 Go program, which assists credit unions in creating kids, teens and seniors clubs. She was also involved in the committee's silent auction, scholarship program and other projects.



Panelists Captivated Participants at Multigenerational Money Conversations Session

During the MnCUN Annual Meeting on April 8-9, the FIC hosted an educational session that explored how to open up the lines of communication between different age groups to discuss money issues.

The session began with a brief presentation by Bridget Moeller, FIC Vice Chair and Greater MN CU Vice President of HR/Training. Using the Share Save Spend curriculum, she explored ideas for credit union employees to use in opening up the lines of money-related communication with their members. A video montage, compiled by Kim Peterson, SouthPoint FCU Marketing Specialist, introduced youth and credit union staff sharing their thoughts on the use of money, and how they make spending decisions.

The second part of the session featured five panelists, ranging in age from 15 to 44, who were interviewed by Moeller and Kathlynn McConnell, FIC Member and Members Cooperative CU Corporate Trainer/Employee Development Coordinator. Moeller and McConnell asked panelists questions such as, "What is your earliest money memory?" and "How much influence does advertising have on your purchasing decisions?" Other questions focused on the topics of budgeting, giving/sharing of money or time, and how often finances are discussed in their respective families.

The panelists' opinions were vastly different in some instances and surprisingly similar in others. The audience was intrigued by their perspectives on money decisions. After formal questions were asked by the facilitators, the audience had the opportunity to ask questions of the panelists. Several credit union employees asked questions about how their credit unions can best reach them through marketing efforts and how they make decisions about taking new services from their credit unions. One of the high school students remarked that she would come to any event that would help her learn how to save for & purchase a car. The other teen panelist immediately agreed with her, adding that he would like assistance with applying for scholarships and completing college applications.

If you would like to access resources to help you open up money conversations with your members, visit the Share Save Spend website at www.sharesavespend.com or visit the FIC website at www.mnfic.org/education.htm for links to financial education resources.



Welcome Jeff

The Family Involvement Council has a new member from the Duluth area. Jeff Papas is the Marketing Specialist and 'Minister of Fun' at Northern Communities Credit Union in Duluth and Virginia/Mountain Iron. Jeff has been in the financial industry for just over two years but has already won national awards for his marketing at "NCCYou". He has a prior background in television, journalism and public relations. He is passionate about the concept of building member relationships, and is excited to help the FIC reach out to members and families around the state.

www.mnfic.org



555 Wabasha St. N.
Suite 200
St. Paul, MN 55102