



Oakland County Chapter Of Credit Unions

Chapter eNews

October 2007

Lee Ann Mares of the Michigan Credit Union League/CUcorp provided valuable insight into brand development at the October 9 meeting held at Oakland County Credit Union. Ms. Mares is the Executive Director of the Cooperative Advertising Forum. Her presentation provided important factors that individual credit unions must consider in establishing a brand, as well as an update on the effectiveness of the Michigan Brand Awareness Campaign.

CUNA Chairman Allan McMorris provided updates on CUNA initiatives, including plans for Congressional hearings on CURIA.

Michigan now has 10 co-sponsors of the CURIA bill. Oakland Chapter Legislative Forum Representative Lon Bone, encouraged all Oakland County credit unions to contact Congressman Joe Knollenberg to ask him to sign on as a co-sponsor at this critical time in the bill's potential passage.

Mark Your Calendars - Upcoming Chapter Events

- 11/13/07 Monthly Meeting – Preparing for Your Next Examination
8:30AM – Michigan Schools & Government Employees Credit Union – Troy.
Representatives from OFIS and the NCUA will be on hand to present the latest priorities that examiners are addressing in their credit union reviews
- 12/11/07 Chapter Holiday Luncheon – Lelli's
- 06/05/08 Chapter Golf Outing – Links of Novi

Chapter Executive Committee contacts:

Please contact anyone on the Executive Committee for more information.

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