



Save the Date!

5th annual Union Retiree Financial Forum

United Labor's free "Paths to Credit-worthiness" workshop was held Thursday, August 23, for a dozen members who learned about how to best manage, build and repair their credit. Dinner was served and members took home their own credit-building workbooks and some won valuable door prizes.

Save the date for United Labor's next free financial education event, the 5th annual Union Retiree Financial Forum, Thursday, March 7, 2013,

from 2 to 8 p.m., in Gladden Hall of the Visions Building, 6320 Manchester Ave., in Kansas City, Mo. This event will feature five expert speakers and 'edutainment' aligned with retirement topics for anyone planning to retire some day, and those who have already achieved that goal! A hot buffet dinner will be served, and each attendee will receive a gift and chances to win exciting raffle prizes. Health and wellness screenings will again be a part of the program.

Over the past four years, the event has been host to over 400 attendees, and is sponsored in-part by suppliers and participating Union locals. It is never a sale pitch for any product or service, but is full of information needed by retirees to plan for a successful financial future. Topics and presenters for the 5th annual Union Retiree Financial Forum will be announced in December. Registration will begin January 1, 2013.

Pass it on! Credit Union Video Online at UnitedLaborCU.org

If your family, Union brothers and sisters and co-workers are not yet members of United Labor Credit Union, there's an easy way to let them know about what we have to offer.

Just hop online using your computer or smart phone, and pass along the United Labor Credit Union membership video today. If a new member joins from your e-mail, and mentions your name, you will earn "M bucks!"

Pass it on! and earn one M buck (one dollar) for each new member through the end of the year (December 31, 2012, at 5:30 p.m.) New members MUST mention your name when they join to earn you any M bucks, so make sure they know that is a requirement. Once they join, they can do the same, and earn M bucks of their own! M bucks will be paid in January 2013.

Call the credit union for more information, (816) 313-2848, or e-mail Erin@UnitedLaborCU.org.

This video will soon be posted on the City of Kansas City, Mo., Web site at www.kcmo.org as a resource for new residents, and those interested in moving to the Kansas City area.

Earn Big Bucks!



THE UPDATE

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United Labor Credit Union wins National and State Awards

Credit Union Journal editor Frank Diekmann announced September 9 that United Labor Credit Union (ULCU) was the recipient of a national 2012 Best Practices Award for its innovative approach to financial education.

FinU: Financial University for Union Apprentices program was launched last year, and already has a track record for bettering the lives of ULCU members and Union members alike. Over 500 apprentices have attended FinU classes, and the feedback has been a resounding 'thanks' for helping workers realize how their choice of career and lifestyle will affect their financial plan.

Credit Union Journal began accepting entries for its 2012 Best Practices Awards in July. The awards were free to enter, and open to natural-person and corporate credit unions, vendors and associations, which may nominate a client/member credit union.

"In all honesty, the 2012 entries and nominations were the most varied, numerous and innovative of all the

years *Credit Union Journal* has been recognizing Best Practices, and it took our editorial team extra time this year to select the winners," Diekmann said.

The annual Best Practice Awards deliberately avoid categories, and are aimed at recognizing achievements across the entire credit union enterprise, from improved member service, cross-sales, loan promotions, expense reductions, better deployment of staff, facilities, branch strategies, training, board programs, etc.

The nomination essay included as many tangible measures as practical.

Best Practice Award winners will be profiled in *Credit Union Journal* in November.

In addition to the *CUJ* Best Practices Award, United Labor was also nominated for three state awards, and won, in each category: Social Responsibility, Philosophy-in-Action and Adult Financial Education. Winners in each category advanced to the national competition. National winners will be recognized at the annual Credit Union National Association (NCUA) Governmental Affairs Conference in Washington, D.C., in February-March 2013.



Time is Running Out to Sharpen your favorite chili recipe and register as a contestant in United Labor Credit Union's Inaugural Chili THROWDOWN! to be held Saturday, October 13, 2012, at the Visions Building, 6320 Manchester Ave., Kansas City, Mo. Setup begins at noon, and winners announced at 5 p.m. The entry fee is \$25 per team (per category), and \$5 per person (wristband) to taste and judge winners for the People's Choice Award.

Winners receive \$100 for each category: Traditional, Most Original,

and Eat At Your Own Risk, and you may register multiple recipes. Beverages will be available for a donation of any amount. T-shirts will be sold the day of the event, and a silent auction will be held from 2 to 4 p.m. This event is a fund-raiser for Working Families' Friend.

Wristbands are now available for purchase in the credit union lobby or from any credit union staff member. Event details, registration and official rules are available online at www.UnitedLaborCU.org. Questions? Call (816) 313-2848 or e-mail erin@unitedlaborcu.org.



Fishing for Freedom Event Celebrates Soldiers' Sacrifices

Over 150 soldiers, wounded and recovering from war were celebrated for their commitment to independence during the October 6 and 7, 2012, Fishing for Freedom (F3) bass tournament. These warriors, paired with volunteer boaters and some of the nation's top bass anglers, spent a day on the water at Long Shoal Marina (Truman Lake) to help them escape the hardships of their wounds and numerous combat deployments, to begin the process of readjusting back to everyday life.



Made possible by volunteers and paid for by local and corporate sponsors and private donations, including a large commitment by IBEW Local 124, all warrior participants received a pack of tackle donated by sponsors, and top finishers receive trophies for their accomplishments. Dinner Saturday night, breakfast Sunday morning and barbecue lunch after the weigh-in Sunday are provided for the troops.

ULCU Vice President Erin Williams, an F3 committee member and volunteer, was on the water shuttling soldiers' family members and media the day of the contest. Two national outdoor television programs documented the two-day mission. "This event is near-and-dear to my heart. As the daughter of a retired Union electrician, and a Vietnam War veteran, I can't think of a more deeply rooted cause in which I could be involved," Williams said.

Look for F3 event photos and other information at fishingforfreedom.us.

Photo: Left to right, 2012 F3 participants David Willette (Local 124) and Eliza Wright

I.B.E.W. Local 124 holds Contractor Business Course for Members

I.B.E.W. Local 124 held a Contractor Business Course presented by Matt Kolbinsky of PRO UNION Consulting, LLC, September 20-22, 2012.

Credit union President Tim Vogler delivered information on United Labor's ILOC (Irrevocable Letter of Credit) Program as a practical and economical investment alternative to costly surety bonds. With 45 potential contractors attending, all seeking to know more about the costs of doing business, Vogler explained the ILOC process, as "simple" and "a money saver."

ULCU President Tim Vogler serves on the Board of Directors for the annual F3 event, and as the Public Relations Officer. "Fishing for Freedom brings together our country's warriors with volunteer boaters for a day of tournament bass fishing in a relaxed, fun-filled celebration of the outdoors," said Vogler. "This event is sponsored largely by participating Union members and organizations, ULCU's field of membership."

"An ILOC is offered at United Labor at no-cost to the contractor," Vogler said. "It also earns the contractor dividends, and all funds are insured up to at least \$250,000."

For more information on the ILOC Program, please contact Tim Vogler at (816) 313-2848, or at Tim@UnitedLaborCU.org.

The power of
UTM

UNITED LABOR CREDIT UNION

National trade pub recognizes United Labor Credit Union success

This article is an excerpt from an article published in July 2012 on CreditUnions.com.

CREDITUNIONS.COM STRATEGY & PERFORMANCE ONLINE

United Labor granted \$1,964,650 in new loans as of the second quarter of 2012, with \$464,000 in June alone. Of that, 76.7 percent are loans that are secured by a title, 1.4 percent are share-secured loans, and 21.8 percent are unsecured loans.

Several factors have contributed to the credit union's surge in loans — from an improving employment rate among its field of membership to a pent-up demand for vehicles. But ULCU President Tim Vogler says the primary reason United Labor's loan portfolio is thriving is because the credit union places less emphasis on credit scores and makes more of an effort to learn about members' financial situations.

Credit unions, concerned about auditors and regulators, often have lending policies that dictate which credit scores qualify a member for a loan.

United Labor uses credit scores to determine the interest rate on the loans, but it investigates members more deeply for credit stability and loan risk. Loan officers, for example, try to learn how long a member has

been in their home or in their career. They find out if poor credit scores were due to a one-time hardship like unemployment, illness, or divorce, or if they truly have a habit of delinquency.

"When you sit down with someone and you help them out, two things happen," Vogler says. "They become a very loyal member and they're going to be apt to get their loans from you every time. The second thing is they go and spread the word."

The credit union's used auto loans grew 9.0 percent to \$3.6 million in the first quarter of 2012, according to Callahan & Associates' Peer-to-Peer data, and Vogler says that growth has continued into the second quarter. Its risk-based lending approach — which uses a member's credit score to determine a rate for any secured loan type, from RVs to new vehicles — often offers competitive rates, especially in used cars.

Regular financial education seminars, a minimum of four free sessions per year, also brings in loans.

"For a credit union our size, it's unique how much financial education we do," Vogler says. "Getting out in front of people, you build a trust factor. We're looked on as someone who is providing valuable education. That effort is building on itself."

United Labor's return on assets, at 90 basis points through the end of June 2012, ranks highest among Missouri credit unions. In fact, two years ago, it reported the third-highest ROA in the state.

Finally, the credit union's relationship with the local union groups has boosted its bottom line. When United Labor proactively started developing that relationship about nine years ago, more union members joined and began promoting the credit union as an institution that would offer a decent rate of return while helping union members with their financial needs.

"We make an effort," Vogler says. "We do a lot with personal interaction and finding out about people and finding out their stories. We look for opportunities."

ULCU President will be featured speaker at national conference

After reading the article above on CreditUnions.com, and doing some research of their own, the steering committee for the National Credit Union Association (NCUA) Marketing & Business Development Council annual conference made a call to ULCU President Tim Vogler, with a very special request.

Vogler humbly accepted an invitation to present United Labor's success

with investing in members' personal stories, while preparing them for the future.

Hundreds of credit union executives will attend the event in Anaheim, Calif., March 24-27, 2013, to hear Vogler tell of how the small credit union in Missouri earned its "cutting edge" title, according to the conference steering committee. For more information, call (816) 313-2848.

