

# NEWS RELEASE

FOR IMMEDIATE RELEASE  
For Further Information Contact:  
Marvin Garland — (850) 576-8171  
or 1-800-342-1266  
January 28, 2006



## **FCUL Wins First Place in IAEM's 2005 Art of Show Competition**

(Tallahassee, FL) – The Florida Credit Union League won First Place recognition for Brand Design Development for the 71<sup>st</sup> Annual Convention & Exposition in the IAEM's 2005 Art of the Show Competition. The IAEM is the International Association for Exhibition Management. This association was created in 1928 as the National Association of Exposition Managers to represent the interests of tradeshow and exposition managers, the International Association for Exhibition Management is today the premier association for all individuals with business interests in the exhibition industry.

The tagline for the 71<sup>st</sup> Annual Convention and Exposition was centered on a circus theme: Under the Big Top: Your Credit Union, Your League, and You. The brand strategy for this event focused on the three entities working together toward one common goal, credit union success. "We work hard to keep our brand consistent and relevant, and this is a great accomplishment for the Florida Credit Union League and the marketing department," stated Marvin Garland, Chief Operating Officer.

Past winners have been Marketing Design Group, Optical Society of America (OSA), National Middle School Association, Charlotte Convention Center, American Library Association, and Specialty Equipment Market Association (SEMA).



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800.342.1266 x1140  
September 17, 2008



## Automated 3<sup>rd</sup> Party Vendor Management Saves CUs Time & Money

(Tallahassee, FL) – Faced with increased regulatory requirements and an uncertain economy, credit unions are under additional pressure to find ways to better manage third party vendor relationships, reduce operating costs, and streamline processes. Manual systems make it difficult to efficiently manage the growing number of outsourced relationships.

Supporting the continued mission of finding relevant solutions that save credit unions time and money, the FCUL Service Group partnered with a national software firm to offer credit unions a customized and affordable way to more effectively manage third party relationships.

Ventelligence is an automated system that will streamline vendor management processes and provides: Web-Accessed Contract Database, Third Party Vendor Risk Assessments & Due Diligence Templates, and Leading-Edge Procurement Strategies Including e-RFP & Online Auctions.



The Ventelligence system is designed to provide a tool for credit unions to effortlessly manage their third party contracts, more quickly perform risk assessments and due diligence, and streamline and improve their procurement strategies.

“After months of research and due diligence, we’re thrilled to have found a solution that makes strategic and financial sense for credit unions. We are confident that this program will make an immeasurable difference in how credit unions currently manage third party vendors,” stated Marvin M. Garland, COO of the FCUL Service Group.

For more information on how Ventelligence can help your credit union automate your existing vendor management program, visit [www.ventelligence.com](http://www.ventelligence.com) or call 800.342.1266 x1146.

### About the FCUL Service Group

*The FCUL Service Group, Inc., a wholly owned subsidiary of the Florida Credit Union League, connects progressive, growth-driven credit unions to the right business solutions and service providers by continually seeking out innovative best practices and representing premium service providers that deliver cost-effective, performance-enhancing results and share our commitment to credit union success. Our business partners are proven, best-in-class solutions that help credit unions save time, money, and the effort required to identify the right solutions.*

### About Ventelligence

*Ventelligence provides solutions and tools for organizing, assessing risk, tracking, and monitoring third party agreements, and goes a step further by providing automated tools to help credit unions streamline the buying process and ensuring critical document retrieval in the event of employee turnover or a disaster.*

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For Further Information Contact:

Keith Hopkins — 800.342.1266 x1170

April 27, 2009



## **FCUL Service Group, Inc. Announces Partnership with Leading Accounts Receivable Management Firm**

As the loan default market continues to increase in volume, securing payments on mortgages, automotive, and personal loans from members who are struggling to make ends meet in a friendly, positive manner is critical to member retention and their financial health.

The FCUL Service Group has partnered with TekCollect to help credit unions easily manage their accounts receivable, collections, and customer retention programs. TekCollect specializes in providing credit unions with custom programs that optimize internal accounting practices, limit and control delinquencies, and reduce charge offs. Their focus on early intervention helps credit unions' optimize their internal accounting efforts, radically reducing the number accounts of ever requiring collections. And, with a similar philosophy to credit unions, TekCollect uses non-alienating collection methods that preserve their clients' image, integrity, and member relationships.

TekCollect has multiple state-of-the-art predictive dialers and automated call distribution systems for the most advanced collection efforts. Their persistence, professionalism and pricing are unparalleled in the industry, and all services are completely Web-based for the most convenient, real-time account management solution available.

"As members continue to struggle in this strained economy, it's important that credit unions utilize member-conscious, effective collections management solutions to keep their members in a state of gratitude and loyalty. TekCollect offers a best-in-class solution at an affordable cost, and we're looking forward to the positive results this partnership will have for credit unions," stated Marvin M. Garland, Chief Operating Officer, FCUL Service Group.

For more information on how this program, contact Amber Tynan at 800.342.1266, x1154 or [amber.tynan@fcul.com](mailto:amber.tynan@fcul.com).

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### **About TekCollect**

*TekCollect was founded on the philosophy of offering business owners a better alternative to conventional collection agencies. Our clients save up to 75% of what conventional collection agencies charge. And our recovery ratios are the highest in the industry. Headquartered in Columbus, OH, TekCollect has divisional offices around the nation. We are licensed and authorized to operate in all 50 states, giving us nationwide coverage and capability.*

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For Further Information Contact:

Deirdre Rhodes — 800.342.1266 x1104

January 28, 2009



## **Credit Unions Save More Than Half a Million on Office Depot Program**

With tightened spending at the forefront of every budget-conscious mind, collaborative buying has never been more valuable. In 2008, more than 1,500 credit unions across the United States saved over half a million dollars on the Office Depot Business Services Division (BSD) collaborative purchasing program.

One of the key benefits received by credit unions on the program is the ease in which they save money. It's free to participate, there are four convenient ways to order, and credit unions work together to maximize reduced spending opportunities.

"We're proud to announce another successful year for credit unions on the BSD program. This program has benefited credit unions across the nation through cooperative buying for more than six years, resulting in cost reductions on daily expenditures." Marvin M. Garland, Chief Operating Officer, FCUL Service Group

For more information on how the BSD program can help your credit union save on more than just office supplies, contact Deirdre Rhodes at 800.342.1266, x1104 or [deirdre.rhodes@fcul.com](mailto:deirdre.rhodes@fcul.com).

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### **About Office Depot**

*Office Depot is one of the world's largest sellers of office products and an industry leader in every distribution channel, including stores, direct mail, contract delivery, Internet and business-to-business electronic commerce. The company delivers quality products, while efficiently serving credit unions both big and small.*

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Marvin Garland — (850) 576-8171  
or 1-800-342-1266  
February 2, 2006



## FCUL Service Group, Inc. Takes Home Gold in Service Industry Advertising Awards

(Tallahassee, FL) - The FCUL Service Group, Inc. received first place for the HRx Organizational Assessment Brochure in the Total Advertising Campaign category at the Third Annual Service Industry Advertising Awards. "The Service Group marketing department diligently works to promote all products and services in a relevant, creative manner. This is a great accomplishment for our marketing department," stated Marvin Garland, Chief Operating Officer.



The Service Industry Advertising Award is the only advertising award program that recognizes the achievements of the service industry. More than 1,500 entries were received from all 50 states and four foreign countries. A national panel of judges evaluated and rated each entry in 10 groups and 25 categories – reviewing each entry for execution, style, creativity, quality, consumer appeal, and overall break-through advertising content. The judges awarded 201 Gold Awards, 156 Silver Awards, as well as 119 Bronze Awards. Additional winners included: MGM Grand Hotel, Six Flags, Verizon Wireless, Marriott International, Fifth Third Bank, Navy Federal Credit Union (Virginia), Sea World, and more. A listing of all winners can be reviewed at [www.siaawards.com](http://www.siaawards.com).



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For Further Information Contact:

Amber Tynan — 800.342.1266 x1154

January 28, 2009



## Florida Credit Union's Experience Over \$100K ROI on Sprint Program

At a time when non-interest income plays a pivotal role in financial soundness, Florida credit unions on the Sprint cellular program have experienced a positive impact in ROI. In 2008, more than 15 credit unions participated in the program and generated more than \$117,000 in incentives!

One of the key benefits obtained from the Sprint program is the monetary marketing incentive credit unions receive in return for advertising these services to members. Other credit union benefits include: free marketing materials, added value for members, and little implementation effort required.

"The program has been extremely turn-key for us – we place promotional materials in our lobby, put a link on our web site, and printed the discount information in our quarterly newsletter. I was surprised by the number of members that signed up and took advantage of the discount, and even more surprised when we received our Incentive Check! We love the program!" Patty Veal, VP of Marketing Pen Air FCU

The program not only benefits credit unions, but members experience a 10% discount on monthly recurring charges, nationwide coverage, simple plans with great rates and no roaming or long distance charges, and number portability.

"The Sprint program has become an added benefit for our membership. Our members value getting a good price on a great product. It's a win-win partnership!" said Lyn Gills, Marketing Director, First Choice Credit Union

For more information on how offering Sprint cellular services can help your credit union build stronger member relationships, contact Amber Tynan at 800.342.1266, x1154 or [amber.tynan@fcul.com](mailto:amber.tynan@fcul.com).

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### **About Sprint**

*Sprint Services – preferential rates – savings for members and credit unions nationally. 10% discounts on all monthly recurring charges. Plus, when your credit union promotes this plan, it will earn marketing incentives! All materials provided free of charge.*

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or 1-800-342-1266 x1142  
January 17, 2008



## **FCUL Service Group, Inc. Signs Partnership Agreement with Proven Design & Implementation Firm**

With the Florida marketplace seeing a 17.6% increase in the number of branch locations in the last five years, finding the right solution for Florida credit unions that would assist them in establishing a competitive advantage through their entire brand became a primary focus in 2007. After extensive research, the FCUL Service Group, a wholly-owned subsidiary of the Florida Credit Union League, signed an agreement partnering with NewGround.

NewGround, a full-service design and implementation company, offers credit unions strategic insight and solutions to develop and deliver a more powerful member experience. The firm has been serving financial institutions exclusively for nearly a century, offering a myriad of growth services, including brand, consult, design, retail, build, and culture.

“By partnering with NewGround we are adding valuable experience to our strategic resource base and providing our members with a trusted source for innovative ideas and design to help grow their brand and market share,” says Marvin Garland, COO/CFO of the Florida Credit Union League and FCUL Service Group.

“This strategic alliance combines the strengths and resources of both NewGround and the Florida Credit Union League to deliver dynamic solutions that help credit unions grow and build success in the increasingly competitive Florida market,” says Kevin Blair, President and COO of NewGround.

For more information on the NewGround/FCUL partnership, contact Liz Aperauch at 800.342.1266, ext 1142 or [liza@fcul.org](mailto:liza@fcul.org).

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**About NewGround**

*NewGround is in the business of helping financial institutions grow. As a full-service design and implementation company, we build success through a comprehensive service set we call “The Core” – integrating Brand, Consult, Design, Retail, Build, and Culture. As industry thought leaders, our revolutionary approach is powered by Breakthrough Ideas. As industry innovators, our head-turning experiences wow customers inside a Breakthrough Space. Put the two together, and the result is Breakthrough Growth for our clients’ brands, market share, and bottom line.*

*The company’s operational headquarters are in St. Louis, MO, with principal offices in Chicago, IL; San Francisco, CA; Portsmouth, NH and Toronto, Canada. To learn more about NewGround, call 888.613.0001, or visit [www.newground.com](http://www.newground.com).*

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