

# Piedmont Chapter Voices

This is the bi-monthly newsletter for the Piedmont Chapter of Credit Unions. If you work or volunteer for a member credit union you can share your voice by emailing: dan@piedmontcu.org

## October 2009

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AMERICA'S  
CREDIT  
UNIONS®

## International Credit Union Day is October 13th!

### The First Credit Union Day

"... a desire emerged to establish an annual occasion to acknowledge both the credit unions' important role in creating opportunity for their members and communities and the achievements of pioneers who laid the foundation for ongoing credit union success.



On January 17, 1927, the Credit Union League of Massachusetts celebrated the first official holiday for credit union members and workers. They selected January 17 because it was the birthday of America's "Apostle of Thrift," Benjamin Franklin (1706-1790), who early credit union founders believed symbolized "the life and teaching embodied in the spirit and purpose of credit unions."

Ironically, rapid growth within the North American credit union movement meant that people were either too busy to celebrate or too new to the movement to recognize the significance of the celebration. After a brief trial period, Credit Union Day quietly disappeared.

### A Second Chance

In 1948, the U.S. Credit Union National Association (CUNA) decided to initiate a new national Credit Union Day celebration. CUNA and CUNA Mutual Insurance Society set aside the third Thursday of October as the national day of observance. By then, many more of America's credit union leaders believed there was a need for an occasion that would bring people together to reflect upon credit union history and achievements and to promote the credit union idea across the country. Credit unions, state credit union leagues in the United States and many of the informal credit union chapters in each state were encouraged to celebrate the new holiday in some way. It was to be a time for raising funds for movement causes and to pay homage to the men and women who had dedicated their lives to credit union development....

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**Next Chapter Meeting  
Tuesday, October 13, 2009**

**Speaker: William E. Coleman  
Location: Southern VA Higher Learning**

**Cost: \$14, Begins at 6:00pm, Dinner at 6:30pm**

**Contact: Helen Leigh at 434-575-7916**

**As Soon As Possible!**

## Executive Committee

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## Resources for Credit Unions

### **FindaCreditUnion.com**

Offers a fast way for potential members to see which credit unions they may qualify for membership in. Be sure to list your credit union's field of membership

### **RightAtHomeAnswers.org**

Members can find answers to their mortgage related questions. Whether they are thinking about buying, refinancing, or even facing foreclosure.

### **Chapter Workshop**

Be sure to set aside the evening of November 5th, 2009 for the Piedmont Chapter Workshop.

**More details to come!**

## International Credit Union Day Continued...

### **Sending a Message Around the World**

During the 1950s, CUNA's World Extension Department provided technical assistance and philosophical guidance for credit union development worldwide. So many countries had established credit union movements by 1964 that CUNA formally expanded its mission and launched CUNA International. New movements joined the credit union family each year, and an increasing number of people were interested in celebrating their uniqueness and unity with a special holiday that could be enjoyed by everyone-regardless of religion, political beliefs, cultural differences or language. Many credit unions and leagues began to distribute publications, banners, slogans and kits, and Credit Union Day became an international celebration. By 1971, substantial worldwide credit union progress led to the creation of World Council of Credit Unions (WOCCU) to assist others in establishing and maintaining viable credit union movements in countries across the globe. In Canada, Australia, Latin America, the Caribbean, Africa, Asia, New Zealand, Great Britain and the South Pacific, national and regional credit union federations and confederations were established to support and endorse credit union development. WOCCU created the first International Credit Union Day materials more than 30 years ago, and they continue to provide ICU Day resources to credit unions and associations throughout the world today.

### **Where and How We Celebrate Today**

Members around the world celebrate this special day in a number of ways. Some sponsor open houses, picnics, fairs, festivals and parades; others hold athletic competitions and essay or art contests for young members. Public gatherings with visiting dignitaries have effectively attracted media attention and public involvement, as have educational and public service events. More ideas are found at [www.woccu.org](http://www.woccu.org). As your credit union joins in this unique and exciting celebration, remember that you are joined by more than 177 million members in 96 countries who also recognize and celebrate the credit union difference!"

*-Taken from the World Council of Credit Unions - [www.woccu.org](http://www.woccu.org)*

*How Will Your CU  
Celebrate ICU Day?*

## Member Credit Unions

**CCC Martinsville Employees  
Credit Union**  
(276) 666-6728

**Danville City Employees  
Federal Credit Union**  
(434) 799-5027

**Goodyear-Danville Family  
Credit Union**  
(434) 797-4873  
[www.gdyr-danvfamilycu.virtualcu.net](http://www.gdyr-danvfamilycu.virtualcu.net)

**Halifax County Community  
Federal Credit Union**  
(434) 575-7916

**Martinsville DuPont CU**  
(276) 632-1679  
[www.mdcu.org](http://www.mdcu.org)

**Martinsville Postal CU**  
(276) 666-6728

**Piedmont Credit Union**  
(434) 797-1954  
[www.piedmontcu.org](http://www.piedmontcu.org)

**URW Community FCU**  
(434) 793-1278  
[www.urwfcu.org](http://www.urwfcu.org)

**Roanoke Postal Employees  
Federal Credit Union**  
105 Teal Ct.  
Danville, VA 24541

## Talk-Back

### Online Poll

*Do you use your own  
credit union's services?*

- A. Yes. For everything.
- B. Yes. For primary accts.
- C. Yes. But not primarily.
- D. Yes. I have a share acct.
- E. No. I don't use anything.

*Answer anonymously at  
[chapter.piedmontcu.org](http://chapter.piedmontcu.org).*

## Why I Think CU's Should Celebrate International Credit Union Day

With the growth, expansion and regulation of credit unions there is a tendency for us to act more and more like our counterparts in the banking industry. Credit unions must hold on to what makes them different. The credit union difference is so much more than just lower fees and great member service, it's a proclamation to the world of what credit unions stand for. What we stand for can be summed up in two words. Our Members. No other financial organization can truly say this, that their whole purpose in life is the financial well-being and success of their members. International Credit Union Day reminds us of this. It reminds our members that we work for them, not the other way around. So let's celebrate the opportunity and prosperity that our respective credit unions have provided for our members! For as long as we have this focus we'll overcome all the little things that pull us down and try to force us to look and act like our counterparts in the for-profit banking world. Stay true to your members. Stay true to your credit union ideals. Happy International Credit Union Day!

*-Shared by Dan Veasey, Piedmont CU*

*Share your thoughts at <http://chapter.piedmontcu.org>*

## MDCU Hosts Phone Bank

The Board and staff take our role in the political process very seriously. We are fortunate to have a great working relationship with our senators and delegates. MDCU will be hosting a telephone phone bank for House Minority Leader Delegate Ward Armstrong on Tuesday, October 6th from 5:00-8:00 P.M. at the Martinsville location. After years of support for Virginia Credit Unions this small donation of time is a token of our appreciation from MDCU.

*-Shared by Sandra Shumate, MDCU*



Ward Armstrong  
Delegate

## Share Your CU's Newsletter

If you would like to share your credit union's newsletter on the Piedmont Chapter Voices website here's what you do...

1. Sign up for an account on this site. <http://chapter.piedmontcu.org>
2. Login and click on Create Content on the left side menu.
3. Then click My Credit Union Newsletter.
4. Write a summary about what's in the newsletter.
5. Attach a PDF or picture file of your credit union's newsletter.
6. Don't forget to give it one or more categories. (For multiple categories hold down the Ctrl key and click each category you want.)