

# From The Desk Of...

Gary Jarvis - Vice President

## WILL WORK FOR FOOD



It was a cold, dreary Saturday morning back in December, in fact the 3rd day in 2005 of that month. Awaking to the smell of fresh coffee brewing I poured up a cup of Joe and headed out to feed my horses and dogs, the whole time knowing that I had a challenging day ahead of myself. After a little something to eat, I was off for a quick hot shower and out the door by 9:30am to make it to my 10:00am meeting.

As I drove down the road with butterflies in my stomach, I felt nervous like I was back in high school getting ready for the start of the city championship cross country race when I attended Joel E Ferris HS. This meeting today seemed different then the ten previous years that I attended, today I was attempting to introduce something so outrageous that my confidence level of accomplishment was very low.

Being in charge of product development, it was important to make this idea work but I knew to get it approved it must be presented in a very delicate way. Over and over in my head I practiced my presentation as my car pulls into the parking lot at this years Annual Planning Meeting with the Board of Directors, Supervisory Committee and Management staff.

As my turn came along in the meeting I knew I had to really lay the mustard on thick, so here's how it went:

"I have this new concept and enhancement idea of our "Christmas Club" account, but before I totally present my ideas to you I want everyone to keep in mind why credit unions make a difference, where credit unions come from, why credit unions were started and what our credit union philosophy is: **"To provide the best quality products and services available to meet the needs of our members."** In other words: every opportunity that we get we need to give back to our members!

"So what I'm asking for your approval today is a Christmas Club account that will pay our members back at a annual percentage yield of 12% on their \$1200 dollars that they set aside for the holiday season?" I promise this will be a successful product, members will love it and I will make every effort to market this new Christmas Club account to all members so they can take advantage of it!"

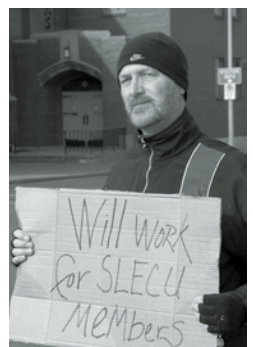
Here's how the Board of Directors and Supervisory Committee responded as everyone chimed in at once, Awesome, Great idea, Super! Let's take a vote: Approved unanimously!

Since that took less than two-minutes, off to one side of the room a single Board of Director keyed in on one comment I made during my presentation: "By the way Gary since you bring up marketing this new product it reminds me that you need to change that dreadful old picture that you use in the newsletter! Immediately, faster than they approved 12% APY on a Christmas Club account the entire room enjoyed some heckling of my mug and voted unanimously that I get a new picture!

As I smiled from ear-to-ear, in my head I thought, "They could all have their fun" because I just got an unbelievable rate of return approved for our members! Anytime I can be the escape goat so this awesome membership can benefit, "Bring it on!"

Yours Truly,

Gary Jarvis



**Qualification requirements:** Automatic Funds Transfer (AFT) from an \*active checking account on the 15th and 30th only. A maximum of \$50 per transfer. Christmas Club accounts will automatically transfer entire amount to your checking account on November 1st of each year. One Christmas Club account per member account.

\*Active checking account: Requires minimum monthly activity of no less than 10 transactions. Example; Check, atm or debit card transactions. Cash, check, atm or direct deposit. Cash, atm or check withdrawals. Transfers to one Christmas Club account per active checking account only.