



Check It Out!

Volume 1, Issue 3

CUCBC Information Centre newsletter

September 2002

May we help?

This is the third issue of our new quarterly newsletter, designed to help familiarize you with the services offered by the Corporate Information Centre at Credit Union Central of British Columbia. Our services are available, at no charge, to all staff and directors of BC credit unions and related organizations.

September always feels like the time to go "back to school", whether we are or not. In this age of lifelong learning, many credit union staff are pursuing courses to further their career development. Centre resources are available to assist you with your coursework; just let us know if we can help with that research paper or group assignment.

Enjoy "hitting the books" again - and be sure to take a look at the stress management techniques, on page 4, when you start feeling overwhelmed!

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Weekly Ad Clipping Service

The Corporate Information Centre provides a weekly newspaper and magazine ad tracking service. This service allows you to review the latest marketing trends from competitors on a regular basis, throughout the year.

New ads from financial institutions and related businesses are monitored and clipped daily from the *Globe and Mail*, *National Post*, *Province*, and the *Vancouver Sun*. These ads are then copied and sent to subscribers via the databag each Friday.

Intermittently ads from smaller community newspapers are also featured. The fee for the yearly service is \$300 and runs from September through to the following September. You can also subscribe to the service at any point in the year and the charge will be pro-rated.

Key Benefits:

- Shows how the competition is advertising.
- Discovers trends from across the country.
- Inspires new ideas for promoting sales products.
- Saves time in creating effective advertising.

If you are interested in seeing a sample package of the ads contact Linda at (604) 730-5172 or email ldmytryshyn@cucbc.com.



The Credit Union Difference

What IS a credit union anyway?

You may have been asked that question when a new acquaintance finds out where you work. After you have explained, that it's "like a bank, but better", what do you say?

You might want to check out some of these resources in preparing for the next time you are asked.

The Savings and Credit Unions of B.C. website, www.i-switch.com, features a page on the Credit Union Difference. The benefits of being a member and shareholder are highlighted.

In the Corporate Structure section of the Credit Union Central of British Columbia website, www.cucbc.com, the organization of the Canadian credit union system is outlined.

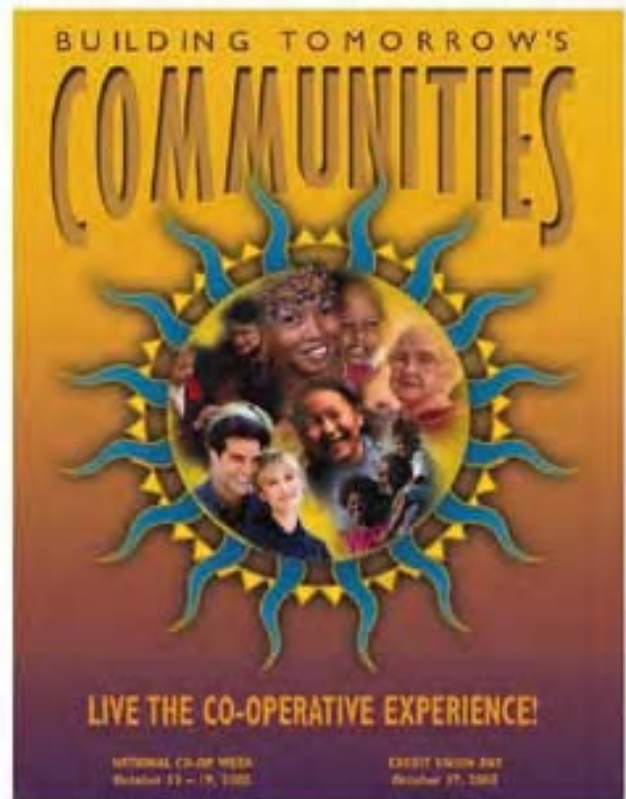
The Credit Union Information section of the Corporate Information Centres website, at <https://www.centralonline.com/infocentre/>, features two documents which outline the concepts behind these unique co-operative institutions.

The *International Credit Union Operating Principles*, from the World Council of Credit Unions, discuss the following identifying characteristics of credit unions worldwide...

1. Democratic structure
2. Service to members
3. Social goals

Co-operatives worldwide are governed by seven co-operative principles, as established by the International Co-operative Alliance (ICA). The principles are:

1. *Voluntary and open membership;*
2. *Democratic member control;*
3. *Member economic participation;*
4. *Autonomy and independence;*
5. *Education, training and information;*
6. *Co-operation among co-operatives, and*



Celebrate CU Day!

Did you know that the third week of October is Co-op Week? And Credit Union Day is celebrated on the Thursday of that week. This year Co-op Week will be celebrated October 13-19, and **Credit Union Day is October 17.**

This is the opportunity for Canadian co-operatives and credit unions to celebrate the fact that they have collectively helped to build this country and the contributions made at home and abroad. This year's theme, *Building a Better Tomorrow*, puts the spotlight on the credit union and co-operative tradition of people helping people.

For background on the history of Credit Union Day, visit the CU Day section of Information Centre online (<https://www.centralonline.com>).

On October 17, join with the 112 million credit union members worldwide in celebrating our

Hot topics: Leadership

Leadership is a people-centered skill that's critical in almost every situation in which two or more people come together in pursuit of a common goal. In today's workplace, most of us are asked to be "everyday leaders" at some time. Take a look at some of these Centre resources, which you can use to help you develop your leadership skills.

To place your request for any of these items, e-mail infocentre@centralonline.com, or use the InfoCentre Online electronic catalog at (<https://www.centralonline.com/infocentre>). You can also browse the catalog by subject (e.g. "leadership" or "team*") to see if there are any other books on the subject that are of interest to you.

BOOKS ON LEADERSHIP

Leadership for Dummies by Marshall Loeb and Stephen Kindel

After you finish reading *Leadership for Dummies*, you'll be ready to take your team to the top. Learn how to foster excellence in employees, encourage teamwork and act in a manner which projects leadership to others. The authors explain leadership skills, offer tips and strategies for achieving them, outline crisis management, describe cases to illustrate the skills and much more.

The Little Book of Coaching : Motivating People to be Winners by Ken Blanchard and Don Shula

Blanchard and Shula impart the five leadership secrets behind the COACH acronym – Conviction-driven, Overlearning, Audible-ready, Consistency, and Honesty-based. Shula describes how each coaching concept works on the field, and then Blanchard shows how you can apply each strategy in a leadership situation.

Transforming Leadership : Equipping Yourself and Coaching Others to build the Leadership Organization by Terry D. Anderson

Books like this one, by sports marketers, always make the selling process sound like such fun – free giveaways at the games, rubber chickens and all. This NBA marketer may not be talking about exactly the sales challenge you face at your credit union, but his suggestions for jump-starting any sales process make for an interesting quick read.

VIDEO ON LEADERSHIP

"Be Prepared to Lead" (27 Min.) by Toastmasters International

This video can help you identify and adapt your leadership style to match the needs of your working environment and help develop effective leadership traits.

PERIODICAL ARTICLES ON LEADERSHIP

"Anything-but Unremarkable Lessons of the Leader", Badaracco, Jr., Joseph L. , Ivey Business Journal, May/June, 2002, 17-21.

"Top Leadership : Taking the Inner Journey", Rich Lash, Ivey Business Journal, May/June, 2002, 44-48.

Interested in knowing more, or would you like information with a specific focus? Just ask and we will be pleased to gather information just for you. Our contact numbers are on the following page.

HELP!! – I'M TOO BUSY!!!

The Canadian Mental Health Association website, www.cmhc.ca, offers the following...

18 Tips for Dealing With Stress and Tension

1. Recognize your symptoms of stress.
2. Look at your lifestyle and see what can be changed -- in your work situation, your family situation, or your schedule.
3. Use relaxation techniques - yoga, meditation, deep breathing, or massage
4. Exercise - Physical activity is one of the most effective stress remedies around!
5. Time management - Do essential tasks and prioritize the others. Use a checklist so you will receive satisfaction as you check off each job as it is done.
6. Watch your diet - Alcohol, caffeine, sugar, fats and tobacco all put a strain on your body's ability to cope with stress.
7. Get enough rest and sleep.
8. Talk with others - Talk with friends, professional counselors, support groups or relatives about what is bothering you.
9. Help others - Volunteer work can be an effective and satisfying stress reducer.
10. Get away for awhile - Leave yourself some time that's just for you.
11. Work off your anger - Get physically active.
12. Give in occasionally - Avoid quarrels whenever possible.
13. Tackle one thing at a time - Don't try to do too much at once.
14. Don't try to be perfect.
15. Ease up on criticism of others.
16. Don't be too competitive.
17. Make the first move to be friendly.
18. Have some fun!! Laugh and be with people you enjoy.

Contact us – please!

The Corporate Information Centre is here to assist you in working for your credit union's success.

Here's how you can reach us...

Credit Union Central of British Columbia
CORPORATE INFORMATION CENTRE

1441 Creekside Drive, Vancouver
2nd floor, near the stairs

Hours: 8:30 a.m. – 4:30 p.m. Monday-Friday

Fax: (604) 737-5966

INFOCENTRE ONLINE WEBSITE

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A two-page Information Centre services overview is available, in print or on the Centre website. Check it out!

To request a copy of the services overview or information about any Centre service, just e-mail infocentre@centralonline.com.