

2012

**Credit Union
League of Connecticut**



AWARDS PROGRAM



The 2012 Credit Union League of Connecticut Awards Program booklet details the awards programs the League will be conducting throughout the year. We hope you will find this to be a valuable and comprehensive resource, and make your participation in our awards programs easier.

Each year, the League presents awards to credit union management, staff and volunteers for individual accomplishments and to credit unions for outstanding contributions to their members, communities and the credit union movement.

We encourage your credit union to participate in the 2012 League Awards Program. Please review the awards detailed in this book. Entry forms are included in the back of the book for those award programs that require them. If you have any questions, please call or email Susan O'Loughlin at 800-228-2285, ext. 7061, soloughlin@culct.coop, or Abbi Stamler at ext. 7058, astamler@culct.coop.

Please note the list of upcoming award deadlines below:

<u>Award</u>	<u>Deadline</u>
Credit Union Professional Recognition	March 21
Credit Union Volunteer Recognition	March 21
Marketing Excellence	March 21
Quarter Century Credit Union Honor	March 21
Half Century Credit Union Honor	March 21

The Dora Maxwell and Louise Herring Award descriptions and entry forms are not included in this book. Information regarding these two awards will be sent under separate cover as soon as information is available from CUNA.

Connecticut credit unions should be proud of the many accomplishments that have improved the lives of their members and strengthened the credit union movement. This is our opportunity to honor you for your outstanding work.

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CREDIT UNION PROFESSIONAL RECOGNITION AWARD

Award Description

The Credit Union Professional Recognition Award honors and recognizes a credit union employee whose performance exceeded expectations and/or made a significant contribution to their credit union or the credit union movement.

Eligibility

All paid credit union employees from League member credit unions are eligible for the award. Chapter officials, credit union volunteers, management and staff may make nominations.

Selection Process

The League Awards Committee will review nomination forms and supporting statements. The following criteria will be considered:

- Contribution to their credit union
- Promotion of the credit union movement
- Length of credit union involvement
- Assistance to other credit unions
- Continuing education
- Chapter, League, and/or national involvement
- Civic and community involvement on behalf of the credit union.

Both the award recipient and his or her credit union will receive a commemorative plaque.

Deadlines and Important Dates

The deadline for submitting nominations is March 21, 2012. The award presentation will take place during the April 10, 2012 League Annual Meeting. For more information on this award, call or email Susan O'Loughlin at 800-228-2285, ext. 7061, soloughlin@culct.coop, or Abbi Stamler at ext. 7058, astamler@culct.coop.

CREDIT UNION VOLUNTEER RECOGNITION AWARD

Award Description

The Credit Union Volunteer Recognition Award honors and recognizes volunteers who exemplify extraordinary commitment to the credit union movement. The award is a symbol to all volunteers that their efforts and time are greatly appreciated.

Eligibility

All volunteers from League member credit unions are eligible for the award. Chapter officials, credit union volunteers, management and staff may make nominations.

Selection Process

The League Awards Committee will review nomination forms and supporting statements. Both the award recipient and his or her credit union will receive a commemorative plaque.

Deadlines and Important Dates

The deadline for submitting nominations is March 21, 2012. The award presentation will take place during the April 10, 2012 League Annual Meeting. For more information on this award, call or email Susan O'Loughlin at 800-228-2285, ext. 7061, soloughlin@culct.coop, or Abbi Stamler at ext. 7058, astamler@culct.coop.

MARKETING EXCELLENCE AWARD

Award Description

The Marketing Excellence Award honors and recognizes a credit union that exemplifies marketing excellence. Entries may include a Web site, newsletter, direct mail campaign, brochure or member packet, print advertisement, annual report, radio or television spot, logo and other miscellaneous marketing materials.

Eligibility

All League member credit unions are eligible to submit entries.

Selection Process

The League Awards Committee will review the entries. The following criteria will be considered:

- **Strategy** – What was the strategy behind the promotion? Did the strategy make sense given the credit union’s marketplace position and competition?
- **Creative Concept** – Was the concept consistent with the strategy and objectives? How well did verbal and visual messages communicate the credit union’s message? Were the ideas fresh?
- **Results** – How successful was the promotion, given its objective, budget, and strategy? Did the idea behind the entry produce the intended results?

The Marketing Award will be given in the following asset categories:

- Less than \$10 million
- \$10 million - \$49 million
- Over \$50 million

Also, separate awards will be presented for both in-house marketing materials and materials produced at commercial design firms.

Deadlines and Important Dates

The deadline for promotion entries is March 21, 2012. The award recipients will be recognized in the 2012 League Annual Meeting Program Book and will receive an award plaque on a date of their choosing. For more information on this award, call or email Susan O’Loughlin at 800-228-2285, ext. 7061, soloughlin@culct.coop, or Abbi Stamler at ext. 7058, astamler@culct.coop.

CUPAC SUMMIT AWARD

Award Description

The CUPAC Summit Award honors and recognizes credit unions for their support of Connecticut's elected officials.

Eligibility

All credit unions are eligible to receive the CUPAC Summit Award.

Qualification Process

A credit union can qualify for a CUPAC Summit Award through personal contributions only. The CUPAC Summit Awards Program has three levels available: Gold, Silver and Bronze. All three awards will be based on each credit union reaching the goal level they choose. Goals are based on 75% of the total number of employees listed in the previous year's December NCUA 5300 report multiplied by \$25, \$15 or \$10 respectively. The League provides each credit union with pre-calculated goals after the League Annual Meeting.

Gold – 75% of the total number of employees x \$25

Silver – 75% of the total number of employees x \$15

Bronze – 75% of the total number of employees x \$10

Deadlines and Important Dates

For more information on this award, call Kelly Fuhlbrigge at 800-228-2285, ext. 7055 or email kfulbrigge@culct.coop. The award recipients will receive their award on a date of their choosing, and will be recognized in the 2012 League Annual Meeting Program Book.

No nomination or entry form is necessary for this award.

CONNECTICUT CREDIT UNION CHARITABLE FOUNDATION AWARD

Award Description

The Connecticut Credit Union Charitable Foundation Award honors and recognizes credit unions for the most Charitable Foundation Raffle ticket sales.

Eligibility

All League member credit unions are eligible for the award.

Selection Process

The Connecticut Credit Union Charitable Foundation Award will be given for the most Raffle ticket sales in the following asset categories:

- Less than \$10 million
- \$10 million - \$49 million
- Over \$50 million
- Overall top sales

Deadlines and Important Dates

The annual Raffle begins on October 1, 2012 and ends November 30, 2012. The award recipients from 2011 will be recognized in the 2012 League Annual Meeting Program Book and will receive a trophy on a date of their choosing. For more information on this award, call or email Susan O'Loughlin at 800-228-2285, ext. 7061, soloughlin@culct.coop, or Abbi Stamler at ext. 7058, astamler@culct.coop.

No nomination or entry form is necessary for this award.

HALF CENTURY CREDIT UNION HONOR AWARD

Award Description

The Half Century Credit Union Honor Award honors and recognizes credit union volunteers and staff who have dedicated a minimum of 50 years of service to the credit union movement.

Eligibility

Credit union volunteers or employees who have given service for a cumulative total of 50 years or more in any capacity are eligible for the award. The 50 years of the honoree's service can be an accumulation of service to one or more credit unions and may be made posthumously. There is no limit to the number of honorees that can be recognized by a credit union.

Deadlines and Important Dates

The deadline for submitting nominations is March 21, 2012. The award recipients will be recognized in the 2012 League Annual Meeting Program Book and will receive a certificate on a date of their choosing. For more information, call or email Susan O'Loughlin at 800-228-2285, ext. 7061, soloughlin@culct.coop, or Abbi Stamler at ext. 7058, astamler@culct.coop.

QUARTER CENTURY CREDIT UNION HONOR AWARD

Award Description

The Quarter Century Credit Union Honor Award honors and recognizes credit union volunteers and staff who have dedicated a minimum of 25 years of service to the credit union movement.

Eligibility

Credit union volunteers or employees who have given service for a cumulative total of 25 years or more in any capacity are eligible for the award. The 25 years of the honoree's service can be an accumulation of service to one or more credit unions and may be made posthumously. There is no limit to the number of honorees that can be recognized by a credit union.

Deadlines and Important Dates

The deadline for submitting nominations is March 21, 2012. The award recipients will be recognized in the 2012 League Annual Meeting Program Book and will receive a certificate on a date of their choosing. For more information on this award, call or email Susan O'Loughlin at 800-228-2285, ext. 7061, soloughlin@culct.coop, or Abbi Stamler at ext. 7058, astamler@culct.coop.

CREDIT UNION PROFESSIONAL RECOGNITION AWARD NOMINATION FORM

Nominee Name: _____

Credit Union: _____

1. List all nominee's positions held and dates of service in support of the credit union movement in-state and nationally.

2. List nominee's civic and community involvement on behalf of a credit union.

3. Describe any special contributions this individual has made to your credit union or any other credit union.

4. In your own words, explain the professional qualities of this individual that makes him or her worthy of this award.

Please attach any additional information.

Nominated by: _____ Credit Union: _____

Address: _____

Telephone: _____ Fax: _____

*Mail nomination forms to:
League Awards Committee
Credit Union League of Connecticut
1064 East Main St., Ste. 201, Meriden, CT 06450
fax to 203-294-4882
Deadline for submitting nominations is March 21, 2012.*

CREDIT UNION VOLUNTEER RECOGNITION AWARD NOMINATION FORM

Nominee Name: _____

Credit Union: _____

- 1. List all nominee’s positions held and dates of service in support of the credit union movement in-state and nationally.

- 2. Describe any special contributions this volunteer has made to your credit union or any other credit union in the state.

- 3. To the best of your knowledge, what educational sessions and/or Volunteer Achievement Program modules has the nominee completed?

- 4. In your own words, explain the professional qualities of this volunteer, which make this person worthy of the Credit Union Volunteer Recognition Award.

Please attach any additional information.

Nominated by: _____ Credit Union: _____

Address: _____

Telephone: _____ Fax: _____

*Mail nomination forms to:
League Awards Committee
Credit Union League of Connecticut
1064 East Main St., Ste. 201, Meriden, CT 06450
fax to 203-294-4882
Deadline for submitting nominations is March 21, 2012.*

MARKETING EXCELLENCE AWARD ENTRY FORM

Name of Promotion: _____

Promotion Strategy: _____

Creative Concept: _____

Promotion Results: _____

Were the marketing materials produced in-house or at a commercial design firm?

Person Responsible for Promotion: _____

Credit Union Name: _____

Address: _____

Telephone: _____ Fax: _____

Please submit 4 original, color samples of each entry.

Attach this form to the promotion piece. Mail entries to:

League Awards Committee

Credit Union League of Connecticut

1064 East Main St., Ste. 201, Meriden, CT 06450

fax to 203-294-4882

Deadline for submitting nominations is March 21, 2012.

HALF CENTURY CREDIT UNION HONOR AWARD NOMINATION FORM

Name of Honoree: _____

Home Address: _____ City: _____ State: _____

Years of credit union service: _____

Credit Union Names:	Dates:	Positions Held:
_____	_____ to _____	_____
_____	_____ to _____	_____
_____	_____ to _____	_____
_____	_____ to _____	_____

List any applicable League committees on which the person has served:

Specifically list other applicable League activities in which the person participated:

List all applicable credit union distinctions held by this person:

Is this award being made posthumously? Yes ___ No ___

Submitted by: _____ Credit Union: _____

Address: _____

Telephone: _____ Fax: _____

Signature: _____

(Must be signed by an officer of the credit union.)

Please submit a separate form for each individual you wish to honor. All details you provide will be used to present this award to the honoree. Mail this form to:

*League Awards Committee
Credit Union League of Connecticut
1064 East Main St., Ste. 201, Meriden, CT 06450
fax to 203-294-4882
Deadline for submitting nominations is March 21, 2012.*

QUARTER CENTURY CREDIT UNION HONOR AWARD NOMINATION FORM

Name of Honoree: _____

Home Address: _____ City: _____ State: _____

Years of Credit Union Service: _____

Credit Union Names:	Dates:	Positions Held:
_____	_____ to _____	_____
_____	_____ to _____	_____
_____	_____ to _____	_____
_____	_____ to _____	_____

List any applicable League committees on which the person has served:

Specifically list other applicable League activities in which the person participated:

List all applicable credit union distinctions held by this person:

Is this award being made posthumously? Yes ___ No ___

Submitted by: _____ Credit Union: _____

Address: _____

Telephone: _____ Fax: _____

Signature: _____

(Must be signed by an officer of the credit union.)

Please submit a separate form for each individual you wish to honor. All details you provide will be used to present this award to the honoree. Mail this form to:

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