

March 31, 2008



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**President's Message**

Taken from the HRD Network Conference February 2008:

**Ken Lodi**

*Talent – Any behavior or thinking*

*Potential – Capable of being, but not yet in existence*

**Myth #1**

*Potential can be reached*

*Reality – Potential is a process, not a place*

**Myth #2**

*Potential is unique to the talented*

*Reality – We are all talented & potential is universal*

**Myth #3**

*Potential develops vertically, along a ladder*

*Reality – Potential develops randomly across a chessboard*

\* The Credit Union Times featured on-site conference coverage in the March 5, 2008 issue on pages 82 & 83. The four articles can be seen on line at the following links:

<http://www.cutimes.com/print.php?article=37002>

<http://www.cutimes.com/print.php?article=37004>

<http://www.cutimes.com/print.php?article=37005>

<http://www.cutimes.com/print.php?article=37006>

\* Also featured in the CU Systems Briefs of CUNA News Now is an article on the 2008 HRD Professional of the Year at <http://www.cuna.org/newsnow/archive/list.php?date=031108>.

*"If we had no winter,  
the spring would not be so pleasant;  
if we did not sometimes taste of adversity,  
prosperity would not be so welcome."*

~ Anne Bradstreet (1612-1672)  
British-American poet

**BROWNBAG UPDATES**

**Upcoming HRD Network Brownbags:**

Central California Area

Contact Shonna Shearson at Kern Schools FCU (661) 833-7944 or [shonna.shearson@skfcu.org](mailto:shonna.shearson@skfcu.org) for information on the next scheduled meeting.

Inland Empire Area

Contact Emily Pearl at Service Plus CU (909) 680-1998 x104 or [eppearl@servicepluscu.org](mailto:eppearl@servicepluscu.org) for information on the next scheduled meeting.



Long Beach/South Bay Area

Contact Diane Jarecki at LBSFCU (714) 893-5111 x5205 or [djarecki@lbsfcu.org](mailto:djarecki@lbsfcu.org) for information on the next scheduled meeting.

Los Angeles Area

When: **Friday, April 18, 2008**

Time: 12:00pm – 2:00pm

Where: TBD

Topic: TBD

RSVP: Janet Gaspard at LA Police FCU (818) 779-3316 or [jgaspard@lapfcu.org](mailto:jgaspard@lapfcu.org).

Orange County Area

Contact Courtney Lynch at Wescom CU (888) 493-7266 x4653 or [clynch@wescom.org](mailto:clynch@wescom.org) for information on the next scheduled meeting.

Sacramento Area

Contact Jenee Rawlings at Yolo FCU (530) 669-6321 or [jrawlings@yolofcu.org](mailto:jrawlings@yolofcu.org) for more information on the next scheduled meeting.

San Diego Area

Contact Jose Ng at USA FCU (858) 831-8100 x511 or [jng@usafed.org](mailto:jng@usafed.org) for information on the next scheduled meeting.

San Francisco Bay Area

Contact Dawn Smith at San Mateo CU at (650) 562-1276 or [dsmith@smcu.org](mailto:dsmith@smcu.org) for more information on the next scheduled meeting.

Southern Nevada Area

Contact Ann Johnson at Silver State Schools CU (702) 697-8025 or [amj@silverstatecu.com](mailto:amj@silverstatecu.com) for information on the next scheduled meeting.

Trainers Network (Southern California)

Contact Kate McPike at the California Nevada Credit Union League (909) 581-3434 or [katem@ccul.org](mailto:katem@ccul.org) for more information on the next scheduled meeting.

Mark your calendar and plan to join your colleagues at these **FREE** brownbag meetings!

**HRD NETWORK INFORMATION EXCHANGE**

The next Info Exchange will be sent out on **Monday, April 14, 2008**. Any information or job posting needs to be submitted by the Friday before. Thank you and please send your information to Nanette Dalo of Allied Healthcare FCU at [ndalo@ahfcu.org](mailto:ndalo@ahfcu.org).



**JOB LISTINGS**



**Create the world's first virtual credit union!  
VP-IS for Tyco Federal CU**



Tyco Federal Credit Union is embarking on an ambitious, unheard of strategy of becoming essentially a virtual financial services cooperative. We need the most creative yet business minded programming talent available for our newly created position of Vice President – Information Systems.

Fast forward two years from today. You'll have made our online delivery channels even more robust that our branch offices and our member-owners receive the value of a financial cooperative that helps them get ahead financially. By doing so, you'll have positioned our credit union and yourself for future success and growth. You'll have done this in part by redefining our delivery methods, our interaction with the members and freed up other Credit Union employees' time so they have been able to devote more time to educating our members.

The ideal candidate will have a strong track record of creative programming accomplishments, effective team building and superior project management and administration skills. These skills and experience will allow the VP-IS to run the small department efficiently, develop our dedicated IS Specialist and spend most of his or her time on creative solutions to address staff and member information needs.

We will experience unprecedented levels of success because of your unique impact. You'll be recognized as the hero who helped propel us to a new level of interaction. Your professional learning curve and opportunities will be almost vertical.

If you would like this story to be yours, send us a copy of your resume along with a half-page write-up of your most creative software related solution to meet a need. We think your accomplishments are much more important than your resume and we'll read them first.

Send to [Elaine@CUExecs.com](mailto:Elaine@CUExecs.com) and reference "Tyco" in the subject line. See [www.TycoCU.coop](http://www.TycoCU.coop) for more information on us.

[033108-042508]



### **Marketing Manager 2007-3216**

AltaOne Federal Credit Union, the premier financial services provider for the Eastern Sierras is seeking a Marketing Manager who will improve the credit union's competitive position, consistent with its mission, within the market served; develop objectives, policies and programs for marketing activities of the credit union; plan, direct, and coordinate the efforts of marketing toward the accomplishment of overall objectives; supply advice and assistance to the vice president and other operating units within the organization.

#### **Major Duties and Responsibilities:**

Develops and directs all advertising and sales promotions with the VP. Develops multimedia marketing communications programs; tracks, reports and evaluates results. Directs marketing and sales planning (including an analysis of competitive products/services and selling techniques), legislation, budgets, pricing and distribution with the VP. May assist Vice President in developing, proposing, gaining acceptance for, and implementing strategic integrated marketing communications plans designed to meet the Credit Union's short- and long-term marketing objectives. Manages all public relations efforts including special events planning. Performs other job related duties as assigned.

#### **Knowledge and Skills:**

Experience: At least three years of similar or related experience. Prior financial services experience preferred.  
Education: BA/BS in Marketing, Business or related field.  
Interpersonal Skills: A significant level of trust and diplomacy is required, in addition to normal courtesy and tact. Work involves extensive personal contact with others and/or can be of a personal or sensitive nature. Work may involve motivating or influencing others. Outside contacts become important and fostering sound relationships with other entities (companies and/or individuals) becomes necessary.  
Other Skills: Project Management, Product Development and Leadership Skills preferred.

AltaOne's corporate headquarters is located in Ridgecrest, CA where we have an average of 350 days of sunshine yearly. Housing is extremely affordable. The community is family-oriented with great people, great schools and a very short commute. AltaOne offers a competitive compensation package including a 401(k) match. All interested applicants will need to apply at [www.altalone.org](http://www.altalone.org). Go to Careers section. Equal Opportunity Employer.

[031708-041108]

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***"Whatever it takes,  
that's what I do."***

~ David R. Mellor (1963 - )  
American groundskeeper  
Director of Grounds, Fenway Park  
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## SAVE THE DATE... 2008

for the HRD Network  
Semi-Annual Conference  
September 17-18, 2008  
The Doubletree Hotel  
San Diego ~ Mission Valley



## HRD NETWORK

*STIMULATING GROWTH • PROMOTING EDUCATION • SHARING IDEAS • CREATING VALUE*

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If you would like information on how to place an ad with the HRD Network,  
Call Nanette Dalo (562)933-0378 \* FAX (562)933-0921 \* email: [ndalo@ahfcu.org](mailto:ndalo@ahfcu.org)  
**\*\*PLEASE SEND REQUESTS OF 200 WORDS OR LESS BY FRIDAY AT NOON\*\***  
All members of our Job Placement Service are Equal Opportunity Employers M/F/D/V.