



Going to CUNA GAC?

Please join us!

Tuesday, February 23, 2016
5:30 to 6:30 p.m.

**CUNA Governmental Affairs
Conference Reception**

Grand Hyatt Hotel
Declaration Room
1000 H Street NW
Washington, D.C.

Mark Your Calendar!

2016 Annual Meeting

The Florida Credit Union
Shared Services dba Shared
Services for Credit Unions
annual meeting is set for:

Wed March 30, 2016

It will be held at:

**Central FL Educators FCU
Community Room
1000 Primera Boulevard
Lake Mary, FL 32746
(407) 896-9411**

Contact Us



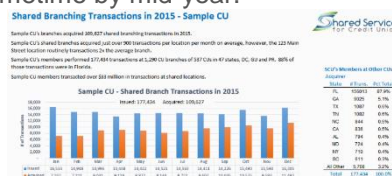
Shared Services for Credit Unions
8895 N Military Trail, Suite 104-D
Palm Beach Gardens, FL 33410
561-869-8610
www.ss4cu.com

Dear CEO,

This is your January 2016 "CEO Brief", a short update on what's happening in Shared Branching.

Data Analytics

Programmers have been hard at work developing our Data Analytic platform. The product is now in beta testing. This will give us the capability to provide you with periodic data and information relevant to shared branching and your credit union. Future plans are to build a query tool empowering credit unions to create reports on demand. Be on the lookout for phase one sometime by mid-year.



Partnership Marketing Program

Through 23 years of operation we are pleased to have paid annual patronage rebates for 17 consecutive years.

You know your members and have built a relationship of trust with them. SS4CU is confident you understand the importance of marketing and the potential return on that investment. Therefore, instead of reducing the overall patronage dollars by spending more money on advertising and marketing, we are asking for your help to promote the network (similar to that of the 'SPRINT' program many of you participate in today) so that we can continue to provide you patronage rebates as in years past, growing them as the network grows. We believe your credit unions participation in the new Partnership Marketing Program will accomplish just that.

Here's how it works. Early next week we will send an announcement asking each participating credit union to:

- Read the program description
- Register and accept the Terms & Conditions
- Assign 1 or 2 responsible persons, and
- Choose and complete 4 of the 6 marketing requirements each calendar year, i.e. statement message, website presence, eblast, etc.

The options provided are reasonable, flexible and will cost little to nothing to fulfill. Each of the 4 annual requirements are weighted at 25% of your annual issuer patronage rebate. For 2016, its inaugural year, only 2 options need to be completed to earn 100% of your issuer patronage rebate.

Thank you for your participation and for partnering with us to promote shared branching.

Please feel free to contact me with any questions or concerns.

Sincerely,

A handwritten signature in black ink that reads "Michael Yatros". The signature is written in a cursive style with a horizontal line at the end.

Mike Yatros, CEO
561-869-8611
myatros@ss4cu.com