



Dear CEO,

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

## Going to Conference?

### **Southeastern Credit Union Conference and Expo**

**June 15-17**  
JW Marriott, Orlando

**You're Invited to Register to  
win one of 3 CEO Prizes  
during the  
CEO Only Reception  
Wednesday, 6-15  
4:30 - 5:30  
SS4CU - Booth 1001  
Exhibit Hall**

We will have a special PRIZE drawing for Florida CEO's. Be sure to watch the mail for your entry postcard and bring it to our booth 1001 during the CEO reception.

These are Grand Prizes you will not want to miss. AND of course, stop by, we would very much like to see you and say hello.

## Mark Your Calendar!

### **2016 Operations Meetings**

In order to facilitate attendance, we will again hold regional users group meetings this year.

**NORTH**  
**Tues, July 19**  
**10:00 a.m. - 3:00 p.m.**  
**Envision CU**  
440 N Monroe St  
Tallahassee

**CENTRAL**  
**Weds, July 20**  
**10:00 a.m. - 3:00 p.m.**

## Patronage Rebates & Dividends

By now you have received your 2015 Patronage Rebate (and Dividend check if you are a stockholder). We want to thank you for your continued participation in shared branching which allowed Shared Services for Credit Unions (SS4CU) to continue its strong performance and return \$602,776 in patronage and dividends to our participants and stockholders. That puts SS4CU above \$8 million in distributions since inception. Our board and stockholders strongly believe in strength in numbers and rewarding loyalty to the network participants. You are the reason these patronage rebates continue to grow year after year.

## Election of Board of Directors

The 23<sup>rd</sup> Annual Meeting was recently held on March 30, 2016. Three board members were re-elected to three year terms:  
Allan Prindle, CEO, Power Financial CU  
Joseph Melbourne, Jr., CEO, CFE FCU  
Michael Miller, CEO, IBM Southeast CU

In addition, Bruce Fafard, CEO of 121 Financial CU was elected to fill the remaining year of a retired director's term.

## Shared Branch Express

The CO-OP recently discontinued Vcom self-service shared branching kiosks which were widely available in 7-Eleven stores. Instead they are committed to self-service shared branching transactions through NextGen ATMs, under the brand "Shared Branch Express". Although currently there are no NextGen ATMs in Florida, there are over 100 throughout the US and some Florida credit union members do utilize these machines.

## Partnership Marketing Program

Reminder! Make sure you will receive your full Patronage Rebate next year by confirming your marketing team is aware of the new Partnership Marketing Program (PMP) and has enrolled the credit union.

As described in our last CEO Brief, the program is similar in concept to the Sprint program that many CUs use. By asking our participants to market shared branching to their members, SS4CU can ensure ongoing patronage rebates and continued high levels of participation. For more information, visit the [Partnership Marketing Program](#) section on our website, or give us a call.

Fairwinds CU  
135 W Central Blvd  
Orlando

**SOUTH**  
**Thurs, July 21**  
**10:00 a.m. - 3:00 p.m.**  
**We Florida Financial CU**  
1982 N State Rd 7  
Margate

For more information and registration, visit our [website](#).

## CO-OP Interchange Fee Change 6-2016

In late 2015, we forwarded a notification from CO-OP of their intent to implement an interchange fee increase intended to further compensate existing Acquirers for cash and certain check transactions, as well as incent Issuer-Only credit unions to become Acquirers. This is funded in two ways. First, transactions involving cash or more than 5 checks will have higher fees to help Acquirers. Second, a premium will be added to interchange transaction fees charged to credit unions that are Issuer-Only credit unions. The full amount of the increase will go to the Acquiring credit union.

Issuer-Only credit union can avoid the transaction fee premium by becoming an Acquirer, even if only part of your branch network participates as an acquirer.

### Contact Us



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[www.ss4cu.com](http://www.ss4cu.com)

These pricing changes are effective June 1, 2016. Information on this has been disseminated to all participant credit unions, however please contact us if you have any further questions or would like to explore how an Issuer-Only credit union can begin to acquire transactions.

Note: Fees are unchanged for transactions between two Florida participants.

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

Sincerely,

Mike Yatros, CEO  
561-869-8611  
[myatros@ss4cu.com](mailto:myatros@ss4cu.com)



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