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## SimpliCD Issuing Agent The Flip Side

Many of you know first hand the ease of investing in bank, credit union and S&L certificates of deposit (CD) through SimpliCD. Others of you have read time and again of the program that is a custodial CD Investment Program that aids credit unions during times of excess liquidity in accessing great CD rates at quality financial institutions with less hassle as Kansas Corporate handles the back office processing. But did you know SimpliCD has a *flip side*?

When liquidity is tight, credit unions can still turn to SimpliCD to issue, not purchase certificates. Which is exactly what Mid American Credit Union did recently as they are 'generally always loaned out and then some' as Jim Holt, President, tells us. With an average Loan-to-Share ratio around 110% Mid American Credit Union frequently finds themselves in a borrowed position. 'As we try to find ways to gather additional funds, we naturally look at cooperative solutions. Having borrowed from KCCU in the past, we began a dialogue about how to keep the borrowing costs to a minimum and were introduced to the SimpliCD program.' Issuing certificates through SimpliCD

provides a competitive alternative to other funding methods, such as Federal Home Loan Bank advances or financial institution borrowings, and gives you access to a nationwide market of institutional investors to help generate needed liquidity.

From resourceful market analysis provided by Primary Financial, Kansas Corporate staff works with you to set a rate to attract the deposits you need. Your offering is then published to a nationwide network of credit unions through Primary Financial's (SimpliCD) extensive network of investors. 'Once we decided on the amount of the issue, the term and the rate, the funds were in our corporate account within three days and the rate was the best we could find,' says Jim.

With a pool of more than 4,500 credit union investors, many looking to place funds on daily basis, SimpliCD may be just the tool you need to get the deposits you need, quickly.

If you are interested in SimpliCD as an issuing tool, please contact Kent Gleason, EVP, Kansas Corporate Credit Union, at 800.721.2677 | Ext. 107 or email [kentg@kansascorporate.org](mailto:kentg@kansascorporate.org).

### Program Benefits

- No subscription or broker fees
- Central way to raises funds and generate liquidity
- Ability to pool investors into one share certificate



- Access to nationwide pool of investors
- Free Market Analysis
- Ability to issue certificates in amounts and terms that are tailored to credit union needs

## Membership Capital Requirements Unveiled Meetings across KS & NE

You have been reading about our future Membership Requirements based on the new corporate regulation in our Monthly Membership Reports and even in previous *Corpor@teLink* issues. In the past few weeks, members and potential member credit unions in Kansas and Nebraska have had the opportunity to hear about the plan in greater detail by participating in two meetings hosted by Kansas Corporate.

Forty-seven credit union attendees representing 37 credit unions in Kansas and Nebraska participated in the initial webinar held Thursday, January 13, 2011. This 90-minute webcast detailed Kansas Corporate's plan going forward including new components of the corporate regulation and our plan to achieve benchmarks and required ratios throughout.

One week later, Kansas Corporate, in conjunction with our Strategic Partner, the Nebraska Credit Union League, hosted a Lunch & Learn event in Omaha, NE, to review the plan with our Nebraska Associate Members and interested Nebraska credit unions. Twenty one credit union representatives, including 3 NCUL staff, attended the Thursday, January 20th meeting, braving the snow, to meet with Larry Eisenhauer, President & CEO, and Tonya Johnston, Operations Manager, to learn about our future plans.

We are now in talks to host a second Nebraska meeting for Lincoln area credit unions and credit unions that were unable to attend the Omaha meeting. Meeting details have just been confirmed and the meeting will be held at LincOne Federal Credit Union, Monday, February 7, 2011, from 11:30 am - 1:30 pm. A meeting brochure and registration information has been forwarded out by the NCUL. Meeting registration is available on the Kansas Corporate website Upcoming Events Page - [www.kansascorporate.org](http://www.kansascorporate.org), by emailing [marketing@kansascorporate.org](mailto:marketing@kansascorporate.org) or by calling Circe Gleeson, Marketing Manager at 800.721.2677 | Ext. 106.

Our sincere thanks go out to each credit union, current and potential members alike, that has taken time to perform due diligence on a partnership with KCCU going forward. Please know that if you are interested in learning more and have been unable to participate in any of the meetings discussed above, staff is available to review the plan in detail with you. Please contact Circe Gleeson, Marketing Manager, at 800.721.2677 | Ext. 106 for meeting/conference call scheduling needs.

## Online Resources Monthly Financial & Membership Reports

Kansas Corporate recently added two new online resources... Monthly Membership Reports and a new Monthly Financial Report. Both reports are housed under the Communications Page – the Membership Report is on the Newsletter Page and the Financial Report is on the Financials Page.

The Monthly Membership Report will continue to be emailed out to every member credit union but will now also be housed online. The Monthly Financial Report will be added to the website following each monthly board meeting.

If you have questions about either online resource, please contact Circe Gleeson, Marketing Manager at 800.721.2677 | Ext. 106 or email [marketing@kansascorporate.org](mailto:marketing@kansascorporate.org).

	November 30, 2010	Budget 2010
<b>ASSETS</b>		
CASH	\$2,374,762	\$2,374,762
SECURITIES	\$2,374,762	\$2,374,762
LOANS	\$378,092,700	\$378,092,700
PROPERTY, EQUIPMENT & OTHER	\$8,812,800	\$8,812,800
<b>TOTAL ASSETS</b>	<b>\$382,842,222</b>	<b>\$382,842,222</b>
<b>LIABILITIES AND EQUITY</b>		
DEPOSITORS' LIABILITIES	\$378,092,700	\$378,092,700
OTHER LIABILITIES	\$8,812,800	\$8,812,800
<b>TOTAL LIABILITIES</b>	<b>\$382,842,222</b>	<b>\$382,842,222</b>

### 2010 Actual/Budget Comparison

(In Thousands)	Actual 2010	Budget 2010	Variance
Net Interest Income	\$1,006.4	\$1,030.7	(\$24.3)
+ Fee Income	\$1,847.3	\$1,716.3	+\$131.0
- Operating Expenses	\$2,400.6	\$2,294.8	(\$105.8)
= Net Operating Income	\$453.1	\$452.2	+\$0.9
+ Other Gains/Losses	\$0.0	\$0.0	+\$0.0
- NCUSIF Premium	(\$67.4)	(\$74.6)	+\$7.2
= Net Income	\$385.7	\$377.6	+\$8.1



## Operations Corner

### Settlement Agreements & Coin Deposit Reminder

#### New Settlement Agreements

Kansas Corporate recently revised and distributed new Settlement Agreements to all member credit unions via email. The agreements have been updated to more accurately reflect current business processes and the environment in which business is now transacted.

Included with the agreements were instructions to guide credit unions in completing all the agreements but if you have any questions, please contact Heather Seiler, Executive Assistant, at 800.721.2677 Ext. 109 or Tonya Johnston, Operations Manager, at Ext. 113 | [tonyaj@kansascorporate.org](mailto:tonyaj@kansascorporate.org).

Please return agreements at your earliest opportunity...  
By Mail - 8615 W. Frazier, Wichita, KS 67212  
By Email - [heathers@kansascorporate.org](mailto:heathers@kansascorporate.org)  
Or By Fax - 316.722.2025

#### Coin Deposit Reminder

GARDA Global, one of our CorporateCash armored carrier partners, reminds credit union clients to complete Coin Deposit Tickets with the credit union name and address/branch name. Negligence in fully completing the deposit tickets causes serious delays in coin processing to the extent that if the tickets don't include the credit union name and address/branch name the armored carrier staff will no longer accept the coin deposit. The bag will be left at the credit union until the next scheduled pickup/delivery.

We apologize for any inconvenience this may cause but agree that time saved in coin processing helps keep costs low and armored services timely and on schedule for other credit union currency deliveries.

## Save the Date

### CUBG 2011 National Business Conference

We can't believe it has been 5 years since CUBG entered the education market with what has become the premier business services conference but here we all are, 5 years later, still going strong and once again hosting the National Business Services Conference in CUBG's home town of Portland, Oregon!

#### What will you find at the beautiful Portland Marriott Downtown Waterfront Hotel, August 1 – 3, 2011?

Industry professional and experts joined together giving you the tools AND the knowledge to grow your business services program. This unique conference experience is jam packed with education, products and services, best practices, statistics, trends and forecasts on all aspects of business services. And because you asked for it...the 2011 Conference will feature even **MORE** topic-focused breakout sessions!

Plan now to take your business services program to the next level by experiencing first-hand what you've been hearing about from your peers. Plan now to be at the 5<sup>th</sup> Annual National Business Services Conference in 2011!

Online Registration will be available  
soon on the CUBG Website!



## AIM Accolades

### Newest ISI Agent

Congratulations to John Hageman, Asset & Investment Management (AIM) Financial Analyst, for acquiring his Series 63 and Series 7 securities licenses!

John joined KCCU as a Financial Analyst in April 2010 and began his study to acquire his securities licenses and in achieving these licenses, John became our newest CU Investment Solutions, Inc. (ISI) Registered Representative.

John performs many duties for Kansas Corporate that include ALM analysis for credit unions, modeling credit union balance sheets in a state-of-the-art ALM software program, assisting credit unions with investment strategy and management, ALM/Investment Policy reviews, meeting with credit union managers, volunteers and staff and presenting financial topics to the credit union community.



*AIM Accolades, continued on Page 4*

## AIM Accolades *(Continued from Page 3)*

John is registered with FINRA through ISI as a general securities representative.

### You can contact John at...

Toll Free | 800.721.2677 Ext. 120

Local | 316.721.2600 Ext. 120

Email | [cap.jhageman@cu-isi.org](mailto:cap.jhageman@cu-isi.org) or [johnh@kansascorporate.org](mailto:johnh@kansascorporate.org)

Fax | 316.722.2025

### About CU Investment Solutions, Inc.

CU Investment Solutions, Inc. (ISI) is a registered, licensed broker-dealer regulated by the SEC, a member of the FINRA and is SIPC insured. ISI offers a full range of marketable securities.

### Due Diligence

John L. Hageman, CRD 5847806

CU Investment Solutions, Inc., CRD 43753

## Financial Snapshot

December 2010

Assets	\$302,346,035
Loans	\$8,854,366
Retained Earnings	\$728,793
Net Income (YTD)	\$417,623
Capital Ratio	7.95%
Retained Earnings Ratio	0.21%

Figures are not audited.

Please visit the Kansas Corporate website, [www.kansascorporate.org](http://www.kansascorporate.org), for current investment rates or email [aim@kansascorporate.org](mailto:aim@kansascorporate.org).

## Holiday Closing

### Presidents' Day

Kansas Corporate will be closed in observance of Presidents' Day, Monday, February 21, 2011. Regular business hours will resume Tuesday, February 22, 2011.

This closing may affect your regularly scheduled currency order or delivery. Please contact the Member Service Department with questions or concerns at 800.721.2677 | Option 1.

## Contact Information

### Kansas Corporate Credit Union

8615 W. Frazier

Wichita, KS 67212

800.721.2677 or 316.721.2600

Fax: 316.722.2025

[www.kansascorporate.org](http://www.kansascorporate.org)

### Executive Team

Larry Eisenhauer, President/CEO

Ext. 108 | [larrye@kansascorporate.org](mailto:larrye@kansascorporate.org)

Kent Gleason, Executive Vice President

Ext. 107 | [kentg@kansascorporate.org](mailto:kentg@kansascorporate.org)

Alan Weikal, Controller

Ext. 110 | [alanw@kansascorporate.org](mailto:alanw@kansascorporate.org)

Kip Poe, VP – Information & Technology

Ext. 104 | [kipp@kansascorporate.org](mailto:kipp@kansascorporate.org)

Please direct questions or comments to Circe Gleeson, Marketing Manager, at 800.721.2677 | Ext. 106, or email [marketing@kansascorporate.org](mailto:marketing@kansascorporate.org).