

YOUNG, SHERON

From: _Regulatory Comments
Sent: Friday, July 07, 2006 9:01 AM
To: YOUNG, SHERON
Subject: FW: Lisa Langei - Comments on Notice of Proposed Accuracy of Advertising and Notice of Insured Status

From: Lisa Langei [mailto:Lisa.Langei@wecu.com]
Sent: Thursday, July 06, 2006 1:49 PM
To: _Regulatory Comments
Cc: Wayne Langei; Kathleen Gavin
Subject: Lisa Langei - Comments on Notice of Proposed Accuracy of Advertising and Notice of Insured Status

When the new NCUA insurance logo is available, I understand credit unions will have sixty (60) days to make a change on all marketing and disclosure pieces.

My understanding is once the regulation is approved in November, the clock starts ticking for us to comply with use of the new logo. We will have no problem getting new signs at the teller station and on the website. We won't have a problem with any newly created brochures after the logo is available either. However, we will have a problem getting the new logo on all existing disclosures and marketing pieces. As you know, that logo appears on virtually all share deposit material of the credit union. All of our brochures would need to be redone to accommodate this change and they are all four color marketing pieces (which are not cheap).

This task will take quite a bit of time to accomplish but the bigger concern is the expense factor. This regulation was approved after the budget was created for 2006. There will be a lot of waste if we have to throw away all brochures.

I propose that we be allowed a six month period for existing paper brochures to be updated with the new logo after NCUA makes it available. Even though we know seven months in advance that it is coming, the actual new logo will not be supplied to us until December so we can't do anything about it now.

Please consider this request.

Lisa Langei
Assistant Vice President/Member Service
Compliance Officer
Whatcom Educational Credit Union