

From: Keith Bowden - Priority Federal [priorityfederal@suddenlinkmail.com]
Sent: Thursday, February 12, 2009 5:51 PM
To: _Regulatory Comments
Subject: Priority FCU - Keith Bowden - ANPR

Regarding Corporate essential services and related hardships if they ceased to exist...

Through Southwest Corporate our Credit Union:

- Processes all Share Drafts of our members and receives the related image files;
- Receives and Originates ACH transactions and Wire Fund transfers;
- Invests surplus funds in Certificates at SWC and elsewhere through the SimpliCD program;
- Established credit line for short term ALM assistance;
- Settlement of ATM/Debit Card and Bill Pay services for our members.

These are basic services and I am certain that I could secure other sources to provide these services to our members. However, there would not only be the financial cost of conversion and the cost of time consumed by the conversion process, but also the time consumed by the process of finding and evaluating which new vendor to utilize. I would also have lost our relationship status. I would no longer be a long time member... I would be a new customer who had no history with their company... I would not have a reputation status of good standing.

Could we survive without our Corporate? Yes, I'm sure we could, but we would have to replace our Corporate with another financial institution. Would NCUA be most comfortable with our Credit Union having in excess of \$1million in SWC or with a local bank here in Russellville, Arkansas?

I would prefer to keep my Corporate.

Thank you,
Keith Bowden, Manager / CEO
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