

**From:** [Andy Reed](#)  
**To:** [Regulatory Comments](#)  
**Subject:** Comment - 12 CFR Part 740  
**Date:** Thursday, November 30, 2017 12:23:49 PM  
**Attachments:** [image001.png](#)

---

November 30, 2017

Mr. Gerald Poliquin  
Secretary of the Board  
National Credit Union Administration  
1775 Duke Street  
Alexandria, Virginia 22314

Re: Texas People Federal Credit Union Comments on Notice of Proposed Rulemaking Regarding Accuracy of Advertising

Sent via Email to: [regcomments@ncua.gov](mailto:regcomments@ncua.gov)

Dear Mr. Poliquin:

The Board of Directors and executive management team at Texas People Federal Credit Union appreciate the opportunity to comment on NCUA's proposed changes to 12 CFR Part 740, which relates to advertising the insured status of a federally insured credit union ["FICU"]. Texas People FCU staff members frequently field questions regarding deposit insurance. Members, especially those new to the credit union, have immediate peace of mind when we educate them on the security provided by the NCUSIF.

We support the following:

- the addition of a fourth version of the official advertising statement
- the expansion of the current exemption from the advertising statement in radio and television ads from 15 seconds in length to 30 seconds in length
- eliminating the requirement to include the official advertising statement on statement of condition required to be published by law

The fourth version of the advertising statement will provide additional flexibility for credit unions. Further, we feel these changes would give credit unions parity with FDIC insured banking institutions.

We thank you for the opportunity to comment on this important issue, and are grateful for NCUA's efforts to provide meaningful regulatory relief.

Sincerely,

Andy Reed, MBA, CUDE, CUBDP, BSACS, CUCE

President/CEO  
817.731.2756 - Office  
817.737.6507 - Fax



4613 Wellesley  
Fort Worth, TX 76107