



*Your Financial Helping Hand*

November 30, 2017

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

Re: Rio Grande Valley 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:

We 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"]. RGV Credit Union depends on the backing of the NCUSIF, and the knowledge that our shares are insured provides peace of mind and security to our membership.

We support the addition of a fourth version of the official advertising statement. The proposed language would provide additional flexibility to credit unions.

We also support 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, and eliminating the requirement to include the official advertising statement on statement of condition required to be published by law. These changes would give credit unions parity with FDIC insured banking institutions. This will also allow us to engage potential members as we will be able to highlight more of our products and services.

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

Sincerely,

Tami Donovan  
Administrative Assistant/Compliance Officer  
RGV Credit Union  
956-423-5792  
tamid@rgvcu.coop

**Rio Grande Valley Credit Union (formerly HATCU)**

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