



December 4, 2017

National Credit Union Administration
Gerald S. Poliquin, Secretary of the Board
1775 Duke Street
Alexandria, Virginia 22314-3428

Re: Accuracy of Advertising and Notice of Insured Status

Dear Mr. Gerald Poliquin,

On behalf of GECU, the largest locally owned state-chartered credit union in El Paso, TX, this letter is in response to the request for comments regarding the National Credit Union Administration's (NCUA) proposed rulemaking addressing the Accuracy of Advertising and Notice of Insured Status. GECU currently serves a membership of over 368,000 with assets greater than \$2.5 billion. We appreciate the opportunity to comment on the proposal to revise certain provisions of the NCUA's advertising rule.

We agree with the NCUA's proposal that would allow FICUs to use a fourth, shorter version of the official advertisement statement, "Insured by NCUA". We also agree with the exemption of the official advertising statement for radio and television advertisements under 30 seconds. With the unique restraints new channels of advertising may present, this proposed rule would grant additional flexibility and allow credit unions to effectively advertise to their membership.

We appreciate the opportunity to comment on this proposal and the agency's efforts to provide regulatory relief to FICUs; we believe the proposal will accommodate advertising via new types of social media, mobile banking, text messaging and other digital communications platforms.

If you have questions regarding our comments, please contact me at (915) 774-8203.

Sincerely,



Crystal Long
President/CEO

CL: dp