

2012 SCCUL PALMETTO PROTÉGÉ COMPETITION

Oral Presentation Topics for Candidates

Choose one of the topics below for the oral presentation (i.e. Category III: Topic C).
Both chapter and state levels of the competition require your presentation to be at least five (5) minutes.

I. Credit Union Philosophy

- A. Credit Unions: Where *People* Are Worth More than Money
- B. Credit Unions: The Better Choice
- C. Not for Profit . . . Not for Charity . . . But for Service
- D. The Carolinas Credit Union Foundation Helping Others

II. Credit Union Viability

- A. Proud of Our Past . . . Prepared for the Future
- B. Can Credit Unions Adapt?
- C. Our Challenges & Opportunities
- D. Celebrating the Power of Cooperation

III. Credit Union Economics

- A. Credit Unions Are Safe and Sound
- B. If Not for Profit, Then for What?
- C. The Credit Union/Community Relationship
- D. Credit Unions: Needed Now More than Ever

IV. Credit Union Political Activism

- A. The Importance of CUs & Political Involvement
- B. Why You Should Know Your Legislators
- C. How the SC CU Defense Fund Helps Credit Unions
- D. Credit Unions: Creatures of Legislation

V. Credit Union Benefits

- A. The Service Culture in Credit Unions
- B. Money Management Opens the Door to a Better Life
- C. "Once a Member, Always a Member"
- D. Credit Unions Committed To Financial Education

VI. Marketing Credit Unions

- A. Careers in the Making at Credit Unions
- B. Credit Unions Branch Out Into Schools
- C. Palmetto Protégé Competition Develops Credit Union Leaders for Tomorrow
- D. Why is **Every Day Bank Transfer Day™**?
- E. In Tune With Youth

VII. Promoting the Credit Union Idea

- A. How Social Media Carries the Credit Union Message
- B. Credit Unions: The World's Best Kept Secret
- C. What's A Credit Union, Anyway?
- D. Credit Unions Do the Right Thing

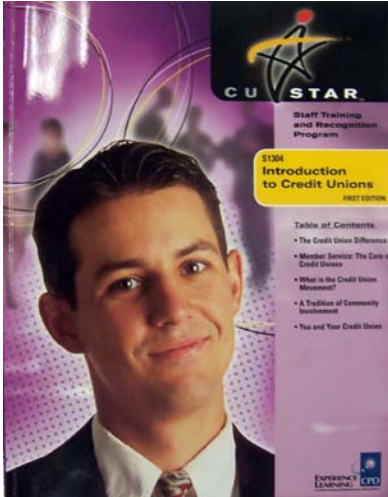
VIII. Credit Unions in the Future

- A. Credit Unions Go Green
- B. How Technology Drives Member Service
- C. Changing Times: What will Credit Unions Look Like in 10 Years and Beyond?
- D. Everyone Deserves CU Access



2012 PALMETTO PROTÉGÉ COMPETITION Written Exam Preparation

*The written exam will test your general knowledge of credit union operation, history, philosophy, and current events.
The list of resources below will help you in preparation for the written exam.*



CU STAR: S1304 Introduction to Credit Unions (1st Ed)

- Hard copy available from your chapter
- Online access available for credit unions with membership to CPD Online

Other online resources to review:

- <http://social.un.org/coopsyear/>
- www.NEFE.org ("About Us")
- www.sccul.org ("The League")

Contact your chapter officials with any further questions.