



Check It Out!

Volume 1, Issue 2

CUCBC Information Centre newsletter

June 2002

May we help?

This is the second issue of our new quarterly newsletter, designed to help familiarize you with the services offered by the Corporate Information Centre at Credit Union Central of British Columbia. Our services are available, at no charge, to all staff and directors of BC credit unions and related organizations.

Staff and directors at 44 of the B.C. credit unions have requested the newsletter, in print or electronic form, either for further distribution at their credit unions, or for their own interest.

In each issue we will highlight some of our services you may not have been aware of, bring you some interesting news, and of course, feature some of the terrific materials we have in our collection to help you with your work-related information needs.

We wish you happy reading!

Clicks and info!

InfoCentre Online, the Corporate Information Centre website on Central Online, was launched in January 2001. It's the perfect way to access many of our services, or contact us, without ever leaving your desk.

Are you looking for info in electronic form, needing an overview of our services, wondering if we have any information on..., please just visit InfoCentre Online and see what we can do for you.

It's located at <https://www.centralonline.com/infocentre> and here's just some of the information you will find there...

- **Credit union statistics** – trying to keep track of mergers and name changes? The Statistics section is always a dependable source of credit union statistical information for both the B.C. and Canadian credit union systems.
- **Periodicals** – view a complete listing of the periodicals we receive, with links to their electronic versions, when available.
- **Information Centre publications** – *Central Notes*, the bi-weekly system newsletter, and the *Daily News Service* are both available in full-text.
- **Site tour** – A Power Point presentation will give you a quick overview of the site, and how to best use it.
- **Reference info** – need a listing of the Co-operative Principles, or background on Credit Union Day – fast? It's all right on the website.
- **Special reports** – As more reports become available in full-text electronically, we make them available in this section. Check back regularly to see what's new.
- **Electronic catalogue** – see the following page for an introduction to our library collection database.

INSIDE THIS ISSUE

- 1 Featured service: *InfoCentre Online*

- 2 Books as close as your desktop...
- 3 Hot topics - Selling financial services
- 4 Investor Education for us all
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Electronic Catalogue

Looking for info on a particular topic?

The Corporate Information Centre's online catalogue is a research tool that is now available to you electronically. It provides you with a listing of all the books, reports, studies and audiovisual materials that are readily available for you to borrow from the Info Centre.

The material covers a wide range of subject areas that are relevant to the Financial Services Industry. All the materials listed in the online catalogue are available for a 2-week loan period and can be renewed, as long as no one else has requested the item. The items can now be requested electronically from the catalogue and there is no limit to the amount you can borrow.

To access the online catalogue logon to the Corporate Information Centres website at <https://www.centralonline.com/infocentre/>. Then choose catalogue from the Info Centre's home page.

If you know the entire title or author of a particular book, enter that information into the appropriate field. The "word wheel" can be used for browsing. If you know only part of the title, try a **keyword search**. To find books on a particular topic, you can begin with a keyword or a **subject search**.

Be sure to fill in your personal information at the top of every new order form and -- most importantly -- remember to check the box next to the item you are requesting. Requests are filled within 24 hours



One Book One Community

Have you heard about the "One book, one community" movement? It's an initiative started in Seattle in 1998 to encourage people to broaden and deepen their appreciation of literature through reading and shared discussion of specific books, within their community. From Seattle's first community book in 1998 -- The Sweet Hereafter by Russell Banks -- the movement has grown to include communities, large and small, throughout North America.

This summer, we have our own Canadian versions of this project. Michael Ondaatje's In the Skin of the Lion, set in early 20th century Toronto, is the book for the Canada Reads program, sponsored by the CBC. In the Waterloo, Ontario region, they are being encouraged to delve into No Great Mishchief by Alistair MacLeod.

Closer to home, Vancouver Public Library has established a "book club for the entire city", focusing on Wayson Choy's The Jade Peony, a fictionalized account of the author's childhood in Vancouver's Chinatown in the 1940s.

More information on the Canadian projects is available at:

One Book, One Vancouver -- *The Jade Peony*

<http://www.vpl.ca/MDC/onebookonevancouver.html>

Canada Reads -- *In the Skin of the Lion*

<http://cbc.ca/canadareads/>

You might want to consider including just a bit of "group reading" for a training session or staff meeting. A paragraph or short segment from an interesting business book could be used as an introduction, included in a presentation or as part of a handout to give a different perspective on the topic being dealt with.

Some popular books in the Information Centre collection that might provide a starting point include...

Awakening Corporate Soul: four paths to unleash the power of people at work, by Eric Klein and John Izzo.

Fish!: a remarkable way to boost morale and improve results, by Stephen Lundin and Harry Paul.

The 7 Habits of Highly Effective People - powerful lessons

for personal change by Stephen R. Covey

To borrow these or for other suggestions, just e-mail your request to infocentre@centralonline.com.

Hot topics: Selling financial services

Are financial services a retail product? In today's market, the answer is a resounding Yes!

Proactively helping members learn about and understand their options is the best kind of selling. Here are some materials that might be of interest if you would like to work on your sales skills, or to help others with theirs. All of these materials are available from the Information Centre. To place your request, e-mail infocentre@centralonline.com or visit the electronic catalogue on our website at <https://www.centralonline.com/infocentre>.

BOOKS ON SELLING FINANCIAL SERVICES

Relationship Banking by Dwight S. Ritter

In this 1993 “classic”, the author provides a concise, yet detailed overview of key aspects of the sales process in financial services. In taking a careful look at selling techniques, he discusses the critical role of communication, establishing and developing a sales model, and measuring sales performance. He aims to show how to cross-sell financial products and services to meet your member’s every financial need.

Becoming Preferred by Michael Vickers

As anyone who heard the Keynote Speaker at the CUCBC AGM in April knows, Michael Vickers is a persuasive speaker and sales person. In this 150-page book, he introduces his technique for becoming your member’s preferred supplier of financial services, no matter what the competition in your marketplace is.

Ice to the Eskimos by Jon Spoelstra

Books like this one, by sports marketers, always make the selling process sound like such fun – free giveaways at the games, rubber chickens and all. This NBA marketer may not be talking about exactly the sales challenge you face at your credit union, but his suggestions for jump-starting any sales process make for an interesting quick read.

VIDEO ON SELLING

“Be prepared to sell” , Kantola Productionn

You might want to use this 25 minute video as part of a sales coaching session.

PERIODICAL ARTICLES ON CUSTOMER SALES

“Customer-driven sales”, Steve Sherman, Bank Marketing, May 1999, 30-35.

“The Solutions-based sales approach”, Nancy Goodwin, CUCenter website, January 28, 2002, 1-2.

Interested in knowing more, or would you like information with a specific focus? Just ask and we will be pleased to gather information just for you. Our contact numbers are on the following page.

BETTER INVESTIGATE BEFORE YOU INVEST...

Both the Canadian Securities Institute and the British Columbia Securities Commission produce a wealth of information to help people become better informed and educated investors. You might want to check out the information there – for your members' sake and your own!

In the *Investor Information* section of the **B.C. Securities Commission** website (<http://bscs.bc.ca/investorinfo/>), you will find eight brochures on topics such as:

- Understanding a prospectus
- Choosing a financial advisor
- Characteristics of various types of securities and other free publications.

The **Investor Learning Centre of Canada**, created by the Canadian Securities Institute, provides unbiased investor information through their website at <http://investorlearning.ca>. The "Money School" section features:

- *Investment facts newsletters* on various topics
- an investment selector
- 2-page *Focus* articles on more than 20 topics, including behavioral finance; insider trading; investment clubs; options; technical analysis; and reading an annual report.

The B.C. Securities Commission and the Investor Learning Centre (ILC) of the Canadian Securities Institute have recently joined together to provide a new investor education initiative for British Columbians.

A series of books on investor education topics is now available in the Corporate Information Centre, and all public libraries throughout British Columbia, provided by this joint initiative.

Please see the final page of this newsletter for a complete listing of the 17 titles in the group, information on borrowing them, and a chance to win a copy of one of the titles for your – or your credit union's – library.

The entry deadline for the investment book draw is **July 31**. Maybe your summer vacation would be the perfect time to do a little reading for your future!

Contact us – please!

The Corporate Information Centre is here to assist you in working for your credit union's success. Here's how you can reach us...

Credit Union Central of British Columbia
CORPORATE INFORMATION CENTRE

1441 Creekside Drive, Vancouver

2nd floor, near the stairs

Hours: 8:30 a.m. - 4:30 p.m. Monday-Friday

Fax: (604) 737-5966

INFOCENTRE ONLINE WEBSITE

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A two-page Information Centre services overview is available, in print or on the Centre website. Check it out!

To request a copy of the services overview or information about any Centre service, just e-mail infocentre@centralonline.com.