

**Jordan, Sheron**

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**From:** \_Regulatory Comments  
**Sent:** Wednesday, July 19, 2006 8:03 AM  
**To:** Jordan, Sheron  
**Subject:** FW: ICUs Comments on Notice of Proposed Accuracy of Advertising and Notice of Insured Status

-----Original Message-----

From: Matt Vance [mailto:mvance@industrialcu.org]  
Sent: Tuesday, July 18, 2006 12:00 PM  
To: \_Regulatory Comments  
Subject: ICUs Comments on Notice of Proposed Accuracy of Advertising and Notice of Insured Status

To whom it may concern,

My name is Matt Vance and I am the Marketing Director at Industrial Credit Union. I am contacting you in concern of the requirements for the new NUCA logo. It is my understanding that credit unions will have sixty (60) days after the regulation is approved in November to comply with use of the new logo.

The proposed 60 day time period is much too soon to require credit unions to change logos. It would not be difficult to change the signs at the teller stations, our website nor new publications within that time frame. However, it would be extremely difficult and costly to change all of our current print material such as brochures, lobby flyers, lobby posters, current disclosures etc. All of these materials are printed in bulk amounts months if not a full year in advance to save on the costs of printing. By requiring my Credit Union to change all of these marketing materials we are not only losing money spent on the materials we must discard but we are also incurring the cost of reprinting all of these materials only because of the NCUA logo. This regulation was approved after the budget was created for 2006. The cost factor of turning around this many pieces this quickly would have a substantial impact on our budget for the rest of 2006 and our upcoming 2007 budget.

I ask that you consider a requirement of a 6 months minimum turnaround time. This would give my credit union as well as other credit unions the time to create and print new marketing materials while using up our current stock.

In kind consideration,  
Matt Vance

Matt Vance  
Marketing Director  
Industrial Credit Union  
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