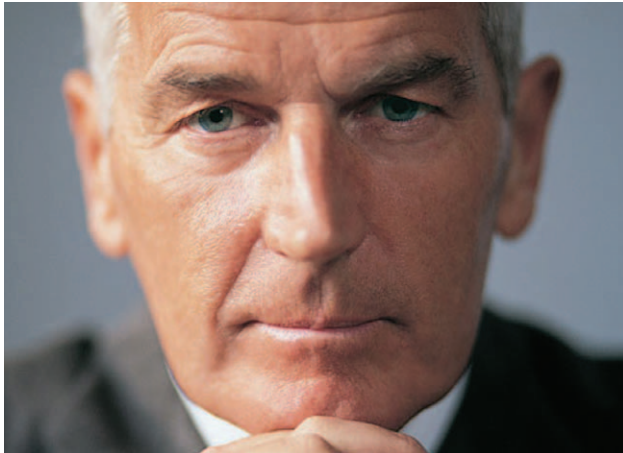


STRAIGHT TO THE POINT



A GUIDE TO “BANKER SPEAK”



What the bankers say...

“A level-playing field”

“Morphing of credit unions”

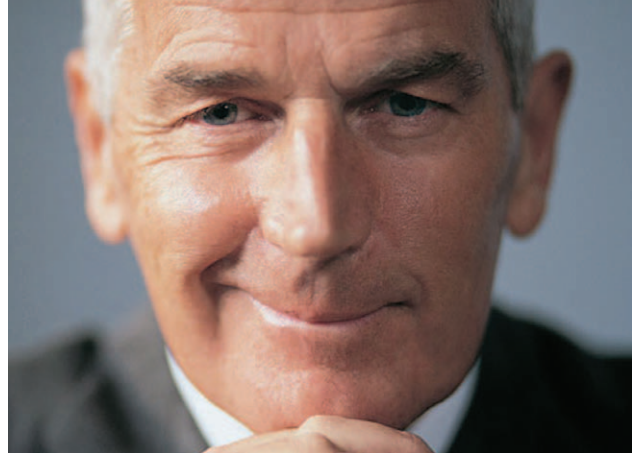
“New breed of credit union”

“Bank-like credit unions”

“Credit unions are taking all the business away from local banks”

“Credit unions have an unfair advantage”

“Credit unions are not fulfilling their mission”



... And what they really mean

Tax not-for-profit credit unions but don't look at the thousands of Subchapter S banks.

Credit unions should only offer small loans and savings accounts. Ignore bank ventures into real estate and insurance.

Keep credit unions operating out of a shoe box. That way their members will have to go elsewhere (to banks!).

Credit unions should operate in a straight jacket. If they offer services their members want and need, they should be converted to banks.

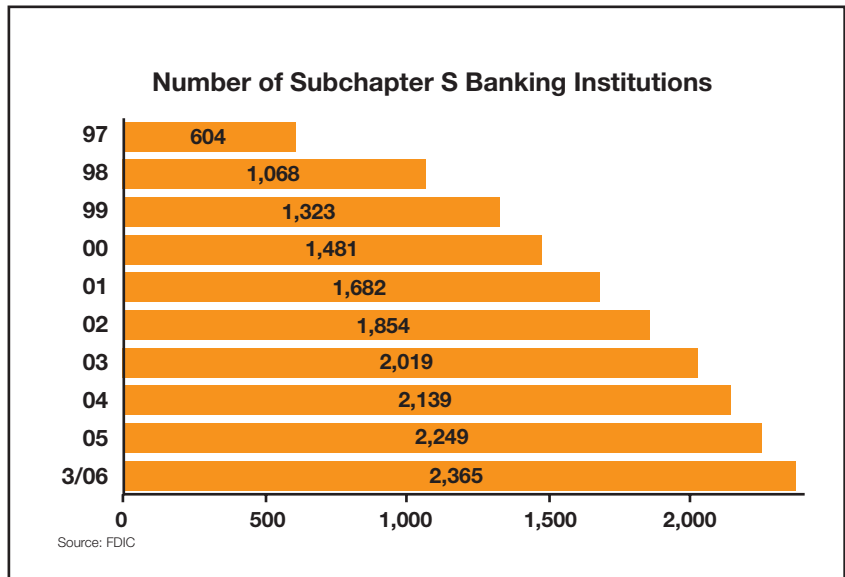
Banks are making record profits but they want to charge customers even more.

Eliminate any competition for banks.

Banks want credit unions to only serve small groups of poor people.

NOW IS THE TIME TO TELL THE BANKERS...

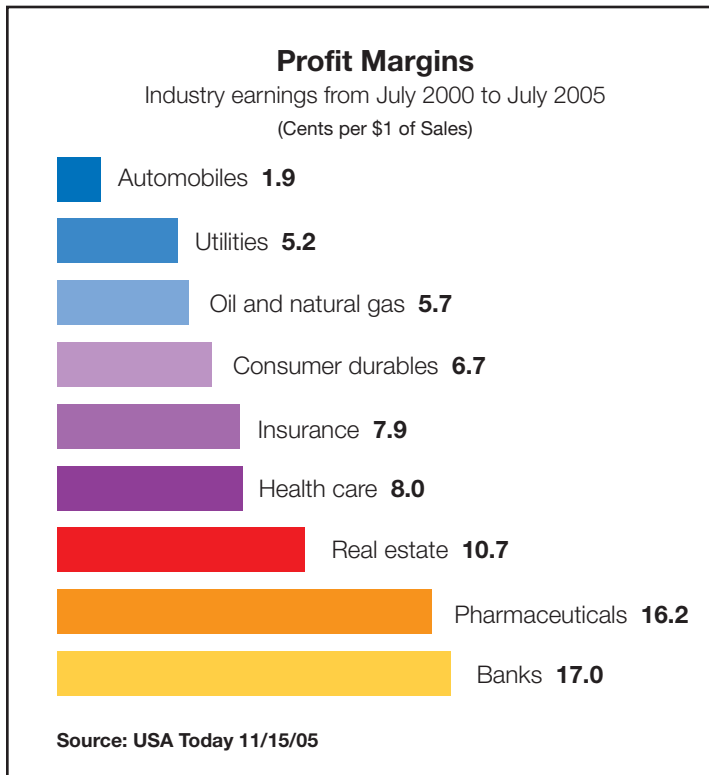
And the Numbers Don't Lie...



The profits of corporations that qualify for subchapter S treatment under the Internal Revenue Code generally are not taxed, but are instead passed through to individual shareholders — giving subchapter S banking companies a leg up on profitability versus their nonadvantaged peers.

— American Banker, June 6, 2006

Banks vs Other Industries



The banks are screaming to tax credit unions while looking to improve their own tax situation.

Meanwhile, bank profits are “the best in living memory for America’s commercial banks...banks have been growing fast around the world...but nowhere does the industry seem more triumphant than in the United States. Last year American banks declared a fifth straight year of record earnings. Their return on equity has been at a 60-year high.”

— The Economist. Vol. 379 no. 8478. May 20th 2006. America’s Banking Boom.

Credit unions have rarely opposed anything the banks have done to improve their situation. It’s time to tell the bankers to stop their hypocrisy and just knock it off.

...TO JUST KNOCK IT OFF!!!