



# First Regional

## BUZZZZZ

Vol.4 No.1 MARCH 2016

BREAKING NEWS

# APRIL IS FINANCIAL LITERACY MONTH!

**T**he Jamaica Co-operative Credit Union League (JCCUL) has designated the month of

**April FINANCIAL LITERACY MONTH**, under the theme, **Empowering Members through Financial Literacy**.

Launch date is Friday April 1, **Financial Fitness Day**.

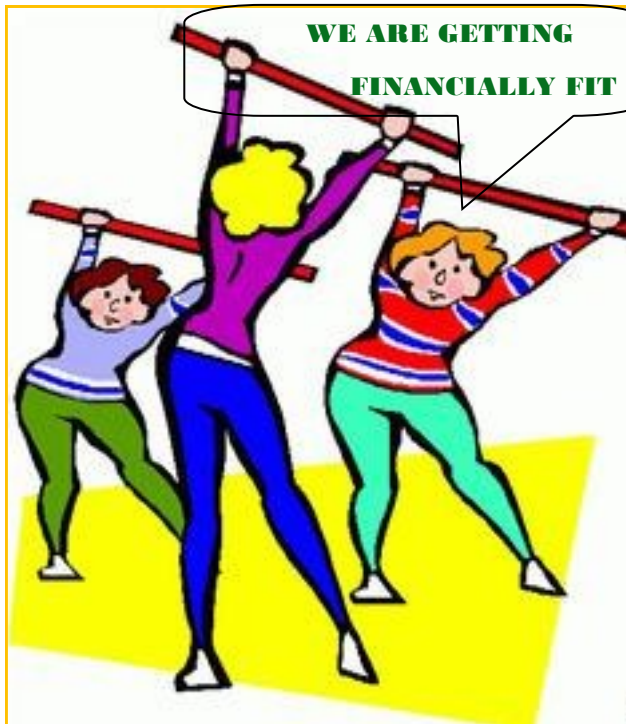
During the month, credit unions island-wide will embark on activities geared towards teaching members and non-members the benefits of managing their personal finances.

**Financial Literacy Month** presents an opportunity for First Regional to empower our members by:

- \* Educating them about our products and services
- \* Guiding them towards effective saving habits, budgeting and responsible borrowing.

The objective of the month's activities is to use our cross-selling skills to encourage the opening of new accounts; increase savings and loans as well as build membership while underlining the importance of saving and thrift.

On the launch date Friday April 1st (and each Friday during April) front-line staff will be wearing branded T-Shirts designed to maintain the financial focus throughout the month, with the theme: **"EMPOWERING MEMBERS THROUGH FINANCIAL LITERACY."**



**Financial Literacy Month** is to become an annual event. Let us all get ready to show our **Financial Fitness** on Friday April 1st.

**THE COUNTDOWN HAS BEGUN!**

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# GOAL ENABLER

re-vamp of

# GOLDEN HARVEST

The GOAL ENABLER is the name of the new product to replace the Golden Harvest. Congratulations to Mrs. Carlene Shirley-Johnson and Mrs. Narvelin Cammock - both of the Ocho Rios branch - who were declared winners of the competition to revamp the Golden Harvest product with a fresh new name.

The names that were accepted after exhaustive consultation - **Goal Enabler** from Mrs. Shirley-Johnson and **Safety Net** from Mrs. Cammock - were combined to form the product's name and slogan: GOAL ENABLER.....Your Safety Net. We are therefore pleased to introduce to you the visual representation of the product **GOAL ENABLER...Your Safety Net!**

First Regional Co-operative Credit Union Ltd.  
"Where you get interest on your money and interest in You"

**GOAL ENABLER**  
*Your Safety Net*

Savings product designed to help you reach the goals you set for yourself

- \* PURCHASE A HOUSE
- \* BUY A CAR
- \* TRAVEL
- \* COMFORTABLE RETIREMENT
- \* CHILDREN'S EDUCATION



Divisional Manager, Ardford Billings makes the 1st place presentation to Carlene Shirley-Johnson

The more than 100 submissions from multiple staff members across the First Regional branch network represented a virtual treasure trove of ideas. The

response demonstrated that our staff members are enthusiastic about participating in such challenges.

Sincerest thanks to all staff members who participated.

For their efforts Mrs. Shirley-Johnson won a gift certificate of \$7,500, while Mrs. Cammock's second place earned her \$5,000. Announcement and presentation were made at the Ocho Rios Branch on Tuesday March 8, 2016.



Narvelin Cammock accepts her 2nd place certificate from Divisional

# TEAM LEADER



Miss Cornellia Hayden has been promoted to Team Leader at the Ocho Rios Branch. As we congratulate Cornelia and wish all the best, let's give her our fullest support and cooperation!



## VISIT - RUNAWAY BAY ALL AGE SCHOOL

Participants in the annual Caribbean Credit Union Development Leadership Programme toured First Regional's 2015 classroom project at the Runaway Bay All-Age School on Wednesday March 2016.

The conference attendants from the U.S., the Bahamas and a number of Caribbean countries including Jamaica toured the school to gain an insight into some of the Corporate Social Responsibility initiatives undertaken by local credit unions.

The 60-member group later visited First Regional's Ocho Rios branch where they were addressed by CEO, Ms. Patricia Smith.



**VISIT - RUNAWAY BAY ALL AGE SCHOOL:** JCCUL's Business Relationship Manager Vera Lindo (1<sup>st</sup> left) and Communications & Advocacy Manager Claudette Christie (5<sup>th</sup> left) stand with credit union managers and staff before the classroom donated to the Runaway Bay All Age School by First Regional Co-operative Credit Union. School principal Lambert Pearson is 2<sup>nd</sup> left, front row.

### CEO addressing conference attendees



Ms. Smith (l) shares a one-on-one with conference attendee, Stacey Walker of the United States

# THE STAGES OF GETTING BUN!



1



2



3



4 GOING...



**Y**ou may have heard of Mount Kilimanjaro, Mount Everest and, in Jamaica, Mount Diablo.

Christopher Columbus would've been VERY pleased at this latest discovery right here at First Regional - Mount BUN!

See Miss Thame being buried under a mountain of buns. A virtual landslide - or rather - BUNslide right here at First Regional!!

Better yet, since we are all Jamaicans, you would understand if this entire image is distilled and reduced to the simple premise that we are witnessing our hard-working H.R. Manager "getting BUN!"...to ensure that each First Regional employee has a HAPPY EASTER.

Ah nuh mi sey suh! See it deh fi yu self - in live and living colour...The 6 stages of getting bun!!

5 GOING...



6 GONE!

