



First Regional

BUZZZZZ

Vol.3 No.3 March 2015

CONGRATS LATESHA & STACEY

The just-concluded Valentine's Day promotion 2015 resulted in 1162 new products and services being sold as a result of widespread staff enthusiasm and determined effort.

Fierce competition among the branches saw the Brown's Town branch delivering top results having sold 216 new products; followed by the St. Ann's Bay Branch with 200 new products. The Port Maria Branch held its own with 190 new products/services being sold.



Latesha Saunders (left) accepts a \$5,000 gift certificate from Marketing Manager, Kerry-Ann Gordon

The aim of the competition was to promote and cross-sell the range of First Regional products and services to members, as part of efforts to help them meet their financial needs and provide them with opportunities to realize their life aspirations and goals.

In this regard, Member Service Representatives (MSRs) used their initiative and creativity to market the benefits of products such as the Paadna Plan; Share Loans, FIP, Share and Deposit Loans, Golden Harvest Savings Plans - to name a few.

Of course this approach gave lucky members who bought new products or opened new accounts the chance to win Valentine's Day gift baskets at each branch. It also provided individual CSRs the opportunity to separate themselves from the pack through their success in generating business from members' activity.

In this regard, Latesha Saunders of the St. Ann's Bay Branch distinguished herself, selling 175 new products of the Branch's overall 200. In so doing, Latesha earned the CEO's Grand Prize.

Stacey Johnson's initiative in selling 150 new products significantly contributed to the Brown's Town Branch's overall total of 216, and propelled her into the well-earned second place spot!!

CONGRATULATIONS TO BOTH LADIES!!!



Stacey Johnson of the Brown's Town Branch (left) accepts her \$3,000 gift certificate from Marketing Manager, Kerry-Ann Gordon

VALENTINE GIFT BASKET PICS PAGE 3

WORK IN PROGRESS...



First Regional Credit Union's CEO, Patricia Smith and Miss Vera Lindo JCCUL's Business Development Manager (1st & 2nd L-R) pose with a group of visiting Caribbean Credit Union Members before a classroom being built at the Runaway Bay All Age School.

The project, which is sponsored by First Regional, was toured by the overseas Credit Union Managers on January 28, when they visited Jamaica to participate in the annual Caribbean Credit Union Development Training Programme. At right are school principal, Lambert Pearson and First Regional Board Member, Leroy Williams.

FIRST REGIONAL INTRODUCES SAVINGS CONCEPT TO CLOMNEL STUDENTS

Five grade-six students from Clonmel Primary and Junior High in St. Mary have each received a First Regional gift voucher worth \$2,000 as part of an initiative to encourage children to establish a pattern of responsible saving for the future.

The initiative, undertaken by First Regional Co-operative Credit Union and the Social Development Commission (SDC), formed part of the SDC's annual Christmas treat which was held at their office in Clonmel and attended by dozens of children in St. Mary and their parents.

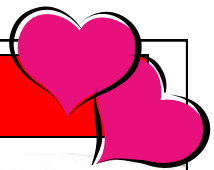


First Regional Board Member, Patrick Haywood (2nd right) poses with SDC representatives and the students after he had presented them with the Gift Certificates

First Regional Board member, Mr. Patrick Haywood emphasised that the Credit Union wants “young people to develop the habit of saving to create wealth, because when there is a rich individual, there’s a rich community; and when there’s a rich community, there is a rich country.”

The five students who received gift certificates allowing them to open accounts with First Regional and become regular savers are Shauna-Kay Pitt, Khyle and Khalra Green; Vemarie Hidol and Rajay Grant.

Valentine Promotion 2015 cont'd.



Commendations to all the other branches which turned out creditable performances during the competition. These include Port Maria which sold 190 new products/services; Ocho Rios with 154; Highgate with 139 and Annotto Bay with 105. Negril, Round Hill and Claremont branches sold a combined total of 158 new products.

On Valentine's Day, each Branch conducted a draw, and a lucky member who bought a new product or opened a new account was presented with a gift basket. We share with you the pictures.

St. Ann's Bay Winner



Port Maria Winner



Discovery Bay Winner

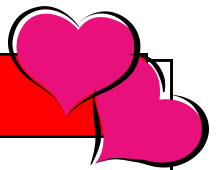


Negril Winner



A'Keem Wright presents the Negril Branch's gift basket to member Camille Barrett

Valentine Promotion 2015 cont'd.



Ocho Rios Winner



Highgate Winner



Winner Tyrel Douglas accepts his gift basket team leader ShanaKay Palmer

Brown's Town Winner



Dwayne Graham presents the Brown's Town-Branch's gift basket to member Sharene Johnson

Annotto Bay Winner



Annitia Seymour (left) presents member Beverly Peart with the winning gift basket for the Annotto Bay branch

NEGRIL PROMOTION

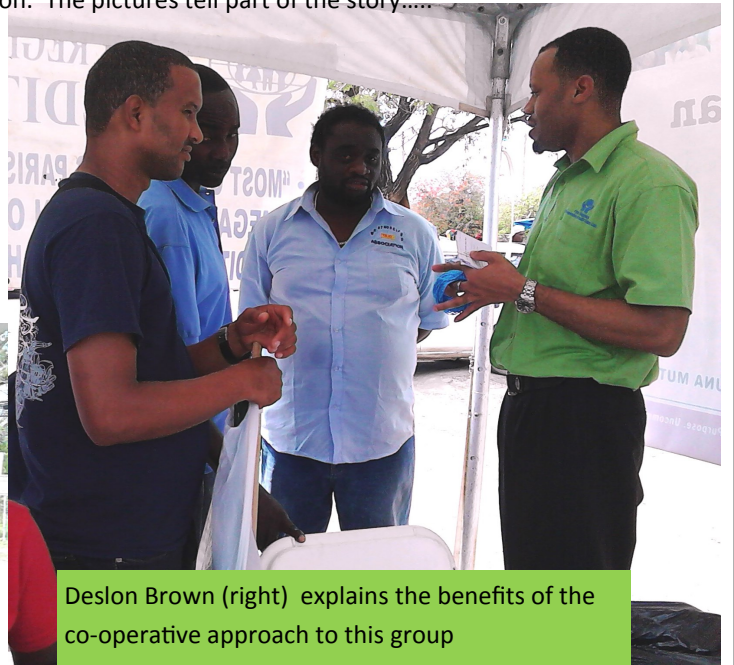


Marketing Manager Kerry Gordon explains the benefits of the FIP to a prospect

The March 5th promotion held in Negril resulted in at least five new members signing up on the spot, while scores of others visited the location seeking information on First Regional's products and services.

At least eight other people acted on information gleaned during the promotion, and opened accounts at the First Regional Negril branch the following day.

The promotion was held in the bus park, and throughout the day there was a constant flow of inquiries and expressions of interest in knowing more about the benefits of joining First Regional Credit Union. The pictures tell part of the story.....



Deslon Brown (right) explains the benefits of the co-operative approach to this group



A'Keem Wright from the Negril branch discusses loan requirements with a visitor to the booth



Marketing Manager Kerry Gordon signs up a new member

Thank You!!

First Regional honoured and thanked three retired Directors for their contribution to the Credit Union, at a function held at the Cardiff Hotel and Spa, Runaway Bay on Saturday February 28, 2015. The three - Mrs. Norma Walters, Mr. Earle Irvin and Mr. Karl Fuller - have together served the Credit Union movement for more than 90 years.

They were each hailed for their outstanding service to First Regional, and for having inspired others through their work, dedication and commitment to the Credit Union. We share with you some highlights.



03/01/15
Director Hopeton Henry presents Mrs. Norma Walters with a token of appreciation on behalf of First Regional



09:16
Director Glascine McCormack-Lazarus presents Mr. Earle Irvin with a token of appreciation on behalf of First Regional



Director Veroneeth McKenzie presents Mr. Karl Fuller with a token of appreciation on behalf of First Regional