

PRIMARY CONTRIBUTIONS:

- ◆ **Merchant Card Processing Program**
 - Assisted establishment of the program with EFS National Bank.
 - Provided expert consultation and troubleshooting to participating merchants.
 - Co-developed and delivered program training to branch managers, including design and assembly of manuals.
 - Solicited new participating merchants for the program, providing follow-up where necessary.

- ◆ **Business Development Efforts**
 - Co-developed a comprehensive business development plan for the Marketing Department.
 - Solicited and/or closed the addition of 100+ new Select Employer Groups to the Field of Membership in 1998.

- ◆ **CFCU Web Site** (*www.cornellfcu.com*)
 - Re-designed CFCU's Web site within guidelines developed by the Web site committee, to include 22 completely new Web pages.
 - Provided additional technical assistance to update the Web site on a monthly basis.

- ◆ **Stringham Scholarship Program**
 - Provided assistance to the 1999 Scholarship Program under the auspices of the Education Committee, to include:
 - Recording of Subcommittee meeting minutes and confirmation of meeting times.
 - Design of tracking sheets, evaluation forms, posters, and an advertisement for the Ithaca Journal.
 - Assembly of promotional packets for distribution to area educators, counselors, and advisors.
 - Compilation of resources into a binder for future reference by committee members.
 - Evaluation of candidates for the scholarships.
 - Currently:* Co-coordinating reception and other activities for final awards in May and June.

- ◆ **In The Know Newsletter**
 - Assumed responsibility for designing and editing the monthly internal newsletter, *In The Know*.
 - Coordinated printing and distribution of newsletter among all employees, including any attachments.

- ◆ **Additional Contributions**
 - Assisted exploration of the Kemper Insurance program.
 - Conducted a comprehensive competitor analysis.
 - Assisted implementation of the Challenge Industries new member packet assembly service for CFCU.
 - Assisted re-design efforts for new member packets, including compilation of departmental recommendations.
 - Provided a draft of ideas for updating the Visa Values program.
 - Co-coordinated CFCU presence at small events, such as Business After Hours and Business Resource Showcase.
 - Provided desktop publishing expertise wherever needed, including design, editing, and proofing activities.
 - Established and updated new databases in ACT!3.0.
 - Participated in a variety of community and networking events.
 - Provided expert assistance for new and existing business account holders, both on and off-site.
 - Increased outreach to member Select Employer Groups.