



Member Newsletter

DECEMBER 2012

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Feedback

We welcome your feedback on what information would be most valuable to you in the newsletter and other communications. Please send an email with suggestions to lmatheson@the-exchange.ca and let us know.

Member Spotlight

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Marketing Update

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WELCOME NEW MEMBERS

On October 9th, 2012 FICANEX Services welcomed **Industrial & Commercial Bank of China (Canada)** to THE EXCHANGE® network adding 5 ATMs to our ever expanding surcharge free network. 4 ATMs are located in the greater Toronto area and 1 is located in Richmond, BC. Welcome aboard Industrial & Commercial Bank of China!

RECENT CONFERENCES

Linda Matheson represented FICANEX Services at the **Central1 Credit Union Fall Conference & Trade Show** held in Vancouver, BC from November 7th to 9th, 2012. While at the conference she had the opportunity to speak with many of our members and unveil our fall 2012-2013 marketing campaign visuals that Members can take advantage of free of charge. This continues the strong momentum we started in 2011 enlightening Canadians about our unique network that allows your local and mobile cardholders to use thousands of ATMs coast to coast, surcharge free.



MEMBER SPOTLIGHT – THE VALUE OF THE EXCHANGE® NETWORK BRAND

Over the years THE EXCHANGE® Network has grown to be the largest inter-institution, full function, surcharge free network in Canada as a result of the tremendous support and commitment of our Financial Institution Members. In the fall of 2011 we launched a new advertising campaign uniquely designed to be attractive to a younger demographic and build upon THE EXCHANGE® brand that past campaigns had focused on. On a journey to enlighten Canadians nationally on our unique network and the value it brings in servicing their everyday banking needs we were delighted when we received the email below from **Beth Bruesch, CEO of Peterborough Community Credit Union (PCCU) in Peterborough, Ontario.**

“We recently had new banners printed for when we attend events as a sponsor. I made sure to use the OMG (Only Members Get) Exchange marketing piece in the corner of the banner to let everyone know that we are truly connected nationwide.

We attended a local event on a Sunday with two booths, both with the new banners. A couple stopped and saw the Exchange information and recognized it from Vancouver, where they had been members of Vancity. They explained they had just moved to the area. They had opened an account at a bank thinking that it was the only way they could conveniently move funds. They went on to say that they had been charged a lot of money and been given the run around when they wanted to transfer their line of credit from Vancity. Needless to say, I gave them my card and invited them to join our credit union where we would be happy to transfer their line of credit, simply and easily. They then said they needed a mortgage as well. I was able to refer them to our Loan Manager who was also at the event, and we are confident they will come in and move their business to PCCU. This was all as a direct result of them recognizing THE EXCHANGE® logo and realizing we were connected to the other credit unions.

I was so pleased that we could easily download the marketing materials we needed from the website. THE EXCHANGE® Network connection will continue to be a big part of our marketing strategy.”

Thanks to **Beth Bruesch** for sharing this story which reinforces the importance of a brand and particularly THE EXCHANGE® Network’s brand in serving cardholders coast to coast!

If you would like to share a success story to be “spotlighted” in an upcoming newsletter please email Michael Barr at mbarr@the-exchange.ca.

ATM PARTNER PROGRAM

Thinking of deploying an off-premise cash ATM but don't want to own, operate or manage the ATM? Not a problem! With our ATM Partner Program an Exchange Participant can increase their ATM fleet and get their brand out in the market place under a lease option with our Central Switch Provider, Threshold Financial Technologies Inc. For detailed information on this program please contact Michael Barr at mbarr@the-exchange.ca. Also, stay tuned for an ATM Partner Program Webinar we will be hosting early in the New Year.

MARKETING UPDATE

It is just over a year since the roll-out of our Social Media and Marketing Campaign and we are delighted at the tremendous momentum we have gained in making THE EXCHANGE® Network top of mind to many cardholders when carrying out their daily financial activities. With Facebook LIKES of **6,400** (and growing daily) Canadians continue to demonstrate their support of the only inter-institutional full-function surcharge-free ATM network in Canada.

In continuing our efforts in assisting you market THE EXCHANGE® network, FICANEX Services is delighted to introduce a complete new suite of posters, statement stuffers and digital marketing materials again utilizing the OMG, LOL and LMAO acronyms everyone has come to love. We have refreshed our radio jingles which are currently airing on select radio stations across Canada. In fact many of our participants are also using these jingles on their phone systems and local radio stations, further promoting the network to their cardholders.



On November 15th we held a one-hour Webinar unveiling our refreshed suite of marketing materials that all Members can use **free of charge**. We even showcased new material that we have produced including e-Statement marketing visuals, refreshed radio jingles and Take One stands along with Take One flyers; all providing a cohesive message to your cardholders around full-function ATM use coast to coast, surcharge free.



The Take One stands and flyers have been produced and are now in our office available for all Participants to order, free of charge. Simply contact Celia Hall at chall@the-exchange.ca with your quantity order and she will ship to your organization directly.

Don't forget to use the "Save Some Jingle" ad on your phone systems during the holiday season! This and all our refreshed material are located in the FI area of our website.

And finally, if you were unable to attend our national Webinar held earlier this month, no worries as we will be holding a "Command Performance" early in the New Year!

We sincerely thank you for your support in advertising THE EXCHANGE® Network and its value to your cardholders.

2ND EMPLOYEE CONTEST – AND THE WINNERS WERE.....

For the first time FICANEX Services ran a second employee contest this year. Our **“Love Us Then Like Us”** contest ran from October 1st to the 15th where employees of our participating Financial Institutions simply had to **LIKE** us on Facebook in order to enter the contest.

We gave out 3 cash prizes of **\$500, \$300 and \$200** and congratulations goes out to the following winners:

1st Prize - \$500

Andrea Lopez-Dee

Coast Capital Savings Credit Union
BC

2nd Prize - \$300

Kimberley O'Connor

Northridge Savings Credit Union
Ontario

3rd Prize - \$200

Sarah Stuckless

Venture Credit Union
Newfoundland

SEASON'S GREETINGS!



With the holiday season just around the corner, we'd like to take this opportunity to thank you for your continued business. It is Partners like you that have made our network the largest in Canada, saving your cardholders some “jingle” in their pockets as they use Exchange network ATMs coast to coast.

On behalf of the FICANEX Services' Board and Staff, may your holiday season and New Year be filled with much warmth, happiness and success. We look forward to working with you in 2013!

Happy holidays!