

Credit union plans to enhance customer connections in '09

BY TAMARIND PHINISEE

The generations Federal Credit Union plans to expand its online services and branch network in 2009.

As part of this effort, the credit union is rolling out a redesigned Web site featuring a new home-banking platform with enhancements to its bill-pay offerings.

Chris Voigt, chief operations officer for the credit union, says the goal of the service and branch enhancements is to better serve the credit union's members.

The Web site will offer solutions for all its members' needs, Voigt says. Members will be able to view educational videos, purchase autos for sale by the credit union and learn more about protecting their accounts online.

The redesigned site will be launched this month.

The new online banking platform component will premiere in mid-summer. It is being streamlined so that members can view and transfer funds between accounts, and pay bills and access eStatements in one online location.

The credit union, she adds, will also offer remote deposit capture to its members, so that they can scan and deposit checks from any location, at any time.

This service will begin in the third quarter of 2009. It will be accessible through the credit union's online banking site, and will require a computer, internet connection and a scanner.

On the branch side, Voigt says the credit union is expanding its Southeast Side branch located at 1735 S.W.W. White Road.

A couple of months ago, the credit union made some modifications to the existing building, such as installing coin machines in the lobby, redesigning the lobby to offer more privacy and adding a computer café.

However, Voigt says the credit union anticipates major growth at the location, calling for major expansion of the existing building.

The first floor of the branch has approxi-

mately 3,726 square feet; the second floor, which is not currently in use, offers an additional 558 square feet.

"It's too soon to say just what exactly will happen at the branch. We're just in the preliminary planning stages," she says.

Voigt says the credit union will also focus on growing business at its new Yarrow Boulevard branch (near Interstate 35 and Zarzamora Road).

The new branch, she says, is generations FCU's first location on the city's South Side.

"This was an area where we didn't have a presence for our current members. So that is something that has really been a growth opportunity for us," she says.

Voigt says the credit union currently has about 5,000 members within a five mile radius of the new branch.

In addition to cultivating existing branch growth, the credit union also plans to foster its ongoing relationship with Goodwill Industries - San Antonio.

Eve Hernandez, also a spokeswoman for the credit union, says generation's FCU plans to open two additional retail locations inside Goodwill retail outlets within the next several months.

The branches will be at the Goodwill stores at Bitters Road and Highway 281 North and DeZavala and Interstate 10.

"That partnership is designed to help us in our mission to serve unbanked individuals and to help in Goodwill's mission of helping their clientele and other people within the community to save more of their hard-earned pay so that they don't experience things like check cashing fees and high-rate predatory loans," Hernandez says.

The generations FCU has 51,567 members, about \$384 million in assets, \$265 million in loans and almost \$309 million in deposits.



Voigt

Scottrade adding jobs, including S.A.

BY TAMARIND PHINISEE

St. Louis, Mo.-based Scottrade Inc. expects to add 400 to 500 employees during 2009 and to open 50 new branches nation-

"A branch in the Dallas/Fort Worth area is planned for this spring and we are also planning to expand in the Houston area," she says.

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