



# ***NEWS RELEASE***

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**FOR IMMEDIATE RELEASE**  
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## **NAFCU SERVICES AND SECURIAN PROVIDE FREE WEBCAST ON MAXIMIZING CREDIT INSURANCE REVENUE**

WASHINGTON – NAFCU Services Corporation and Securian Financial Group, Inc. announced the availability of a new webcast titled “Maximizing Your Credit Insurance Revenue.” The eight-minute online video spotlights Eastern Financial Florida Credit Union’s credit insurance program and offers four key areas to focus on for success.

The webcast and handouts are located at [www.nafcu.org/securian](http://www.nafcu.org/securian).

“We challenge credit unions to look at existing offerings first when looking for ways to grow the bottom line,” said the webcast’s expert, John Gibbons, national sales consultant for Securian. “Credit insurance is a product that Eastern Financial Florida Credit Union has been able to grow significantly over its 13 years with Securian. It is an excellent case study for other credit unions.”

Credit life insurance pays off or reduces the loan balance if the borrower dies, whereas credit disability insurance makes loan payments if the borrower becomes unable to work. “Credit insurance is an economical option for credit union members and provides peace of mind,” said David Frankil, president of NAFCU Services Corporation. “On the credit union side, the result is reduced delinquencies and additional fee income. It’s win-win.”

Gibbons and Eastern Financial FCU attribute this success to management commitment and support, outstanding employee training, results measurement, and sales recognition. The webcast elaborates on each “best practice” in more detail.



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Securian Financial Group, Inc. ([www.securian.com](http://www.securian.com)) was founded in 1880 and has served financial institutions for over 50 years as one of the nation's largest providers of credit life and disability insurance, debt protection, and other products and services. Securian and its affiliates, Allied Solutions ([www.alliedsolutions.net](http://www.alliedsolutions.net)) and CNL Financial ([www.cnlf.com](http://www.cnlf.com)), serve more than 3,600 financial institutions across the United States. It has been a NAFCU Services Preferred Partner since 2005.

NAFCU Services Corporation is a wholly owned subsidiary of the National Association of Federal Credit Unions (NAFCU). Since 1975, NAFCU Services has partnered with the industry's leading solutions providers to offer value-added products and services at a discount to credit unions. Currently, it offers 27 Preferred Partner programs to the credit union community. For more information about NAFCU Services Corporation, please visit [www.nafcu.org/nafcuservices](http://www.nafcu.org/nafcuservices).

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