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Public Relations Committee Chairperson



ARA & Credit Union Leagues

Part of ARA's marketing initiative is to join and partner with as many credit union leagues as possible. We've been gaining momentum in doing this with the help of our Board of Directors, Executive Director, and individual ARA Members. To date, we have worked with the Texas, Northwest, New York, New Jersey, Pennsylvania, Florida, Utah, Missouri, Arkansas, Alabama and Tennessee Credit Union Leagues. These efforts have resulted in many of our members obtaining new clients and provided assistance in the maintenance of existing ARA Member / Client relationships.

One way ARA has been able to partner with so many credit union leagues is by attending and participating in specially targeted credit union industry educational programs, as well as attending and sponsoring their annual conventions and leadership councils. This helps us educate our target audience about ARA. It also helps us expose each Member's company to current and potential clients. Our financial support helps the credit union leagues offset the costs of the tradeshow or convention - which shows our dedication and support.

We are currently in negotiations with the Florida Credit Union League Service Company, one of the largest credit union league service companies in the country, to present a national recovery program for their credit union customers. This contract will allow them to utilize a customized version of our ARA Recovery Management Software (and the DRN / Vigilant Video License Plate Recognition cameras in markets where our Members are utilizing this cutting edge technology) that will allow them to introduce a national clearing house product for repossessions, skips, and charge offs. They envision an opportunity for their organization to help thousands of credit unions across the country take advantage of this, ARA Exclusive, cost effective recovery software, communication, and vehicle location solution. We have worked with their organization and several other credit union leagues to design a seamless path to assign orders and communicate electronically with the ARA membership. By providing their organization, as well as independent credit unions, a unique, reliable and efficient product that will include several of their key providers, the ARA has demonstrated our commitment to the service of the credit union community.

"We're in the process of negotiating a national agreement with ARA, because we see the value they bring to the industry. We require the highest level of professionalism and qualifications from our repossession agents and it's nice to know we can always find those qualities in any ARA member we use," said Richard Abt, director of product development for the Florida Credit Union League Service Company.

How can you get involved with credit union leagues?

- Inform your local credit union leagues about the free ARA recovery software and its' exclusive integration with Michigan Auto Title Service, Inc., which allows ARA Members and/or Credit Unions to seamlessly process repossession titles in all 50 states. (Carrie

Barbour can assist you by providing customized Power Point Presentations for a specific Credit Union or Credit Union Leagues.)

- Inform your local credit unions and state leagues about the ARA/DRN License Plate Recognition program.
- Educate your local credit unions and leagues on the benefits of choosing your company, or another ARA Member through flyers, direct mail pieces and informative emails.
- Exhibit at conferences or annual conventions. If you have an ARA booth at a conference or tradeshow, you can promote the organization and your company. Plus, ARA will send you a banner and giveaways to help make your booth exciting and informative.
- Sponsor a credit union league event in your state.
- Attend a credit union league conference and/or annual convention in your state.
- Partner with your local credit union league by becoming an affiliate member.
- Ask a local credit union if you can write an article for their monthly newsletter.
- If you are an ARA / Long Range Recognition Partner Affiliate, provide sales leads to LRRP and they will perform License Plate Recognition demonstrations on behalf of your company and the ARA Membership at large.

Did you know ARA will cover the costs of booth and exhibition expenses for certain credit union league meetings and conferences?

Although ARA cannot afford to cover the costs of booths for every member, ARA has budgeted money to exhibit at top credit union conventions and have participated in training programs. During the next two weeks we will be finishing up on our new credit union event calendar, we will post the calendar to the forum board in the [News, Clips & Links](#) section. If you are aware of a potential opportunity to attend a credit union function please contact the home office today at 972.755.4755 or email les@americanrecoveryassn.com to let us know about it.

Getting involved with credit union leagues is a key way to brand ARA across the country to specific and influential business entities related to the automobile finance and recovery industry. Marketing ourselves in this manner is one of the many reasons that we are the world's largest organization of professional finance adjusters and repossession specialists.

44th Annual ARA Conference in Denver, Colorado is almost here! Don't forget to make your flight and hotel reservations. Go to www.repo.org for more information.

Michigan Auto Title Service, Inc.

M.A.T.S., Inc. was formed in 1999 to provide financial institutions, repossession service providers, auto dealerships, and auctions with a cost effective and quick turn around on title requests. Recognizing the absence of a reliable, stable and properly engineered software solution for processing title requests, M.A.T.S. embarked on the development of the

Request Pro Software and launched it in May 2007, and subsequently fully integrated Request Pro into the RDN software application in January 2008. Currently averaging over 20,000 titles per month collectively in all 50 states, M.A.T.S. is the largest repossession title processing company in Michigan, if not the entire United States. For more information, call 586.532.8150, email Todd Wysocki at todd@mi-autotitle.com, or visit the website at www.mi-autotitle.com

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