

Subject: The Daily Exchange -- February 7, 2014
Date: Friday, February 7, 2014 12:29 PM
From: New Jersey Credit Union League <news@njcul.org>
To: staff@njcul.org
Conversation: The Daily Exchange -- February 7, 2014

[Unsubscribe](#)

To ensure that you continue receiving our emails, please add us to your address book or safe list.



The Daily Exchange

February 7th 2014

Today's News:

- › [McFadden Testifies on Status of N.J. Credit Unions, State Legislative Priorities](#)
- › [Reality Check Hotel Reservation Deadline is Feb 20th!](#)
- › [Take 'Big View' as Payment System Changes are Discussed, Fed Tells Senate Banking Committee](#)
- › [National Pancake Day Benefiting CMNH is March 4th!](#)
- › [CU Journal Offers Three Takeaways from Senate's First Look at Target Data Breach](#)
- › [NJCUL Education Offerings by CU Department](#)
- › [1st Quarter 2014 NJ CU Foundation Newsletter Available](#)
- › [Facebook Calculator Generates Loans for Financial Institutions](#)
- › [Don't Miss the Next Northern Chapter Meeting on Feb. 18th](#)
- › [HUD Updates its](#)

McFadden Testifies on Status of N.J. Credit Unions, State Legislative Priorities

TRENTON, N.J. – XCEL FCU President/CEO and NJCUL Board Chair Linda McFadden yesterday briefed the NJ Assembly Financial Institutions and Insurance Committee (AFI) on the status of credit unions and their state legislative priorities at its first official meeting of the new legislative session.

AFI has almost doubled in size, and has nearly all new faces with only two members carrying over from the previous session. Four members are new to the Legislature altogether.

The committee's new Chair, Asm. Craig Coughlin (D-19), invited the League, the NJ Bankers Association, and the state's Division of Banking to brief committee members on the state of the financial industry and their respective concerns and legislative priorities.

McFadden outlined the size and strength of N.J.'s credit union movement, the not-for-profit, cooperative structure of credit unions, the growth in credit union lending, particularly small business lending, and what would help credit unions better serve their members, including modernizing the state charter, the importance of the state moving to electronic automobile lien and titling (ELT), and the need to enact the data breach protection legislation first introduced in 2006 at the joint request of the League and NJ Bankers Association. That measure has been re-introduced in successive legislative sessions but has yet to be acted on. McFadden talked about the recent Target data breach and said, "It's time for New Jersey to act to protect consumers by enacting A-1239."

She also discussed the state's foreclosure crisis and the fact that on average a foreclosure in N.J. takes 1,002 days, the longest in the nation, noting that, "no one, not lenders, not current or future borrowers, nor our communities are served well when homes languish in foreclosure."

McFadden's full testimony is available [here](#).

Foreclosure Brochure
) Credit Unions, Mark Your
Calendars



Are You Ready to Get Real???

Don't miss out on the one
and only hard-hitting
conference taking on all the
issues that you need to
know about. Join us March
10-12th at Harrah's Resort
in Atlantic City for CU
Reality Check 2014!

Check out
www.curealitycheck.com for
more information and to
register! Please keep in
mind that the deadline to
secure a hotel room at the
reduced rate is Feb. 20th.

Upcoming Events:

February 18, 2014
VirtualCorps Webinar:
Affordable Care Act:
Employee Benefit Issues
and Marketing
Opportunities; Training and

McFadden's full testimony is available [here](#).

[[BACK TO TOP](#)]

Reality Check Hotel Reservation Deadline is Feb. 20th!

ATLANTIC CITY, N.J. – The hotel registration deadline for Credit Union Reality Check is **February 20, 2014**. Reservations made after the February 20th cut-off date are on a space availability basis at current hotel rack rate. Make your reservations ASAP!

It's not too late to register for the conference! Be sure to join the action taking place March 10-12, 2014 at Harrah's Casino Resort in Atlantic City!!

Credit Union Reality Check is now in its fifth year! It has grown every year for one simple reason: attendees get to learn about some of the most pressing issues facing credit unions and get real-world views on how to tackle these issues.

Check out the Web site at www.CURealityCheck.com for more information and to register.

Thank you to our sponsors who make Reality Check possible: Alloya Corporate FCU, Alpha Omega Laser, CO-OP Financial Services, *Credit Union Journal*, CUinsight, CUNA, CUNA Mutual Group, Federal Home Loan Bank of New York, Financial Services, Inc. (FSI), Invest in America, LendKey, Mid-Atlantic Corporate FCU, Symbionce, and UBS.



[[BACK TO TOP](#)]

Take 'Big View' as Payment System Changes are Discussed, Fed Tells Senate Banking Committee

WASHINGTON – The government should take a "big view" of the payments system and ensure that consumer data is protected at each step of the process as new data security standards are considered, Federal Reserve Governor Daniel Tarullo said during a Thursday

Education to Members
3:00 pm to 4:00 pm
[More Information Click Here](#)

February 19, 2014
Webinar: Opening Accounts for Minors: Compliance, Ownership & Access Issues
3:00 pm to 4:30 pm
[More Information Click Here](#)

February 20, 2014
Compliance Update & Roundtable: 10 Fraud Areas Affecting Credit Unions
Location: NJCUL and via Video Conference
10:00 am to 3:00 pm
[More Information Click Here](#)

Contact Us:

Address

299 Ward Street
Hightstown, NJ 08520
[Driving directions](#)

Phone

800.792.8861
609.448.2426

Fax

609.448.3499

E-mail

info@njcul.org

Connect with Us:



Federal Reserve Governor Daniel Tarullo said during a Thursday Senate Banking Committee hearing entitled "Oversight of Financial Stability and Data Security."

CUNA made similar suggestions in letters sent for the record of three data security hearings this week.

Regulators and legislators need to think in terms of consumers who use a credit card, Tarullo stressed in his testimony. The weakest link in the security chain is where criminals will direct their attention, and broader, general data security standards are needed, he emphasized. Tarullo said uniform disclosure standards are also needed.

Comptroller of the Currency Thomas Curry, also a witness, agreed that it may be necessary to impose legal and other requirements to ensure that consumers are notified after a data breach has occurred at a retailer.

FDIC Chairman Martin Gruenberg said the data security practices of those in the non-banking sector need the most attention from regulators. Sen. Robert Menendez (D-N.J.) suggested a common data security standard across all industries is needed.

U.S. Treasury Secretary for Domestic Finance Mary Miller, SEC Chair Mary Jo White, and Commodity Futures Trading Commission Acting Chairman Mark Wetten also testified during the hearing.

CUNA this week encouraged members of Congress to take a broad look at how consumer data is secured and the improvements that are necessary to prevent future breaches from taking place.

"Focusing on one payment method as the absolute answer to solving data security breaches is both shortsighted and distracts from the greater need of a federal data security framework for all entities," CUNA President/CEO Bill Cheney wrote.

CUNA letters to Congress are available [here](#).

[\[BACK TO TOP \]](#)

National Pancake Day Benefiting CMNH is March 4th!

It's pancake season again! On Tuesday, March, 4th, IHOP restaurants in the US and Canada will once again offer each guest a free short stack of their famous buttermilk pancakes on National Pancake Day. In return, they ask their customers to consider making a donation to their local Children's Miracle Network Hospital. For New Jersey, that's Children's Specialized Hospital and Children's Hospital of Philadelphia! This family-friendly tradition aims to raise needed funds and awareness for Children's Specialized! Last year, this event raised over \$122,000 just for Children's Specialized Hospital!

Here are the top four ways to help raise even more for our kids this year:

1. VOLUNTEER! One of the biggest improvements seen is when CMNH has a volunteer at the restaurant on National Pancake Day to tell people that this day is not JUST about free

pancakes and help us collect donations!

2. Visit IHOP in February and buy a paper miracle balloon! If you donate \$5 they give you a \$5 coupon right back! It's a no-brainer!

3. Share this event on your Facebook page and with your family and friends.

4. And of course, go eat some free pancakes on March 4th, make a donation and help us thank our IHOPs for participating in this day.

For more information, visit www.ihoppancakeday.com. To find a participating IHOP near you, visit www.ihop.com/ihop-locations.



[\[BACK TO TOP \]](#)

CU Journal Offers Three Takeaways from Senate's First Look at Target Data Breach

WASHINGTON – The stolen personal and financial information for as many as 110 million Target customers has renewed the cybersecurity debate in Washington. *CU Journal* this week published “Three Key Takeaways From Senate's First Look At Target Data Breach” from the first two congressional hearings on the issue that should be taken into consideration in light of the recent breaches:

EMV Technology Is important—But No Panacea

Lawmakers debated with witnesses from Target and Neiman Marcus as to why chip technology has not advanced more quickly in the U.S., given ongoing concerns about data security. The debate also highlighted ongoing tensions between the financial services industry and retailers over whether chips should be paired with a signature or a personal identification number. Retailers fired back, saying that the two measures—PIN and chip—need to be deployed together. “If you want security, you've got to have a whole system. It's got to be PIN and chip. And I'm just flummoxed as to why anyone thinks otherwise,” said Mallory Duncan, general counsel at the National Retail Federation.

Added Protections May Be Needed For Debit Cards

Lawmakers also asked witnesses about whether additional security standards are needed for debit cards, as well as credit cards. Reuter, representing the ABA, downplayed the need for congressional action on the issue, saying that banks were already doing enough to protect consumers using debit cards.

consumers using debit cards.

But consumer advocates argued that more could be done to protect consumers in the case of debit card fraud. "The issue here is that zero liability may not occur in all circumstances. It may only apply to signature transactions, not to PIN-based transactions," said Edmund Mierwinski, consumer program director at PIRG. Delara Derakhshani, policy counsel for the Consumers Union, added that fraudulent charges can also trigger additional fees for consumers.

Consumer Notification Remains A Problem

Lawmakers also raised concerns about the need for federal consumer notification standards in the wake of data breaches.

Neiman Marcus notified both in-store and online consumers in mid-January, expanding the scope beyond the estimated 1.1 million affected customers. But Target's CFO said that given the scope of the breach, the retailer opted for a public disclosure campaign for customers without an email address on file—with the news appearing on the front page of major newspapers.

Lawmakers argued that such measures are insufficient for letting customers know about the possible vulnerabilities to their information and referenced proposals for legislation to beef up data security standards and consumer notification, though it's unclear if momentum will coalesce around any one bill. In the meantime, lawmakers urged the industries involved in the breach to beef up their efforts to protect against cybercrime.

Click [here](#) for the full article.

[[BACK TO TOP](#)]

NJCUL Education Offerings by CU Department

HIGHTSTOWN, N.J. – Check out the simple and easy way for credit unions to view our upcoming education sessions listed by credit union department.

Below is a list of upcoming sessions by department. This list will be updated each week and included in each Friday's edition of the *Daily Exchange* so you can plan ahead for the coming weeks.

There is also an online chart of upcoming sessions color-coded by department; this way credit union employees and volunteers can get a glimpse of upcoming education sessions that pertain to them.

(Click to enlarge)

Date	Session Type	Session Title	More Info	Department
2/11/14	VirtualCorps Webinar	Affordable Care Act: Employee Benefit Issues and Marketing Opportunities: Training and Education to Members	http://bit.ly/1A3W7y	Lending
2/12/14	Webinar	Imaged Documents: What to Keep, What to Destroy, What Holds Up in Court	http://bit.ly/1A3W7y	Frontline
2/12/14	Webinar	Real Estate Lending: Construction to Permanent Lending Under New CFPB Mortgage Rules	http://bit.ly/1A3W7y	Directors
2/18/14	VirtualCorps Webinar	Affordable Care Act - Employee Benefit Issues and Marketing Opportunities: Training and Education to Members	http://bit.ly/1A3W7y	Compliance
2/18/14	Webinar	Opening Accounts for Minors: Compliance, Ownership & Access Issues	http://bit.ly/1A3W7y	Operations
2/20/14	Update and	Compliance Update & Roundtable: 10 Fraud Areas Affecting	http://bit.ly/1A3W7y	Management

Roundtable / Credit Unions				
2/20/14	Webinar	Expanding Your Required IT Risk Assessment Program	http://bit.ly/1Lwz6Dh	HR
2/25/14	Full Day	Teller Training for Frontline Staff	http://bit.ly/1Lwz6Dh	CEO
2/25/14	Webinar	The ALLL in Troubled Debt & Foreclosed Asset Restructuring	http://bit.ly/1Lwz6Dh	CFO
2/26/14	Webinar	What is That Personal Tax Return Telling Me? Part 2: Schedules E & F	http://bit.ly/1Lwz6Dh	Collections
2/27/14	Webinar	Essential HR Recordkeeping from Hiring to Firing	http://bit.ly/1Lwz6Dh	Marketing
3/4/14	VirtualCorps Webinar	Emerging Leadership - Activity Vector Analysis (AVA) Behavioral Assessment	http://bit.ly/1Lwz6Dh	All Staff
3/4/14	Webinar	Creating a Social Media Policy & Strategy That Everyone Can "Like"	http://bit.ly/1Lwz6Dh	
3/5/14	Webinar	Real Estate Lending Series: RESPA Essentials & Overview	http://bit.ly/1Lwz6Dh	
3/6/14	Webinar	Loan Origination in the Current Regulatory Environment	http://bit.ly/1Lwz6Dh	
3/11/14	Webinar	CaféFive Social Media 101 for Credit Unions	http://bit.ly/1Lwz6Dh	
3/12/14	Webinar	Comprehensive Notary Training	http://bit.ly/1Lwz6Dh	
3/14/14	Archived Webinar	Interagency Guidance for Reporting Elder Financial Exploitation	http://bit.ly/1Lwz6Dh	
3/18/14	Full Day	Cross Selling from the Credit Report	http://bit.ly/1Lwz6Dh	

Visit www.njcul.org/education-sessions-by-department.aspx to view the chart. Click on the image to enlarge, then use the "More Info" links to view the full event and registration options.

CEO

2/11/14 – VirtualCorps Webinar: Affordable Care Act: Employee Benefit Issues and Marketing Opportunities; Training and Education to Members

2/18/14 – VirtualCorps Webinar: Affordable Care Act: Employee Benefit Issues and Marketing Opportunities; Training and Education to Members

2/20/14 – Webinar: Expanding Your Required IT Risk Assessment Program

3/4/14 – VirtualCorps Webinar: Emerging Leadership - Activity Vector Analysis (AVA) Behavioral Assessment

CFO

2/25/14 – Webinar: The ALLL in Troubled Debt & Foreclosed Asset Restructuring

Compliance

2/12/14 – Webinar: Imaged Documents: What to Keep, What to Destroy, What Holds Up in Court

2/20/14 – Compliance Update & Roundtable: 10 Fraud Areas Affecting Credit Unions

3/14/14 – Archived Webinar: Interagency Guidance for Reporting Elder Financial Exploitation

Frontline

2/19/14 – Webinar: Opening Accounts for Minors: Compliance, Ownership & Access Issues

2/25/14 – Full-Day: Teller Training for Frontline Staff

HR

2/27/14 – Webinar: Essential HR Recordkeeping from Hiring to Firing

Lending

2/13/14 – Webinar: Real Estate Lending: Construction to Permanent Lending Under New CFPB Mortgage Rules

2/26/14 – Webinar: What is That Personal Tax Return Telling Me? Part 2: Schedules E & F

3/5/14 – Webinar: Real Estate Lending Series: RESPA Essentials & Overview

3/6/14 – Webinar: Loan Origination in the Current Regulatory Environment

Marketing/Business Development

3/4/14 – Webinar: Creating a Social Media Policy & Strategy That Everyone Can “Like”

3/11/14 – Webinar: CafeGive Social Media 101 for Credit Unions

Operations

3/12/14 – Webinar: Comprehensive Notary Training

EDUCATION CANCELLATION POLICY: NJCUL must receive written cancellation in our office seven (7) days prior to the education session in order for you to receive a refund; substitutions only after this date. All cancellations will be subject to a \$25 cancellation fee.



• Education • Development • Growth • Essentials •

[[BACK TO TOP](#)]

1st Quarter 2014 NJ CU Foundation newsletter Available

HIGHTSTOWN, N.J. – The 1st Quarter 2014 New Jersey Credit Union Foundation newsletter is now available for download on the NJCUL Web site.

Included in the newsletter is an update on the Reality Fairs program, the Foundation’s elected table officer and new board member, and information on the Foundation’s 4th Annual Credit Union Casino Night on April 4th.

A message from NCUF Director of Communications Christopher Morris can be found on the cover.

The newsletter can be downloaded by clicking [here](#).



[[BACK TO TOP](#)]

Facebook Calculator Generates Loans for Financial Institutions

Shastic’s [Calculbot](#) widget looks like little more than a basic financial calculator widget that can any bank or credit union might embed, but there’s more to it. The product collects contact information and other

data from users, passing it along to the sales/marketing department. It also can usher folks to a financial institution's online loan application, courtesy of the "Apply Now" button that pops up once they've completed their payment computations.

The product also has user-friendly and consumer-focused aspects. One allows them to save their calculations so they can return to them later. Another enables them to ask friends and family to weigh-in and share their thoughts on a Calcubot estimate. Users also can ask to be alerted via text message or e-mail about rate changes.

According to Calcubot's CEO Joseariel Gomez the widget is affordable and easy to install, and it helps financial institutions monetize Facebook and other online platforms. Calcubot's flagship auto-loan and mortgage Cloud products—along with a third, Calcubot Cloud—makes it easy to deploy one or both of the company's calculators across all an institution's online channels—web site, blog or social site.

Gomez says getting the product up and running "takes just 15 minutes. It's like installing an app on your phone. You don't even need to bother the IT guy with it."

A financial institution can simply go to Calcubot.com, create an account (or connect through their Facebook account), select the images they want to use to brand different areas of the widget, input their compliance disclaimers, enter their loan application links, then click "save" and "release."

Those utilizing Calcubots have seen average engagement rates of 73%, and average conversion rates around 8.18% (the engagement rate represents the number of people who've interacted with a Calcubot unit by making one or more estimates during their visit, and the conversion rate being the number of qualified prospects Calcubot sent to the financial institution's online loan application out of the total number of visitors).

For more information, read this [The Financial Brand article](#) or visit [Calcubot.com](#).

[\[BACK TO TOP \]](#)

Don't Miss the Next Northern Chapter Meeting on Feb. 18th

EAST HANOVER, N.J. – Get to know the new Chair of the NJ CU Foundation Michael Hou at the first Northern Chapter Meeting of the New Year on Tuesday, February 18th.

Hear from the new Chair about what is on the Foundation's agenda for 2014 and how you can be part of it all!



The meeting will take place at The Hanover Manor in East Hanover, N.J. with a cash bar from 5:30-6:30 p.m. and dinner at 6:30 p.m. The cost to attend is \$38.

Click [here](#) for more information and the [registration form](#). The registration deadline

[registration form](#). The registration deadline is Friday, February 15th.

Chapter meetings are not limited to credit unions in that chapter only. All meetings are open to any NJCUL member credit union, regardless of their chapter affiliation. Please feel free to attend any chapter meeting to mix and mingle!

Please note: Only NJCUL Preferred Vendors are able to attend NJCUL Chapter events and meetings.

[\[BACK TO TOP \]](#)

HUD Updates its Foreclosure Brochure

WASHINGTON – There is a new Department of Housing and Urban Development (HUD) foreclosure brochure and all FHA-approved mortgagees must use it starting Feb. 10.

HUD requires lenders to send the brochure to delinquent borrowers with an FHA-approved mortgage between the 32nd and 60th day of delinquency.

The new brochure is entitled "Save Your House: Tips to Avoid Foreclosure." It replaces the previously published "How to Avoid Foreclosure."

HUD issued Mortgagee Letter 2014-1 to announce the updated brochure and review its proper use. For instance, the letter notes that the cover letter sent with the brochure must include:

- Highly visible information about the availability of language access services offered by the servicer for mortgagors with limited English proficiency (this information must be provided, at a minimum, in Spanish and must include an advisement to seek translation or other language assistance);
- The following information related to the mortgage loan: the number of late payments; the total amount of any late charges incurred; the month of each late payment (e.g., June, July); and, the original due date of each late payment;
- The servicer's mailing address and specific contact information of any assigned personnel;
- A request for the mortgagor's current financial information;
- Toll-free telephone numbers for mortgagors needing to contact the servicer's loss mitigation/ customer assistance personnel; and,
- The toll-free telephone number for mortgagors seeking information on HUD-approved housing counseling agencies, along with the toll-free Federal Information Relay Service number of for mortgagors who may need a Telecommunication Device for the Deaf (TDD) to call the housing counseling line.

HUD's Mortgage Letter is available [here](#).

Credit Unions, Mark Your Calendars

HIGHTSTOWN, N.J. – The New Jersey Credit Union League would like you to mark your calendars for these upcoming events:

NJCUL Education

February 11 -- [NJ DNA Meeting: Idea Implementation](#)

February 12 -- [NJ READ Meeting](#)

February 25 -- [Teller Training for Frontline Staff](#)

February 20 -- [Compliance Update & Roundtable: 10 Fraud Areas Affecting Credit Unions](#)

March 18 -- [Full-Day: Cross Selling from the Credit Report](#)

March 19 -- [Full-Day: ALM Update 2014](#)

April 8 -- [ELS Session: Economic, Political and Tech Trends: 10 Things You Need to Know to Grow Your Business](#)

Industry Events

February 18 -- [Northern Chapter Meeting: The NJ CU Foundation](#)

February 23-27 -- [CUNA's 2014 Governmental Affairs Conference](#)

February 23 - March 1 -- [America Saves Week](#)

March 10-12 -- [2014 CU Reality Check Conference](#)

March 28 -- [Reality Fair at The Wallace School](#)

April 2 -- [Financial Fitness Day](#)

April 4 -- [NJ CU Foundation Casino Night](#)

April 10 -- [Reality Fair at Barringer High School](#)

April 20-26 -- [National Credit Union Youth Week](#)

May 3 -- Jersey Shore FCU's 5th Annual 5K in May for the Marianne DiNofrio Pancreatic Cancer Research Foundation at Birch Grove Park

May 16 -- [Reality Fair at Ewing High School](#)

May 20 -- [NJCUL's 26th Annual Golf Tournament](#)

May 29 -- [Greater Alliance Federal Credit Union's 31st Annual Golf Outing](#)

[Outing](#)

June 2 -- North Jersey FCU Foundation's 5th Annual Above and Beyond Golf Outing at Picatinny Arsenal Golf Course

July 21 -- 4th Annual Garden Savings Federal Credit Union Golf Outing at Fiddler's Elbow Country Club

July 30 - August 1 -- [NYIB Conference](#)

September 21-23 -- NJCUL's 80th Annual Meeting & Convention at Trump Taj Mahal

[\[BACK TO TOP \]](#)

This message was sent to staff@njcul.org from:

New Jersey Credit Union League | 299 Ward Street | Hightstown, NJ 08520

[Manage Your Subscription](#) | [Forward To a Friend](#)

