

Subject: The Daily Exchange -- February 14, 2014
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To: staff@njcul.org
Conversation: The Daily Exchange -- February 14, 2014

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NJCUL Office Closed Monday for President's Day

HIGHTSTOWN, N.J. – The NJ CU League office will be closed this Monday, February 17th in observance of President's Day. It will reopen Tuesday, Feb. 18th.

Happy President's Day everyone! And Happy Valentine's Day!

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Massive Target Hack Traced Back to Phishing Email

Hackers gained access to Target's computer system and stole financial and personal data of 110 million shoppers by tricking an employee at an outside vendor into clicking on a malicious email, according to a report Wednesday by security blogger Brian Krebs that was cited by the [Huffington Post](#).

An employee at Fazio Mechanical, a Sharpsburg, Pa.-based heating, ventilation and air-conditioning company with access to Target's network, fell for a "spear phishing" attack, in which hackers send malware-laced emails that appear to come from trusted sources to take over victims' computers, according to Krebs, who cited sources close to the investigation.

Once hackers gained access to the employee's computer, they could enter Target's system and steal the retailer's payment card data, Krebs wrote. Fazio was reported last week to be the possible conduit through which hackers accessed Target's network, but the details of how the attack may have occurred are new.

The revelation highlights a central problem companies face as they try to secure their networks in a complex Web ecosystem. Although businesses invest millions of dollars every year in the fight against hackers, they are still vulnerable to the lax security measures of third

› Look! A Distraction...



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
Education to Members
3:00 pm to 4:00 pm

parties that access their systems.

Target spokeswoman Molly Snyder said in an email that an "intruder stole a vendor's credentials which were used to access our system." But she declined to name the vendor or disclose how the credentials were stolen, citing an ongoing investigation.

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See CU Reality Check Speakers in Action!

ATLANTIC CITY, N.J. – Get to know some of the speakers you'll hear from at this year's CU Reality Check and see them in action by checking out the [CU Reality Check blog](#), which features videos and articles from some of the speakers in the line-up.



See Stacey Hanke demonstrate some public speaking faux pas, view an episode of "Mondays with Mike" where Mike Staver answers a viewer's question about how to handle intra-office complaints, as well as episodes of CUBroadcast featuring Ron Shevlin on marketing and mobile strategies.

And, of course, be sure to register for the 2014 CU Reality Check Conference March 10-12, 2014 at Harrah's Casino Resort in Atlantic City to see all of the great speakers in action live!

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

******The [hotel reservation](#) 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!******

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.

[More Information Click Here](#)

February 25, 2014
Teller Training for Frontline Staff

Location: NJCUL and via Video Conference

10:00 am to 3:00 pm

[More Information Click Here](#)

February 26, 2014
Compliance Update & Webinar: What is That Personal Tax Return Telling Me? Part 2: Schedules E & F
3:00 pm to 4:30 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:



Credit Union Reality Check

2014

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Fort Dix FCU Hosts the First NJ DNA Dinner Meeting of 2014 at NJCUL Headquarters

HIGHTSTOWN, N.J. – The first NJ DNA meeting of the New Year was held on Tuesday, February 11th. It was hosted by Fort Dix FCU at the League office.



Barbara Agin facilitates the group discussions at the NJ DNA meeting held at the League office.

Barbara Agin, NJCUL Director of Education and Training, welcomed attendees and provided a brief history of Fort Dix FCU along with a slideshow of pictures of the credit union. Dinner was enjoyed by all with special treats provided by Fort Dix FCU CEO Janet Sperling and Board Chair Ruth McCoy.

Following the meal were the meeting discussions, which were based on the implementation of ideas from the 2013 topics. Four credit union volunteers shared the status of the ideas their credit union was working on: Attracting Younger People with Technology, Education of Board and Staff, Lending Targeted to Former Students, and Director Evaluations. Each topic sparked great dialogue.

The next NJ DNA Meeting will be held at Credit Union of NJ in Ewing, N.J. on May 14th.

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CUNA Social Media Prowess Recognized in *American Banker*, 'Don't Tax' Grassroots Campaign Continues

WASHINGTON – *American Banker* yesterday highlighted CUNA's recent Grassroots Innovation Award win for online efforts that "successfully harnessed the forces of social media behind its anti-tax message."

Using the J.P. Morgan social media fiasco as a counterpoint to CUNA's success, the article noted the credit union campaign "spurred roughly 13,200 messages (including 7,000 sent directly to lawmakers) posted to Twitter with the #Don'tTaxMyCU hashtag over those two days."

While J.P. Morgan's attempts to reach out to the public through social media were hijacked by angry customers, CUNA's "Don't Tax" efforts succeeded because grassroots credit union supporters genuinely believe in their credit unions, CUNA Vice President of Political Affairs Trey Hawkins told the *American Banker*.

Overall, since the "Don't Tax My Credit Union" campaign began in May 2013, it has generated more than 1.3 million direct messages to the U.S. Congress.

The Grassroots Innovation Awards are given out annually at the Public Affairs Council's National Grassroots Conference in Florida. The awards recognize the nation's best grassroots programs and campaigns in the categories of Corporate Innovation, Association Innovation, and Social Media Innovation.

"We owe much of our success to the dedication of credit union members, who willingly engage in advocating for their credit unions," Richard Gose, CUNA senior vice president of political affairs, acknowledged in the article.

The nationwide [Don't Tax My Credit Union](#) grassroots campaign continues. CUNA and the NJCUL are encouraging credit union supporters to keep on [emailing](#) and [tweeting](#) their lawmakers even if they've done so already. It's all about the numbers, according to NJCUL Director of Government Affairs Chris Abeel.

The *American Banker* story is available [here](#).

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NJCUL Education Sessions 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	
2/18/14	VirtualCorps Webinar	Affordable Care Act – Employee Benefit Issues and Marketing Opportunities; Training and Education to Members	https://bit.ly/1nnv8d6	Lending
2/19/14	Webinar	Opening Accounts for Minors: Compliance, Ownership & Access Issues	https://bit.ly/1nvo4H0	Frontline
2/20/14	Update and Roundtable	Compliance Update & Roundtable: 10 Fraud Areas Affecting Credit Unions	https://bit.ly/1nvo7ba	Directors
2/20/14	Webinar	Expanding Your Required IT Risk Assessment Program	https://bit.ly/1nvo8rb	Compliance
2/25/14	Full Day	Teller Training for Frontline Staff	https://bit.ly/1nvo8UJ	Operations
2/25/14	Webinar	The ALLL in Troubled Debt & Foreclosed Asset Restructuring	https://bit.ly/1nvo8Zr	Management
2/26/14	Webinar	What is That Personal Tax Return Telling Me? Part 2: Schedules E & F	https://bit.ly/1nvo8Zw	HR
2/27/14	Webinar	Essential HR Recordkeeping from Hiring to Firing	https://bit.ly/1nvo8Zv	CEO
3/4/14	VirtualCorps Webinar	Emerging Leadership - Activity Vector Analysis (AVA) Behavioral Assessment	https://bit.ly/1f3U8b7	CFO
3/4/14	Webinar	Creating a Social Media Policy & Strategy That Everyone Can "Like"	https://bit.ly/1f3U8b8	Collections
3/5/14	Webinar	Real Estate Lending Series: RESPA Essentials & Overview	https://bit.ly/1f3U8b9	Marketing
3/6/14	Webinar	Loan Origination in the Current Regulatory Environment	https://bit.ly/1f3U8b0	All Staff
3/11/14	Webinar	CafeGive Social Media 101 for Credit Unions	https://bit.ly/1f3U8b1	
3/12/14	Webinar	Comprehensive Notary Training	https://bit.ly/1f3U8b2	
3/14/14	Archived Webinar	Interagency Guidance for Reporting Elder Financial Exploitation	https://bit.ly/1f3U8b3	
3/18/14	Full Day	Cross Selling from the Credit Report	https://bit.ly/1f3U8b4	
3/18/14	Webinar	Vendor Contract Lifecycle Management: Risk, Compliance, Securing, Terminating & More	https://bit.ly/1f3U8b5	
3/19/14	Full Day	ALM Update 2014	https://bit.ly/1f3U8b6	
3/19/14	Webinar	Emerging Leader Series: Understanding Asset Liability Management Concepts	https://bit.ly/1f3U8b7	
3/20/14	Webinar	Your Deposit Member Has Died: Now What?	https://bit.ly/1f3U8b8	
3/25/14	Webinar	Flood Insurance Compliance Update: Including New Biggert-Waters Rules	https://bit.ly/1f3U8b9	
3/26/14	Webinar	Required Compliance Series: Regulatory Compliance for Lenders, Including BSA	https://bit.ly/1f3U8ba0	
3/27/14	Webinar	Trust Compliance in Opening Accounts & Lending	https://bit.ly/1f3U8ba1	

Visit www.nicul.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

2/18/14 – 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

3/19/14 – Full-Day: ALM Update 2014

CFO

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

3/19/14 – Full-Day: ALM Update 2014

3/ 19/ 14 – Webinar: Emerging Leader Series: Understanding Asset

Liability Management Concepts

Compliance

2/20/14 – Compliance Update & Roundtable: 10 Fraud Areas Affecting Credit Unions
3/14/14 – Archived Webinar: Interagency Guidance for Reporting Elder Financial Exploitation
3/25/14 – Webinar: Flood Insurance Compliance Update: Including New Biggert-Waters Rules

Directors

3/19/14 – Full-Day: ALM Update 2014

Frontline

2/19/14 – Webinar: Opening Accounts for Minors: Compliance, Ownership & Access Issues
2/25/14 – Full-Day: Teller Training for Frontline Staff
3/27/14 – Webinar: Trust Compliance in Opening Accounts & Lending

HR

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

Lending

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
3/26/14 – Webinar: Required Compliance Series: Regulatory Compliance for Lenders, Including BSA
3/27/14 – Webinar: Trust Compliance in Opening Accounts & Lending

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
3/18/14 – Webinar: Vendor Contract Lifecycle Management: Risk, Compliance, Securing, Terminating & More
3/20/14 – Webinar: Your Deposit Member Has Died: Now What?

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.



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NCUA January Board Meeting Video Now

Available Online

ALEXANDRIA, Va. – The video recording of the January open meeting of the Board of the NCUA is now available on the agency's Web site.

Archived videos of past Board meetings may be viewed [here](#), and each video remains on the site for one year.

The January open board meeting's agenda included four items:

- NCUA's Strategic Plan for 2014 through 2017, and Annual Plan for 2014 and 2015;
- The Federal Credit Union Loan Interest Rate Ceiling;
- A Final Rule, Parts 703, 715 and 741, on the use of Financial Derivative Transactions to Mitigate Interest Rate Risk; and
- A Proposed Rule, Part 702, on Prompt Corrective Action and Risk-Based Capital Measures.

NCUA's Board posts these videos as part of the agency's ongoing efforts to provide transparency and to give those unable to attend Board meetings the opportunity to become better informed about agency actions. An interval between the meeting and posting is necessary for the videos to comply with Section 508 of the Rehabilitation Act for the hearing and visually impaired.

The [Board Actions](#) page of the agency's website has more information, including Board agendas, which are posted one week in advance of each open meeting, and copies of Board Action Bulletins, which summarize the meetings, Board memorandums and other documents.

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Still a Few Spots Left for 2014 April & Sept. DE Trainings

Foundation's CU Philosophy Training Heralded as "Transformative"

Madison, Wis. – The spots for the remaining two Credit Union Development Education (DE) training classes in 2014 are shrinking, with only about 10 spots left for the April program. Attendees of the National Credit Union Foundation's (NCUF) six-day total immersion experience will learn about credit unions' social responsibility and domestic and international development through interactive education and professional networking.

The trainings will be held April 23-30, 2014 and September 10-17, 2014 at the Lowell Center in Madison, Wis. Registration and more information can be found on the NCUF website by clicking the "[Register for DE Training](#)" button on the homepage or anywhere on the website under "Foundation Programs>Development Education>[Register for 2014 DE Trainings](#)" at the top of every page.

The registration fee includes seven nights of single-room lodging, as

well as all training materials and meals. Scholarship information is included on the registration page as many state credit union foundations and leagues offer scholarships to DE Training in addition to the national DE Scholarship offered.

Due to popular demand, this is the first time three DE Trainings are held in a single year. The most recent DE Training [was held](#) on January 22-29, 2014 at the Rizzo Conference Center in Chapel Hill, N.C.

For more information on the DE program, visit www.ncuf.coop under [Foundation Programs](#).

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House Financial Services Vice Chair & CU Supporter Announces Retirement

WASHINGTON – House Financial Services Committee Vice Chairman Gary Miller (R-Calif.) has announced he will not seek re-election this year.

A 15-year House veteran, Miller represents a district in the greater Los Angeles area.

A frequent credit union supporter, Miller last summer introduced the Regulatory Relief for Credit Unions Act of 2013 (H.R. 2572). That bill would enhance some NCUA authorities, improve capital standards for credit unions, and require regulators to perform a cost-benefit analysis of rules, past and present.

When the bill was introduced, CUNA and credit unions thanked Miller for acting on their need for regulatory relief so fewer resources are diverted from their true business of serving their members. Miller included CUNA in the development of his legislation.

Miller also supported 2011 legislation that would have delayed Dodd-Frank interchange provisions and required regulators to study the impact of interchange rule changes.

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

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

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 3 -- [10th Annual Playball for Miracles Softball Tournament Sponsored by Elizabeth NJ Firemen's FCU](#)

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

May 29 -- [Greater Alliance Federal Credit Union's 31st Annual Golf 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

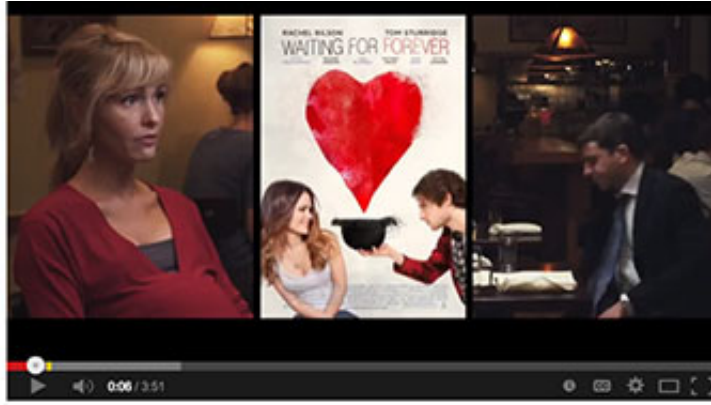
October 17 -- [International Credit Union Day](#)

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Look! A Distraction...

Watch a Couple Break Up Speaking Only in Movie Titles





Happy Valentine's Day! Click [here](#) for a little laugh!

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