

Subject: The Daily Exchange -- February 20, 2014
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To: staff@njcul.org
Conversation: The Daily Exchange -- February 20, 2014

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The Daily Exchange

February 20th, 2014

Today's News:

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- › CUNA's #DontTaxTuesday is Back During GAC!
- › CUNA Seeks Input for GAO on IRS, Tax Refunds
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Deadline for Reality Check Reduced Room Rate Extended to Friday, Feb. 28th!

Get Your Reservations and Registrations in ASAP!

The [hotel](#) reservation deadline for Credit Union Reality Check has been **extended to Friday, February 28th!** Reservations made after this extended Feb. 28th cut-off date are on a space availability basis at current hotel rack rate. Take advantage of the **reduced rate of \$49 per room per night** (plus applicable taxes and fees) and make your reservations at Harrah's Casino Resort in Atlantic City today!



It's also not too late to [register](#) for the conference! Be sure to register today to join the action taking place March 10-12th!!

[Why Reality Check?](#) 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. It offers up hot topics covered by prominent speakers. From Professor of Economics Roger Tutterow to respected coach and speaker Mike Staver, you'll hear from experts on a wide range of topics focused on credit unions' real-world challenges, and possible solutions.

Don't miss out! Click [here](#) 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.

Credit Union Reality Check

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. 28th.

Upcoming Events:

March 4, 2014
VirtualCorps Webinar:
Emerging Leadership -
Activity Vector Analysis
(AVA) Behavioral
Assessment
3:00 pm to 4:00 pm
[More Information Click Here](#)

March 5, 2014
Webinar: Real Estate
Lending Series: RESPA

Credit Union Reality Check

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CUNA's #DontTaxTuesday is Back During GAC!

Join the National "Don't Tax" Social Media Blitz While CUs Descend on the Nation's Capital

WASHINGTON – CUNA is launching its third round of #DontTaxTuesday during its Government Affairs Conference (GAC) next week, where over 4,000 credit union attendees will gather to make an impact through Capitol Hill visits and forward-thinking initiatives.



While credit union representatives take to the Hill next Tuesday, Feb. 25th, the credit union movement will take the powerful "Don't Tax My Credit Union!" message to social media for #DontTaxTuesday. All throughout the day, credit unions will put on a social media advocacy blitz targeted at Capitol Hill to deliver the "Don't Tax My CU!" message.

The major social media push will use Twitter, Facebook, as well as CUNA's own "Don't Tax My Credit Union" Web sites—in [Spanish](#) and [English](#)—to generate tweets, Facebook posts, and e-mails to lawmakers.

CUNA and the NJCUL are encouraging credit union supporters to [email](#) and [tweet](#) their lawmakers this #DontTaxTuesday even if they've done so already. Be sure to use both the #DontTaxMyCU and #DontTaxTuesday hashtag and the Twitter handles of your lawmakers, which can be done [here](#). Also include the link to the www.donttaxmycreditunion.org Web site.

Let's take our "Don't Tax My Credit Union!" message to our lawmakers while our presence is felt in DC!

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Essentials & Overview

3:00 pm to 4:30 pm

[More Information Click Here](#)

March 6, 2014

Webinar: Loan Origination
in the Current Regulatory
Environment

3:00 pm to 4:30 pm

[More Information Click Here](#)

Contact Us:

Address

299 Ward Street
Hightstown, NJ 08520
Driving directions

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info@njcul.org

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CUNA Seeks Input for GAO on IRS, Tax Refunds

WASHINGTON – Credit unions that provide tax refunds and/or work with the IRS on issues like identity theft can provide much-needed information through a new [CUNA survey](#). The U.S. Government Accountability Office (GAO)—the investigative arm of the U.S. Congress—has specifically asked CUNA for details on the tax topics.

The CUNA survey asks:

- Does your credit union currently provide tax refund loans?
- Does your credit union work with the IRS on suspected identity theft fraud issues, including with their External Leads program to return questionable tax refunds?
- Do you have any recommendations on how the IRS could further combat identity fraud with financial institutions?

There is a fairly short turn-around time for the CUNA request. Survey results will be accepted until Feb. 24.

Responses also will be used to enhance CUNA advocacy efforts on tax-related topics.

The CUNA survey is available [here](#).

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CUs Invited to Hold a Casual Day on April 2 to Raise Funds for Financial Education Efforts

“Financial Fitness Day” Supports State & National Financial Education Programs

MADISON, Wis. – The National Credit Union Foundation (NCUF) is inviting credit union organizations to hold a “Financial Fitness Day” fundraiser on April 2, 2014 to kick off National Financial Literacy Month. This initiative will raise funds for NCUF and state credit union foundations in support of their financial education initiatives.

To participate, credit union organizations can hold one (or more) of the following fundraisers on 4/2/14:

- **Jeans or Casual Day** for staff
- **Bake Sale** for staff and/or members
- **Deduct or Donate a Buck** - Ask staff and/or members to consider a voluntary contribution of \$1 or more either in cash as they complete their transaction and/or deducting from their checking or saving account as often as they choose.

“Americans spend months getting their physical health into shape as

part of their New Year's resolutions," said Danielle Brown, NCUF Director of Development and Donor Relations. "Kicking off National Financial Literacy Month in April, Financial Fitness Day is dedicated to helping members get their financial health in shape. Credit unions are perfectly suited to do so and we hope your organization will hold a fundraiser such as a casual day on April 2nd to support these efforts."



The campaign website can be found at financialfitnessday.com/. Included on the website are other campaign resources such as additional fundraising ideas, sample newsletter articles, sign-up sheets, stickers, flyer, statement stuffer, wall pin-up templates, sample tweets, web buttons, and more.

"Financial Fitness Day is a simple way for credit union organizations to make an impact on state and national financial education efforts," noted Christopher Morris, NCUF Director of Communications. "With the campaign toolkit and templates, we've tried to make it as easy as possible to participate."

Donations made as part of the initiative will be split 50/50 between NCUF and the state credit union foundation in which the donation was made. The donations can be made at financialfitnessday.com.

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Affinity FCU to Host Global Woman's Leadership Network Meeting

BASKING RIDGE, N.J. – Denise McGlone, the Executive Vice President of Affinity Federal Credit Union, will host a Global Woman's Leadership Network meeting at the Affinity Federal Credit Union headquarters on Tuesday, April 8th.

The Global Woman's Leadership Network is a World Council initiative dedicated to the advancement of credit women in leadership worldwide, and engaging women in professional and personal development. Some of the largest credit unions in the country are actively involved in the Network events.

Catherine Ricker, the Vice President of Human Resources at Affinity Federal Credit Union, and Cindy Burke, the Vice President of Human Resources at McGraw-Hill Federal Credit Union, will be guest speakers that afternoon. Lunch will also be provided.

The meeting will be held at Affinity Federal Credit Union, 73 Mountainview Boulevard, Basking Ridge, on April 8th from 10 a.m. to 2 p.m. There is no cost to attend. RSVP to confirm your participation by March 31st by sending an email to maryannem@affinityfcu.com.

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See Our Next ELS Speaker Gene Marks in Action on MSNBC

HIGHTSTOWN, N.J. – At the next Executive Leadership Series (ELS) session on April 8th, columnist, author, and small business owner Gene Marks will discuss how the many things happening today will affect small businesses for your own growth potential as well as understanding the climate, challenges, and potential of your business members.



Marks frequently appears on [FOX Business](#), FOX News, Bloomberg and CNBC discussing matters affecting the business community. Marks also appears quarterly on [MSNBC's "Your Business"](#) program and weekly on various TV outlets in the Philadelphia area. In addition, Marks has appeared as a guest on numerous radio talk shows.

Click [here](#) to see him in action in his television appearances.

Hear from Marks, join the discussion, and network with your peers at this must-attend ELS session being held at the League office from 10 a.m. to 2 p.m. The cost to attend is tiered based on assets and is as follows: \$209.00 per person for credit unions over \$150 million, \$149.00 per person for credit unions \$33.8 - \$150 million, and \$69.00 per person for credit unions under \$33.8 million. A 25% discount is available for credit unions that send three or more people.

Click [here](#) for more information on the discount and for the full brochure.

To register, e-mail Mary Zelinsky at mzelinsky@njcul.org (be sure to note name of attendee(s), credit union, and cost). Or register online [here](#).

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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CU Work with Students Noted in CFPB Blog

WASHINGTON – The efforts of a Madison, Wis. credit union to develop long-term member relationships by offering low-cost financial products to students was cited in a recent CFPB [blog post](#) as an example of the right way to do things.

The CFPB post also linked to that credit union's letter to the bureau, in which UW CU noted that more than 85% of accounts opened by University of Wisconsin students remained open after those accountholders graduated.

The credit union offers checking accounts, debit/ATM cards, savings accounts, online and mobile services, free credit scores, low-cost reserve lines of credit, and financial education resources to students and other members.

UW CU said its strategies and business practices "demonstrate the positive contribution to student success that is possible in a partnership with a campus-based financial institution." Improving the financial well-being of student members is within the core mission of UW CU, the credit union added.

The credit union's positive work with students was noted in a broader post about the practices of some institutions that offer accounts to students.

The post also discussed the "potentially risky practice of not readily disclosing arrangements with colleges and universities to market bank accounts, prepaid cards, debit cards, and other financial products to students."

Examples of these agreements highlighted in the blog post include agreements in which a financial institution offers a licensing fee in order to use a school's logo to market its financial products, agreements that provide bonus payments based on whether students sign up for a financial institution's student checking account marketed on campus, and agreements in which some colleges receive discounted—or even completely free—financial services in exchange for allowing a provider to market products to students.

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February 2014 Issue of *The NCUA Report* Available

The latest edition of [The NCUA Report](#), the NCUA's flagship publication that highlights important NCUA Board actions and key issues that credit union volunteers and management need to know, is now available.

In this month's newsletter, you will find the below articles and much more:

- Office of Examination and Insurance Report: Riskier Credit Unions Will Need More Capital Under Proposed Capital

Adequacy Rule

- Chairman's Corner: Exams Are A Two-Way Street
- Office of Consumer Protection Report: Get Ready. Military and America Saves Week Is Feb. 24–March 1
- Board Perspectives - Michael Fryzel: Teddy, Moses and Buford

Every *NCUA Report* includes articles from the Chairman and each of the Board Members regarding their take on current topics. You'll also find topical articles from NCUA office and regional directors. Click [here](#) to see NCUA Reports and Newsletters from prior years.

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 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 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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