

Subject: The Daily Exchange -- March 7, 2014

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To: staff@njcul.org

Conversation: The Daily Exchange -- March 7, 2014

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March 7th, 2014

Today's News:

- › NJCUL Announces Digital Marketing Conference on April 11th
- › Survey Says Majority of Business Owners Unconcerned About Card Security
- › Creative You Progress Report
- › CUs & Chapters Invited to Sponsor Biz Kid\$ Box Sets for CMN Hospitals
- › CUNA, Bank Trades Throw Support Behind New 'Patent Troll' Bill
- › NJCUL Education Offerings by CU Department
- › NCUA Board Meetings Available as Online Videos
- › Next Tuesday's VirtualCorps Webinar to Deliver 'CafeGive Social Media 101 for CUs'
- › Southern Chapter Meeting March 25: How to Keep Your CU Out of Court
- › Credit Unions, Mark Your Calendars

NJCUL Announces Digital Marketing Conference on April 11th

Full-Day Conference will Tackle Technology, Trends, Tactics & Tools

HIGHTSTOWN, N.J. – Get a handle on strategies and legalities of social media and technology at NJCUL’s Digital Marketing Conference “Technology, Trends, Tactics & Tools” on Friday, April 11th.

CU Grow CEO and social media expert James Robert Lay is back with two sessions: “CU in a Digital World: Banking on the Future” and “Putting Ideas Into Action”. Attorney Michael DuPont will cover the “Legal Aspects of Social Media”.

Attendees will also join in the conversation during a “How Others are Using Social Media” session led by NJCUL’s Barbara Agin and Candice Nigro.

By the end of this in-depth, full-day conference, you’ll know how to effectively and legally engage your members and potential members through many social media and technological channels. You’ll leave with tangible ideas to bring back to the office and jump-start your digital marketing strategy.

The cost to attend is \$179 per person for credit unions under \$150 million and \$279 per person for credit unions over \$150 million. Click [here](#) for the full agenda and registration materials.





Credit Union Reality Check

2014

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!



Upcoming Events:

March 4, 2014
VirtualCorps Webinar:
CafeGive Social Media 101
for Credit Unions
3:00 pm to 4:00 pm
[More Information Click Here](#)

March 12, 2014
Webinar: Comprehensive

To register, send an email to Mary Zelinsky at mzelinsky@nucul.org, register online by clicking [here](#), or download the [registration materials](#).

[[BACK TO TOP](#)]

Survey Says Majority of Business Owners Unconcerned About Card Security

NEW YORK – As CUNA works for merchant accountability for breaches to their data systems, the results of a new study show a startlingly high 67% of business owners polled are not concerned about credit card security at their businesses.

Newtek Business Services, with a portfolio of more than 100,000 business accounts, announced the findings of its latest Small Business Authority Market Sentiment Survey, a monthly snapshot of the concerns of independent business owners.

"Based on a poll of over 1,400 respondents, one of the key findings from the February survey is that even after the recent hackings at major companies such as Target and Neiman Marcus, 67% of business owners are not concerned about credit card security at their business," Newtek said in a release.

What's more, Newtek reported, 63% of business owners are unaware of Europay-MasterCard-Visa (EMV) chip card technology. EMV is a global standard for credit and debit payment cards based on chip card technology.

CUNA supports the adoption of EMV technology, which adds an embedded chip for stronger security. However, CUNA strongly emphasizes that no one technology can address the burgeoning problem of merchant data breaches.

As the credit union trade association has underscored in a series of letters to federal lawmakers, inconsistent data security standards need to be addressed before a solution to merchant data breaches can be achieved.

"(A) prime reason that merchant data breaches are a chronic issue is because data security standards are inconsistent among the participants in the payments system," CUNA has pointed out, adding, "Simply put: credit unions and other financial institutions are subject to high data protection standards under the Gramm-Leach-Bliley Act; merchants are not. When merchant data breaches occur, financial institutions—not merchants—bear the costs of replacing credit and debit cards and fraud costs."

In another EMV development, CO-OP Financial Services welcomed a recent agreement for debit EMV security standards between Visa Inc. and First Data STAR Network, a major electronic funds transfer system.

The credit union-owned ATM network operator said Feb. 26 that a number of its clients are in the STAR Network, and that it is also seeking to implement similar protective technologies like the one Visa and First Data hope to spread through their agreement.

[[BACK TO TOP](#)]

Notary Training
3:00 pm to 4:30 pm
[More Information Click Here](#)

March 18, 2014
Full-Day: Cross Selling from the Credit Report
Location: NJCUL and via Video Conference
10:00 am to 2:00 pm
[More Information Click Here](#)

Contact Us:

Address
299 Ward Street
Hightstown, NJ 08520
Driving directions

Phone
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609.448.3499

E-mail
info@njcul.org

Connect with Us:



Creative You Progress Report

The Creative You teams have a lot to be proud of! They've been hard at work the past few months developing and growing their innovative solutions to some of the biggest challenges facing credit unions today. One aspect of their project was to submit a Project Scope Document that outlines the credit union issue they are addressing and the scope of their idea for a solution. Visit the Creative You page of the NJCUL Web site at www.njcul.org/creative-you.aspx to view the Project Scope Documents of our teams: Greater Team Alliance, Team Aspire, Team XCEL, Team Y.O.L.O., and Team Symbionce. While there, take a look at their creative videos, if you haven't yet!

These teams have also been gearing up for their presentations to be given in front of panel of judges this Monday at the CU Reality Check conference!

At a special session on Monday from 3:00 – 4:30 p.m., the Creative You teams will each give a presentation in front of the panel of judges, which include Filene's Mollie Bell, Andrew Downin, and Tansley Stearns. These judges will watch each presentation, take in feedback from the audience (who may pose questions), and will ultimately choose which team they would like work with as a mentor. Three teams will walk away winners and will further develop their ideas along with guidance from their mentors, all leading up to final presentations at the NJCUL 2014 Convention.

For the two teams not chosen, there's always next year! They have the opportunity to join a fresh set of Creative You teams that will be developing new ideas and competing in 2015.



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

CUs & Chapters Invited to Sponsor Biz Kid\$ Box Sets for CMN Hospitals

Credit Unions for Kids & the National Credit Union Foundation (NCUF) are partnering to enhance the financial education opportunities for patients and families at every Children's Miracle Network Hospital (CMNH) in the U.S. Biz Kid\$ is the Emmy Award winning and credit union-funded public television series that teaches kids about money management and entrepreneurship.

Credit unions and chapters can now sponsor a Box Set of Biz Kid\$ DVDs for their local CMN Hospital for \$300. Box sets are encouraged to be purchased by March 15th so the donations to the hospitals can be

made during April, which is National Financial Literacy Month.

“We hope the donation of the Biz Kid\$ program will develop an even deeper credit union/hospital relationship where credit unions not only support the financial needs of the hospital but also the financial needs of the patient families,” said Danielle Brown, NCUF Director of Development and Donor Relations.

In addition to helping the kids in the hospitals, there are other benefits for participating credit unions or chapters as each box set of Biz Kid\$ DVDs for the CMN Hospitals donation program has been specially created with room for a credit union or chapter to customize the DVD box set with their logo, URL, etc., so patients and families know who donated the program.

As well as other recognition, each participating credit union or chapter who commits to sponsoring a Biz Kid\$ DVD Box Set by March 15th will:

- Be included in CU4Kids and NCUF press releases touting the initiative
- Receive acknowledgement on the NCUF and CU4Kids Web sites
- Be thanked publically on Twitter by CU4Kids
- Appear in a thank you ad running in credit union trade publications

“In addition to being valuable for the kids and their families, we strongly believe this initiative will be beneficial for credit unions as well,” says Felicity Guerin, Credit Unions for Kids development manager for the American Association of Credit Union Leagues.

For more information on this collaborative effort and to order the DVD Box Sets, visit ncuf.coop or [click here](#).



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

CUNA, Bank Trades Throw Support Behind New 'Patent Troll' Bill

WASHINGTON – With the weight of a combined 14,000 financial institution memberships behind them, CUNA, the Independent Community Bankers of America, and the American Bankers Association sent a joint letter of support for a new bill to fight patent system abuses.

The bill (S. 2049) was introduced late last month and is titled the "Transparency in Assertion of Patents Act." It would curb unfair and

deceptive practices during assertions of patents against legitimate businesses, including credit unions and banks.

The legislation takes an important step toward addressing the "exponentially growing threat of Patent Assertion Entities (PAEs), commonly referred to as 'patent trolls'," the joint letter states.

If enacted, it would help to address the burden credit unions and banks face when trying to decipher vague and misleading demand letters. And, the letter asserts, it would do so by taking specific aim at the problem, without affecting the rights of legitimate patent holders to send demand letters or otherwise assert their patent rights.

It would clarify the Federal Trade Commission's (FTC) authority to require basic information, such as the owner of the patent and specific technology involved, to be included in letters sent by PAEs.

"This will help the victims of trolls to quickly and inexpensively understand the infringement claim and how best to respond to it," the letter said.

The joint letter also noted that legitimate patent holders would benefit from the bill because it would empower the FTC to specify what constitutes a deceptive demand letter.

"This would provide patent holders with certainty of how to assert a patent without any risk that it could be labeled unfair or deceptive. Civil penalties would be imposed on those that continue to send out 'bad faith' demand letters, with exceptions provided for communications between parties on existing licensing agreements."

The bill was been referred to the Senate Commerce, Science, and Transportation Committee, the chairman of which is a co-sponsor. The joint letter was sent to the committee chairman and the ranking Republican.

CUNA and the banking trades told the committee leaders that they look forward to working with members of the committee to find a "bipartisan solution that directly addresses the growing abuse of our patent system and the specious demand letters that are having a negative impact on our industry, our customers, and the American economy."

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

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	
3/11/14	Webinar	Cafe5ive Social Media 101 for Credit Unions	http://bit.ly/1Ry020a	Lending
3/12/14	Webinar	Comprehensive Notary Training	http://bit.ly/1Rw3Z25	Frontline
3/14/14	Archived Webinar	Interagency Guidance for Reporting Elder Financial Exploitation	http://bit.ly/1R9Waa3	Directors
3/18/14	Full Day	Cross Selling from the Credit Report	http://bit.ly/1R0w02h	Compliance
3/18/14	Webinar	Vendor Contract Lifecycle Management: Risk, Compliance, Securing, Terminating & More	http://bit.ly/1M92Yd6	Operations
3/19/14	Full Day	ALM Update 2014	http://bit.ly/1M9737a	Management
3/19/14	Webinar	Emerging Leader Series: Understanding Asset Liability Management Concepts	http://bit.ly/1M88d0f	HR
3/20/14	Webinar	Your Deposit Member Has Died! Now What?	http://bit.ly/1M880C1	CEO
3/25/14	Webinar	Flood Insurance Compliance Update! Including New Biggert-Waters Rules	http://bit.ly/1M8820a	CFO
3/26/14	Roundtable	Collections Roundtable: Successes, Challenges & When to Litigate	http://bit.ly/1M8820a	Collections
3/26/14	Webinar	Required Compliance Series: Regulatory Compliance for Lenders, Including BSA	http://bit.ly/1M9934a	Marketing
3/27/14	Webinar	Trust Compliance in Opening Accounts & Lending	http://bit.ly/1M8820a	All Staff
4/1/14	VirtualCorps Webinar	Understanding and Leveraging the Power of Your Low Income Designation	http://bit.ly/1M8820a	
4/2/14	Webinar	ACH Specialist Series: ACH Rules Update 2014	http://bit.ly/1M8820a	
4/3/14	Webinar	Accepting Powers-of-Attorney on Deposit Accounts	http://bit.ly/1M8820a	
4/8/14	Full Day	ELS Session: Economic, Political and Tech Trends: 10 Things You Need to Know to Grow Your Business	http://bit.ly/1M8820a	
4/8/14	VirtualCorps Webinar	Risk Based Pricing: Using Statistically Derived & Validated Risk Based Loans	http://bit.ly/1M8820a	
4/9/14	Webinar	Clarifying Signature Card Confusion – Personal & Business Accounts	http://bit.ly/1M8820a	
4/15/14	Webinar	Mobile Device Risks & Compliance Rules: Managing Your Credit Union's BYOD & COPE Policies	http://bit.ly/1M8820a	
4/16/14	Webinar	Responding to Official Demands for Member Funds: Subpoenas, Garnishments, Summonses, Levies...	http://bit.ly/1M8820a	
4/17/14	Webinar	Examination Findings of the CFPB	http://bit.ly/1M8820a	

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

- 3/19/14 – Full-Day: ALM Update 2014
- 4/1/14 – VirtualCorps Webinar: Understanding and Leveraging the Power of Your Low Income Designation
- 4/8/14 – ELS Session: Economic, Political and Tech Trends: 10 Things You Need to Know to Grow Your Business

CFO

- 3/19/14 – Full-Day: ALM Update 2014
- 3/19/ 14 – Webinar: Emerging Leader Series: Understanding Asset Liability Management Concepts
- 4/8/14 – VirtualCorps Webinar: Risk Based Pricing: Using Statistically Derived & Validated Risk Based Loans

Collections

- 3/26/14 – Roundtable: Collection Successes, Challenges & When to Litigate

Compliance

- 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
3/25/14 – Webinar: Flood Insurance Compliance Update: Including New Biggert-Waters Rules
3/26/14 – Webinar: Required Compliance Series: Regulatory Compliance for Lenders, Including BSA
4/17/14 – Webinar: Examination Findings of the CFPB

Directors

3/19/14 – Full-Day: ALM Update 2014

Frontline

3/27/14 – Webinar: Trust Compliance in Opening Accounts & Lending
4/3/14 – Webinar: Accepting Powers-of-Attorney on Deposit Accounts
4/9/14 – Webinar: Clarifying Signature Card Confusion – Personal & Business Accounts

Lending

3/18/14 – Full-Day: Cross Selling from the Credit Report
3/26/14 – Webinar: Required Compliance Series: Regulatory Compliance for Lenders, Including BSA
3/27/14 – Webinar: Trust Compliance in Opening Accounts & Lending

Management

4/15/14 – Webinar: Mobile Device Risks & Compliance Rules: Managing Your Credit Union's BYOD & COPE Policies

Marketing/Business Development

3/11/14 – Webinar: CafeGive Social Media 101 for Credit Unions
4/11/14 – Full Day: Digital Marketing Conference

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?
4/2/14 – Webinar: ACH Specialist Series: ACH Rules Update 2014
4/16/14 – Webinar: Responding to Official Demands for Member Funds: Subpoenas, Garnishments, Summonses, Levies...

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 •

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

NCUA Board Meetings Available as Online Videos

ALEXANDRIA, Va. – A video recording of the NCUA's February open board meeting is now available on the agency's Web site.

There was a short agenda for the Feb. 21 meeting, just two items: a

There was a short agenda for the Feb. 21 meeting, just two items: a proposed rule on voluntary liquidations of federal credit unions, and the quarterly report on the share insurance fund.

NCUA posts meeting videos in an effort to provide transparency and to give those unable to attend board meetings the opportunity to witness the agency's actions. The videos comply with Section 508 of the Rehabilitation Act for the hearing and visually impaired.

NCUA Board meeting videos are available [here](#).

[[BACK TO TOP](#)]

Next Tuesday's VirtualCorps Webinar to Deliver 'CafeGive Social Media 101 for CUs'

Next Tuesday's VirtualCorps Webinar "CafeGive Social Media 101 for Credit Unions" available through the League is designed to give attendees a consolidated view of the options available in Facebook, LinkedIn, Twitter, and other channels to help focus the investment and set expectations on results. Topics will include best use of each channel, advertising opportunities available, budgetary and operational considerations, and how to establish both strategy and measure of success. Join us from 3 p.m. to 4 p.m. for this can't-miss Webinar!

Registration is only \$99 per connection and is available by emailing Mary Zelinsky at mzelinsky@njcul.org or online at www.njcul.org/virtualcorps-webinars.aspx.

[[BACK TO TOP](#)]

Southern Chapter Meeting March 25: How to Keep Your CU Out of Court

MAYS LANDING, N.J. – The Southern Chapter of Credit Unions will hold a meeting on Tuesday, March 25th during which credit union attorney Michael DuPont will discuss ways to keep your credit union out of court.

The dinner meeting will be held at Cousin Mario's in Mays Landing, N.J., with cocktail hour beginning at 6 p.m. and the dinner/meeting beginning at 6:30 p.m. For a cost of \$24 per person, you'll have many dinner buffet choices including eggplant rollatini, roast beef, and chick marsala.



For more information and the [registration form](#), click [here](#).

The registration deadline is March 20th, 2014.

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!

More Chapter information as well as the dates of all upcoming Chapter meetings is available on the League Web site at www.njcul.org/chapters.aspx.

Please note: Only New Jersey Credit Union League preferred vendors are able to attend NJCUL Chapter events and meetings.

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

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

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

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

March 26 -- [Collections Roundtable: Successes, Challenges & When to Litigate](#)

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

April 11 -- [Digital Marketing Conference: Technology, Trends, Tactics & Tools](#)

Industry Events

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

March 25 -- [Southern Chapter Meeting: How To Keep Your CU Out of Court](#)

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

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

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

April 8 -- [Global Woman's Leadership Network Meeting Hosted by Affinity FCU](#)

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

May 9 -- [Reality Fair at Shawnee High School](#)

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 15th -- Picatinny Federal Credit Union's 16th Annual Golf Outing to Benefit the Captain Sean P. Grimes Scholarship Fund at the Picatinny Golf Club

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

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

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

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