

Subject: The Daily Exchange -- March 25, 2014
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To: staff@njcul.org
Conversation: The Daily Exchange -- March 25, 2014

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- March 15th, 2014
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One Day Left to Register for the April 1st Town Hall Meeting with CUNA President/CEO Bill Cheney

EAST WINDSOR, N.J. – NJCUL member credit unions have until end of business tomorrow, March 26th to register for the special town hall meeting with CUNA President/CEO Bill Cheney on Tuesday, April 1st. There is no cost to attend. Please register by contacting Mary Zelinsky at mzelinsky@njcul.org or 800-792-8861 ext. 100 ASAP.



The meeting will be an open forum. Topics to be discussed will include regulatory issues, such as the recent risk-based capital rule, and other issues facing the credit union industry.

The luncheon, which will be followed by the town hall meeting, will be held from 12 p.m. to 3 p.m. at the National Conference Center at the Holiday Inn at East Windsor.

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Be in the Know About NCUA's Capital Proposal

CUNA has resources to help you discern how the NCUA's Risk-Based Capital (RBC) proposal can impact your credit union. If you are a compliance professional, your credit union will be looking to you to help understand the potential impact and future ramifications of this proposal.

Capital Requirements

Hold a Casino Night on April 2 to Raise Funds for Financial Ed. Efforts
 › Credit Unions, Mark Your Calendars
 › Look! A Distraction...

4th Annual Credit Union Casino Night

brought to you by the NJ Credit Union Foundation



April 4, 2014
 Grand Marquis
 Old Bridge, NJ

NJ Credit Union Foundation's Casino Night Friday, April 4th!

[Registration materials](#) for the NJ CU Foundation's 4th Annual Credit Union Casino Night are now available! The event will be held on Friday, April 4 from 6 p.m. to 11 p.m. at the Grand Marquis in Old Bridge, N.J.

The action-packed night will consist of a Texas Hold 'Em Tournament and will feature Craps, Roulette and Black Jack tables.

More information and registration materials for the NJCUF's 4th Annual Credit Union Casino Night are available [here](#).

Capital Requirements



CUNA has a [free 10 minute What You Need to Know video](#) on the proposal, featuring top CUNA economists and leaders, for you to find out more. A [Pressing Economic Issues session](#) is also available for a more in-depth view.

The New Jersey Credit Union League is hosting a series of free comment letter-writing workshops addressing the NCUA's RBC proposal for credit union compliance staff or anyone involved in their credit union's comment letter writing process.

The next session will be held this **Thursday, March 27th at Bay Atlantic FCU**, located at 101 W. Elmer Road in Vineland, N.J. from 9 a.m. to 12 p.m. Send an email to Mary Zelinsky at mzelinsky@njcul.org to register.

The last session of the series will take place next **Thursday, April 3rd at Greater Alliance FCU** in Paramus, N.J. from 9 a.m. to 12 p.m. Send an email to Mary Zelinsky at mzelinsky@njcul.org to register.

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Golf Season is Right Around the Corner!

MONROE TOWNSHIP, N.J. – It might not feel like it out there today, but golf season is upon us! Register today for the NJ CU League's 26th Annual Golf Tournament on Friday, May 9th!

Once again, the tournament will be held at the beautiful Forsgate Country Club in Monroe Township. The day will consist of a continental breakfast, a 10 a.m. shotgun start, lunch at the turn, and a cocktail hour/awards ceremony at 3 p.m.



Register today and mark your calendar for a great day on the greens! Registration is on a first-come, first-served basis, so sign up today! Credit union golfer registration materials are available [here](#).

If you have any questions, please contact Yvette Segarra at vsegarra@njcul.org or 800-792-8861 ext 103

Upcoming Events:

March 27, 2014
**Risk-Based Capital
Proposal Comment Letter
Workshop**
Location: Bay Atlantic FCU
9:00 am to 12:00 pm
[More Information Click Here](#)

April 1, 2014
**VirtualCorps Webinar:
Understanding and
Leveraging the Power of
Your Low-Income
Designation**
3:00 pm to 4:00 pm
[More Information Click Here](#)

April 3, 2014
**Risk-Based Capital
Proposal Comment Letter
Workshop**
Location: Greater Alliance
FCU
9:00 am to 12:00 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@ncua.org

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RBC Webinar Detailing CU Concerns Available Online

WASHINGTON – CUNA's free Web session on the controversial Risk-Based Capital (RBC) proposal is now available [online](#).

In the hour-long session, two credit union CEOs warned a capacity audience of 500 last week that the NCUA's proposed rule on risk-based capital will change how credit unions manage their operations and may require some to ration services to their members.

Senior CUNA staff also addressed the Webinar participants.

Chief Economist Bill Hampel explained that the proposal would create strong incentives for credit unions to throttle back on mortgage and member business loans, as well as retention of long-term assets.

Deputy General Counsel Mary Dunn scrutinized the NCUA's authority to regulate. She noted that the Federal Credit Union Act requires NCUA to develop a system of prompt corrective action that is "comparable" to bank PCA—but that also takes into account the unique nature of credit unions. The proposal, Dunn emphasized, does not do that sufficiently.

General Counsel Eric Richard outlined CUNA's comprehensive strategy aimed at major improvements in the proposal—including thorough analysis, member activation (especially through comment letters) and with the U.S. Congress. And he said a challenge in court of a final rule, if warranted, is not off the table.

All urged credit union stakeholders to review the proposal, determine its impact on their operations, and file a comment letter by May 28 with the NCUA, copying their members of Congress.

Click [here](#) to view the Webinar.

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XCEL Hosting Free Open House April 3rd of its Hot-Site Location for CUs' Use During Disaster Recovery

Register by this Friday, March 28th

Are you ready for the next emergency? The next natural disaster? Does your Board think you're ready?

XCEL FCU was headquartered in the World Trade Center on 9/11 and remained fully operational during Super Storm Sandy—but the credit union learned **a lot** during these events.

XCEL FCU, in partnership with Ongoing Operation (OGO), will be hosting an Open House on Thursday, April 3rd, 2014 to any credit union that may need an alternate location to run their credit union in

Connect with Us:



when they need an alternate location to run their credit union in an event of a disaster. XCEL's hot-site location will consist of cubicles and a data center with Internet access, phone lines, and 24/7 backup power.

The tentative agenda for this event is:

- 10am – 11am (Arrive and Mingle)
- 11am – 12:30pm (Presentations by XCEL and Kirk Drake, President/CEO of OGO)
- 12:30pm – 1:30pm (Lunch)

Attendance is FREE, but you must RSVP to Mike Mahiya by Friday, March 28th (MikeMahiya@XCELfcu.org or 201.499.1652). All credit unions are encouraged to attend regardless of your size. It's going to happen again, are you ready?

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CU's Beat Banks with Social Media Engagement, How Can Your CU Buck the Trend of Social Media Boredom?

According to a recent survey by Carlisle and Gallagher Consulting Group, 87% of consumers said banks' use of social media was "annoying, boring or unhelpful," and more than half said it was ineffective.

Credit unions, however, use social media to their advantage and have seen success by using it as an advocacy and crisis communications tool.

How is your CU using the latest technology, trends, tactics and tools to find success in the social media realm? How can you put social media ideas into action and be heard over the rest of the noise in social media?

Share and learn at the 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.

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

million and \$250 per person for credit unions over \$100 million. Click [here](#) for the full agenda and registration materials.

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

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 to CUNA: MBLs on Regulatory Radar

WASHINGTON – The NCUA assured CUNA that member business lending (MBL) is prominently on its radar for this year. Calling a recent CUNA letter on the issue "timely," NCUA Chairman Debbie Matz said the agency intends to carefully review several MBL issues that have come to its attention.

The NCUA has a rolling review of its regulations, each year assessing one-third of its catalogue of rules; the MBL statute is on the 2014 review calendar.

"In preparation, NCUA has been carefully studying the current rule and member business lending data to determine whether policy and rule improvements as permitted by statute are warranted," Matz wrote to CUNA President/CEO Bill Cheney.

She went on to say that if the NCUA board finds consensus that improvements are "indeed warranted by the facts," the agency may make changes at either the rule or supervisory policy level, or both.

Cheney wrote to Matz and board members Michael Fryzel and Richard Metsger earlier this month recounting a number of regulatory actions the NCUA "can and should take" to aid credit unions approaching the MBL cap of 12.25% of assets.

Among changes CUNA advocates:

- Updating Federal Credit Union Act definitions that provide exemptions from the MBL cap for credit unions that have a history of primarily making MBLs to their members;
- Expanding provisions addressing MBL loans made for the financing of one to four family dwellings; and,
- Removing limitations that are not required by the statute.

CUNA also supports legislation that would increase the MBL cap to 27.5% of assets.

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Have Fun and Support the Foundation at Casino Night on Friday, April 4th! Hotel Room Deadline Extended to this Thursday!

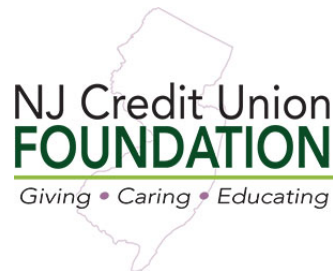
OLD BRIDGE, N.J. – Join the NJ CU Foundation for its 4th Annual Credit Union Casino Night on Friday, April 4th! [Registration materials](#) are available! The event will take place from 6 p.m. to 11 p.m. at the Grand Marquis in Old Bridge, N.J.

The action-packed night will consist of a Texas Hold 'Em Tournament (pre-registration required) and will feature Craps, Roulette and Black Jack tables.

The Texas Hold 'Em Tournament prizes will be as follows:

- 1st Place — \$500 gift card
- 2nd Place — \$250 gift card
- 3rd Place — \$100 gift card

If you would like to compete in the tournament, please don't forget to pre-register on the registration form. Other prizes will be given out



throughout the night and attendees playing Craps, Roulette and Black Jack will receive Chinese Auction tickets as their winnings to be entered in drawings for other prizes.

There will also be an hor d'oeuvres buffet from 6 p.m. to 7 p.m. and an open bar from 6 p.m. to 10 p.m. followed by the Chinese Auction and raffle.

In the [Registration Booklet](#) a variety of attendance and sponsorship options are available. Chips can be used in the Texas Hold 'Em Tournament or at any of the other gaming tables, however, participation in the Texas Hold 'Em Tournament must be noted on the registration form submitted.

The Foundation has a block of hotel rooms available at the Woodbridge Hilton for those attending the 4th Annual Credit Union Casino Night on Friday, April 4th, 2014. The deadline to secure a room has been extended to this Thursday, March 27th.

There is a shuttle service available to take attendees from the Hilton to the Grand Marquis in Old Bridge, N.J. beginning at 5:30 p.m. that runs all night.

Call the Woodbridge Hilton at (732) 494-6200 to make reservations and reference the code "NJCUF".

More information and registration materials for the NJCUF's 4th Annual Credit Union Casino Night are available at www.njcul.org/casino-night.aspx.

Supporting the New Jersey Credit Union Foundation through its Casino Night ensures that your funds will be used toward its charitable giving and in-house programs, like Reality Fairs. We look forward to your participation and support.

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Reminder: CUs Invited to Hold a Casual Day on April 2 to Raise Fund for Financial Ed. Efforts

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

March 27 -- [Risk-Based Capital Proposal Comment Letter Workshop at Bay Atlantic FCU](#)

April 1 -- [VirtualCorps Webinar: Understanding and Leveraging the Power of Your Low Income Designation](#)

April 3 -- [Risk-Based Capital Proposal Comment Letter Workshop at Greater Alliance FCU](#)

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

April 8 -- [VirtualCorps Webinar: Risk Based Pricing: Using Statistically Derived & Validated Risk Based Loans](#)

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

Industry Events

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

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

April 1 -- [Special Town Hall Meeting with CUNA President/CEO Bill Cheney](#)

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 22 -- [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

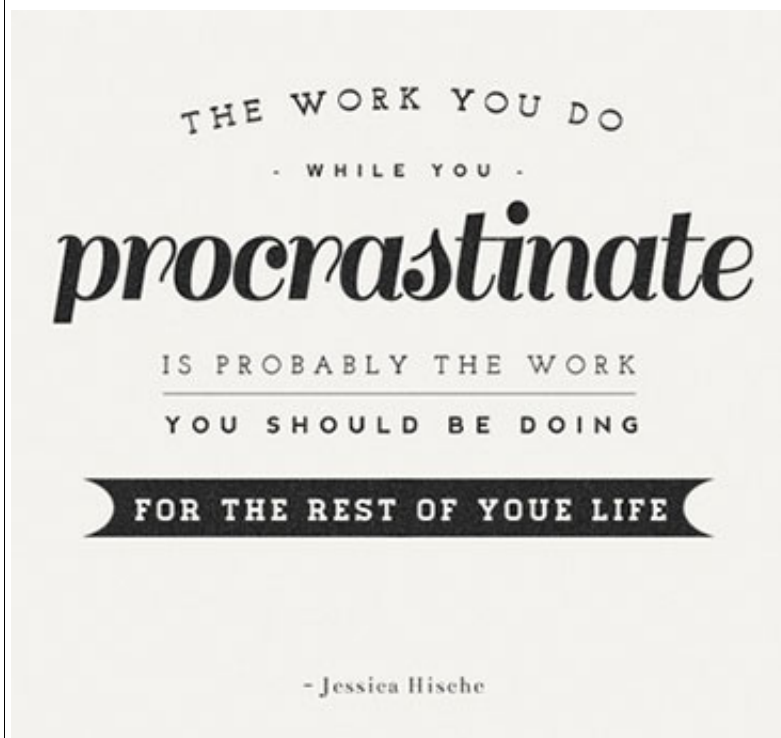
September 20 -- [Renaissance Community Development Credit Union's 7th Annual Bike-A-Thon](#)

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

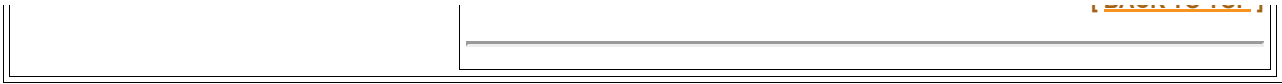
October 17 -- [International Credit Union Day](#)

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