

Subject: The Daily Exchange -- April 17, 2014
Date: Thursday, April 17, 2014 11:47 AM
From: New Jersey Credit Union League <news@njcul.org>
To: staff@njcul.org
Conversation: The Daily Exchange -- April 17, 2014

Unsubscribe

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



The Daily Exchange

April 17th, 2014

Today's News:

- › Credit Unions for Kids, CUNA & WOCCU Introduce 'Shop for Miracles'
- › Register to Attend NCUA Chairman Matz's Listening Sessions
- › First Financial FCU Honored with CUNA Diamond Award and SIAA Awards for Outstanding Marketing Achievements
- › 80 for 80
- › FTC Offers Free Financial Literacy Resources
- › Take Advantage of the 2014 Baker's Dozen' Webinar Deal
- › 2nd Quarter 2014 Edition of Legislative Newsletter Sent to Lawmakers, Available for Download
- › NJ CU Foundation Accepting Grant Apps for Technical Assistance Related to the Discontinuation of Windows XP
- › CMG Hosting Free Smart Investment Practices

Credit Unions for Kids, CUNA & WOCCU Introduce 'Shop for Miracles'

One-Day Campaign Supporting Children's Miracle Network Hospitals to be Held on International Credit Union Day Oct. 16, 2014

SALT LAKE CITY, Utah – Credit Unions for Kids, in partnership with CUNA and the World Council of Credit Unions (WOCCU), has introduced Shop for Miracles, a one-day fundraising program to support local Children's Miracle Network Hospitals. The event will help celebrate International Credit Union Day® on October 16.



Each time members use their credit union-issued credit or debit card on October 16, credit unions participating in the Shop for Miracles program will donate \$0.25 or other pre-determined amount to their local Children's Miracle Network Hospital.

Last year, 21 credit unions in California and Nevada signed on for a pilot program and raised an impressive \$185,000, which included \$30,000 in matching funds from CO-OP Financial Services' Miracle Match program. CO-OP Financial Services is supporting this year's Shop for Miracles event and will provide matching funds starting at dollar-for-dollar up to \$10,000 for approved credit union applications.



"Shop for Miracles is another example of America's credit unions stepping up to support the kids served by our 156 U.S. member hospitals," said John Lauck, president and CEO of Children's Miracle Network Hospitals. "Fundraising under the Credit Unions for Kids

- › Webinar April 30th
- › Yellen's Latest Hints at Big-Bank Capital, Liquidity Standards
- › Credit Unions, Mark Your Calendars



Register Today for NJCUL's 26th Annual Golf Tournament on May 9th!

Download the registration materials for the NJCUL's 26th Annual Golf Tournament [here](#). Registration is on a first-come, first-serve basis, so register today!

There are many sponsorship options for vendors to choose from to support the NJCUL's golf tournament and gain exposure among credit union professionals. Click [here](#) to view sponsorship information.

Network Hospitals. "Fundraising under the Credit Unions for Kids brand, the credit union industry is our third largest corporate donor supporting Network hospitals and the 10 million kids they serve annually."

Beginning in June, credit unions can access more information about International Credit Union Day and the Shop for Miracles campaign by visiting www.cu4kids.org.

In the meantime, please contact Joe Dearborn, senior director, Credit Unions for Kids at jdearborn@cmnhospitals.org for more details.

CO-OP Financial Services is accepting applications for Shop for Miracles matching funds immediately, with a deadline of September 30. Credit unions can apply via the CO-OP Financial Services Web site at www.co-opfs.org/miracle-match.

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

Register to Attend NCUA Chairman Matz's Listening Sessions

ALEXANDRIA, Va. – NCUA Chairman Debbie Matz will host three "Listening Sessions" across America in June and July, covering all five NCUA Regions. The Region II session is taking place July 17th in Alexandria, Va.

"This new series of Listening Sessions will be an opportunity for NCUA Board members and senior staff to hear directly from credit union officials about how we can further improve regulations, the exam process, and any other NCUA initiatives," Matz said. "My previous Listening Sessions led to regulatory relief and streamlined examination reports. We are looking forward to another productive series of face-to-face meetings with credit union officials and stakeholders."

Click [here](#) to register. Registration is free.

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

First Financial FCU Honored with CUNA Diamond Award and SIAA Awards for Outstanding Marketing Achievements

Wall, N.J. – First Financial Federal Credit Union was recently honored with an "Industry's Best" Diamond Award in electronic marketing for their new member onboarding PURL (personalized URL) campaign called Welcome2First.



Upcoming Events:

April 29, 2014
Webinar: Patch Management -- The Art & Science of Keeping Software Current
3:00 pm to 4:30 pm
[More Information Click Here](#)

April 30, 2014
Webinar: Director Series: 10 Best Practices in Board Governance: How the Board Can Protect Your CU
3:00 pm to 4:30 pm
[More Information Click Here](#)

May 6, 2014
VirtualCorps Webinar: Leveraging Social Media and Community Programs to Increase Members
3:00 pm to 4:00 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:



Pictured left to right: First Financial's Marketing Director Jessica Revoir and E-Marketing Specialist Nicole Andretta with the credit union's recent CUNA Diamond Award and SIAA Awards.

The award was administered by the CUNA Marketing & Business Development Council, a national network comprised of over 1,100 credit union marketing and business development professionals. Awards are given in each of 29 categories ranging from advertising to community events and beyond.

"The Diamond Award competition is the most prestigious competition for excellence in marketing and business development in the credit union industry," said Michelle Hunter, Chair of the CUNA Marketing & Business Development Council, and SVP of Marketing & Development at Credit Union of Southern California. "Credit unions that receive these awards should be extremely proud of their accomplishments and know that their work represents the very best examples of creativity, innovation, relevance, and execution."

In addition, First Financial was also awarded with two Silver Service Industry Advertising Awards (SIAA) - for their [First Scoop blog](#) and new identity theft protection [products](#), as well as a Bronze Award for their new employee onboarding [video](#).

Founded in 2003, [SIAA](#) is the only advertising awards program to specifically recognize the achievements of the service industry. Many other advertising awards feature consumer goods, packaged goods and other tangible products. The SIAA specifically recognizes the creativity and communication accomplishments of the service industry.

Nearly 2,000 entries were received in this year's SIAA competition. A national panel of judges reviewed each entry for execution, creativity, quality, consumer appeal and overall breakthrough content.

First Financial also worked with [Source4](#) business and marketing solutions in Parsippany, NJ; [Grey Sky Films](#) in Rockaway, NJ; and [M2 The Agency](#) in The Woodlands, TX on the above award-winning marketing projects.

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

80 for 80

NJCUL is Collecting 80 Examples of "Banking You Can Trust" in Honor of its 80th Anniversary!

HIGHTSTOWN, N.J. – The NJ CU League is celebrating its 80th anniversary this year! In honor of this milestone and our member credit unions' continued support, the League wants to highlight New Jersey credit unions' dedication to providing members





“Banking You Can Trust”. We’re asking our member credit unions to provide us with examples of how they have provided “Banking You Can Trust” this year.

Send your credit union’s examples of “Banking You Can Trust” to the League at

news@nicul.org. Photos are strongly encouraged! We’ll be featuring all of these great stories and photos at our 80th Annual Meeting and Convention September 21-23, 2014 at the Trump Taj Mahal in Atlantic City, N.J.

We want to hear personal accounts of a credit union helping a family avoid foreclosure and remain in their home, helping a high school student finance the college education they never thought they could afford, helping a small business get off the ground, and more. Even scholarships you provide, Reality Fairs you sponsor, or community events you host can be included! Consider all that your credit union has done this year and has yet to do. You can even send in information on a future event for 2014.

Some examples of what we’re looking for are available on our [Web site](#). Take a look at some of the press releases and photos from credit unions that we’ve received over the last year to get an idea of what you could send in for your credit union. And you’re not limited to one submission! Credit unions can send as many examples of “Banking You Can Trust” as they can! Send them all!

Help us collect 80 examples of “Banking You Can Trust” for our 80 years!

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

FTC Offers Free Financial Literacy Resources

WASHINGTON – Credit unions looking for new materials to enhance their focus on consumer financial literacy during Financial Literacy Month and beyond can check out the Federal Trade Commission (FTC) Web site.

The FTC, in part charged with preventing business practices that are anticompetitive or deceptive or unfair to consumers, has information for everybody—students, young adults, parents, active duty military, veterans, or grandparents. It covers such financial topics as saving and shopping, credit and debt, buying a home or car, and looking for a job or paying for school.

In Tuesday’s release, the FTC noted that all its materials are in the public domain. They can be posted, reprinted, or adapted to educate people about their consumer rights.

The FTC resources are available [here](#).

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

Take Advantage of the 2014 Federal Reserve

Take Advantage of the 2014 Baker's Dozen Webinar Deal!

When your credit union registers for Webinars provided by the Credit Union Webinar Network through the League, we will maintain a "virtual punch card" for you. Each time your credit union registers, you get one punch.



After attending 12 Webinars ("and getting 12 punches") in a calendar year, including archived programs, your credit union will automatically receive a complimentary certificate for a free Webinar!

This loyalty reward will stretch your credit union's training budget and provide quality Webinars for every member of your staff.

Contact the League Education Department at 800-792-8861 ext. 100 for more information or click [here](#).

Get started on your 2014 Dozen today!

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 •

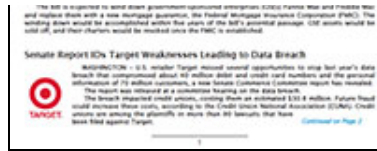
[[BACK TO TOP](#)]

2nd Quarter 2014 Edition of Legislative Newsletter Sent to Lawmakers, Available for Download

The latest edition of NJCUL's quarterly legislative newsletter, *NJ Credit Union Digest*, has been sent to New Jersey lawmakers and is now available on our Web site for our member credit unions to view.



In this quarterly newsletter, we communicate not only the important issues facing credit unions, but all the good work our credit unions are doing for their members and the communities they serve. *NJ Credit Union Digest* is a printed newsletter



provided solely to New Jersey legislators and government officials.

Each quarter we choose some of the top stories that have appeared in our other publications and gear them toward a legislative audience.

To access the 1st Quarter 2014 issue of *NJ Credit Union Digest*, click [here](#) or visit www.njcul.org/legislative-newsletter.aspx.

This aspect of the NJCUL site is limited to members only and requires a login. To register for login information, visit: www.njcul.org/Secure/Register.aspx.

[[BACK TO TOP](#)]

NJ CU Foundation Accepting Grant Apps for Technical Assistance Related to Discontinuation of Windows XP

Application Deadline April 30th

HIGHTSTOWN, N.J. – The New Jersey Credit Union Foundation often provides financial assistance to New Jersey credit unions faced with regulatory changes that affect their technological infrastructure. Most notably the Foundation provided technical assistance grants for equipment related to remote deposit capture. Many New Jersey credit unions benefited from funds related to this initiative and were able to continue serving members effectively and efficiently.

Credit unions, and many other businesses, are currently faced with the discontinuation of Windows XP. Many credit unions are operating with an older system that cannot handle the upgrade to Windows 7 or Windows 8. Many will not be able to complete regular member services due to this change.

Due to this change, the New Jersey Credit Union Foundation will now be accepting applications for technical assistance grants as part of its XP Sunset Grant Program. This program looks to help credit unions under \$25 million in assets, in good financial standing, upgrade their equipment in order to continue serving their members. Grant applications will be accepted until April 30, 2014.

Similar to the Foundation's Remote Deposit Capture Grant Program, all grant applications will be reviewed and available dollars will be disbursed evenly to all eligible credit union applicants.

[Grant applications for the program can be found here.](#) Questions and submissions should be sent to Foundation Executive Director Candice Nigro at cnigro@njcul.org or 609-448-2426 ext. 110.

In an effort to provide as many grants as possible to credit unions in New Jersey, the Foundation is also asking for financial support, or donated equipment, from all credit unions. If you would like to contribute in any way, please contact Candice Nigro at the information above.

CMG Hosting Free Smart Investment Practices Webinar April 30th

Learn how to invest for the long run, while avoiding panics associated with playing the market at a free CUNA Mutual Group Webinar on Wednesday, April 30 at 12 p.m. EDT with [Scott Knapp](#), Director, Retirement Investment Strategy for CUNA Mutual Retirement Solutions.

You will leave the Webinar with an understanding of current investment strategies that fit your needs in today's unpredictable market.

[REGISTER NOW](#)

A confirmation email will be sent upon registration. A reminder email will be sent closer to the presentation date.



Yellen's Latest Hints at New Big-Bank Capital, Liquidity Standards

WASHINGTON – There may be room to strengthen capital and liquidity standards for large banks, Federal Reserve Chair Janet Yellen said in remarks made Tuesday.

Yellen's comments were broadcast through a video shown at the Federal Reserve Bank of Atlanta's 2014 Financial Markets Conference in Atlanta.

Current Liquidity Coverage Ratios (LCR) and Net Stable Funding Ratios (NSFR) do not address financial stability risks associated with so-called matched books of securities financing transactions, Yellen explained.

To address securities financing transactions and other residual risks in wholesale funding markets, Yellen said Fed staff is considering requiring firms to hold larger amounts of capital, stable funding, or highly liquid assets based on use of short-term wholesale funding.

These changes would likely apply only to the largest, most complex banking organizations, she noted. Other measures, such as minimum margin requirements for repurchase agreements and other securities financing transactions, could be applied to the market as a whole, she noted.

"There may be net social gains from introducing further reforms to address short-term wholesale funding risks," Yellen said, adding that the Fed is carefully examining the pros and cons of each option. Meetings like the Financial Markets Conference will be a vital part of

the process as the Fed moves forward, Yellen emphasized.

Yellen's remarks are available [here](#).

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

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

May 6 -- [VirtualCorps Webinar: CafeGive Leveraging Social Media and Community Programs to Increase Your Member Base and Build Brand Preference](#)

May 13 -- [Full-Day: The Truth About Collections & Bankruptcy](#)

May 14 -- [NJ DNA Meeting at Credit Union of New Jersey](#)

May 14 -- [Full-Day: Management Session: Becoming a World Class "Member Centric" Service Credit Union](#)

May 15 -- [Full-Day: Staff Session: Becoming a World Class "Member Centric" Service Credit Union](#)

Industry Events

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 12 - 14 -- [Federal Reserve Bank of Philadelphia's Reinventing Older Communities: Bridging Growth & Opportunities](#)

May 14 -- [NJ DNA Meeting: Board/CEO Communications & Bringing Young People in to the CU](#)

May 15 -- [North-Central Chapter Meeting: NCUA's Risk Based Capital and Attracting & Retaining TOP Talent at Your Credit Union](#)

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

June 6 -- [Credit Union of New Jersey Foundation Coach/Cash Bingo in Support of the Ewing Community Disaster](#)

June 17 -- [South-Central Chapter Meeting: Enterprise Risk Management](#)

July 17 -- [NCUA Chairman Listening Session: Regions I & II in Alexandria, Va.](#)

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](#)

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

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](#)

