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**Conversation:** The Daily Exchange -- April 22, 2014

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The Daily Exchange

April 22nd, 2014

Today's News:

- › Congratulations to UBS' Gary Tantleff, Named Among Barron's Top 100 Advisors in the Country Once Again!
- › Bid on Fantastic Memorabilia at the Silent Auction During NJCUL's Golf Tournament!
- › CUNA Subcommittee Meets with NCUA on RBC Plan Concerns
- › Free CO-OP Webinar: Are You Miscalculating Member Needs?
- › Patent, Housing Reforms Still on Front Burner
- › Create a 'Member Centric' Service Culture from the Ground Up
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- › Volunteers Needed for Last Two Reality Fairs of the School Year!
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## Congratulations to UBS' Gary Tantleff, Named Among Barron's Top 100 Advisors in the Country Once Again!

BEDMINSTER, N.J. – Gary Tantleff, UBS Financial Services Managing Director - Investments, has once again been selected to Barron's Top 100 financial advisors in the United States. This is the third consecutive year he has been on that list!



Earlier this year, Tantleff was named Barron's #1 Financial Advisor in New Jersey for the second consecutive year.

As most of you also know, Tantleff has been a long-time supporter of the credit union movement. He has been a regular fixture at the NJCUL's annual Convention and countless other credit union events. His team, the Credit Union Advisory Group at UBS, recognizes the importance of earning clients' trust through integrity and reliability. His experience and focus on credit unions allows him to provide insights and timely solutions that are most relevant to their unique needs.

Tantleff has an impressive greater-than-95% client retention rate over the past 27 years. The vast majority of those clients are credit unions, which turn to Tantleff's team for guidance on investing their excess funds.

The New Jersey Credit Union League congratulates Gary on this distinct honor.

For more information on The Credit Union Advisory Group at UBS Financial Services, an NJCUL Business Partner, visit



## 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.

### Upcoming Events:

**April 29, 2014**  
**Webinar: Patch management -- The Art &**

[www.nicul.org/ubs-credit-union-advisory-group.aspx](http://www.nicul.org/ubs-credit-union-advisory-group.aspx).

Click here for Barron's [2014 Top 100 Financial Advisors](#).

Click here for [Barron's 2014 Top Advisor Rankings: New Jersey](#).

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## Bid on Fantastic Memorabilia at the Silent Auction During NJCUL's Golf Tournament!

MONROE TOWNSHIP, N.J. – At NJCUL's 26th Annual Golf Tournament on May 9th, not only will you be able to enjoy a beautiful



day on the greens of both Forsgate Country Club's courses, but you'll also have the opportunity to bid on fantastic memorabilia during the Silent Auction!

The Silent Auction will feature sports, music, and movie memorabilia, and much more!

It's not too late to sign-up to golf—register today! Credit union golfer registration materials are available [here](#).

The day will consist of a continental breakfast, a 10 a.m. shot gun start, lunch at the turn, and a cocktail hour/awards ceremony at 3 p.m. You'll also have the chance to win the President's Cup Trophy with your foursome as well as other great door prizes.

Registration is on a first-come, first-served basis, so sign up today!

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## CUNA Subcommittee Meets with NCUA on RBC Plan Concerns

WASHINGTON – In discussions with top NCUA staff, CUNA's Examination and Supervision Subcommittee continued a thorough review of credit unions' legal and economic concerns with the agency's proposed risk-based capital (RBC) proposal.

NCUA Director of Examination and Insurance (E&I) Larry Fazio and Deputy E&I Director Tim Segerson participated in the meeting.

During the meeting, the credit union subcommittee leaders directly questioned the proposal's impact on credit unions' capital cushions above the well-capitalized level, as well the proposed authority to allow the agency, on a case-by-case basis, to impose additional capital requirements above what the rule specifically would require.

The subcommittee also expressed concerns about some of the proposal's highest risk weightings--such as those for mortgages, investments, and member business loans, and the detrimental impact those risk-weightings would have on business and agricultural lending in rural areas.

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

May 6, 2014  
VirtualCorps Webinar:  
CafeGive Leveraging Social  
media and Community  
Programs to Increase  
Members  
3:00 pm to 4:30 pm  
[More Information Click Here](#)

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The RBC proposal would apply to credit unions with over \$50 million in assets. Comments are due May 28. CUNA has reiterated its request that the agency extend the comment period by 90 days.

CUNA has estimated that the RBC proposal, as written, will reduce credit unions' capital buffers by about \$7.6 billion.

CUNA and the state leagues are encouraging all credit unions to file comments letters before the May 28 deadline. CUNA's free RBC Webinar is available [here](#) and other RBC resources are available [here](#).

NJCUL has RBC Tools available on its Web site for member credit unions, available at [www.njcul.org/RBCtools.aspx](http://www.njcul.org/RBCtools.aspx). There, you will find a sample comment letter as well NJCUL's comment letter to NCUA and more resources.

Assistance with individual comments letters is available from NJCUL Director of Compliance Nicola Foggie at 800-792-8861, ext. 112 or [nfoggie@njcul.org](mailto:nfoggie@njcul.org).



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### Free CO-OP Webinar: Are You Miscalculating Member Needs?

You hear constantly about what members need today. They need technology. Security. Effortless service. A sense of belonging. But how does meeting these individual needs add up to an inspired member experience?



Join CO-OP Financial Services on Thursday, May 1 at 3 p.m. EDT for "[The Hierarchy of Member Needs](#)," a live Webinar that takes a fresh look at member needs through the lens of Abraham Maslow's classic Hierarchy of Needs. Don't worry: No previous

experience with (or recollection of) Maslow is required.

In a lively discussion led by CO-OP and featuring credit union strateaic consultant Dr. Brandi Stankovic and Rachna Ahlawat.

founder of OnDot Systems, we'll share new insights into what motivates members to choose, use and engage with their financial institutions.

[Register Here.](#)

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## Patent, Housing Reforms on Front Burner

WASHINGTON – When Congress returns on Monday, the Senate Judiciary Committee is expected to markup a new text of its patent reform bill early in the week and the Senate Banking Committee still has April 29 on its calendar as the date for a markup of its housing finance reform bill.

The Senate Judiciary Committee's bill is the Patent Transparency and Improvements Act (S. 1720), which, in part, would aid credit unions and other businesses that have been targeted by patent "trolls," who manipulate the patent system for personal gain.

It has been widely reported that a committee vote on the Senate Banking Committee bill on housing finance reform could be delayed.

"A delay would not be a bad thing—it would just mean that the bill's sponsors are working to secure additional votes for the bill," CUNA SVP of Legislative Affairs Ryan Donovan said, adding, "The bill's passage is not in doubt. What is in question is the number of votes it will get."

Donovan said CUNA submitted additional materials in support of the bill to the committee and its staff last week, and CUNA expects to see a new bill draft on April 28 or 29 in advance of the markup.

Reps. Tim Johnson (D-S.D.) and Mike Crapo (R-Idaho) earlier this year released the original 425-page draft bill, which addresses how to overhaul the housing finance market, as well as what to do with government-owned Fannie Mae and Freddie Mac.

In meetings with White House officials and Federal Housing Finance Agency Director Mel Watt, CUNA has encouraged policymakers to be mindful of the existing regulatory burdens of credit unions and other mortgage servicers as discussions on housing finance reform proceed. Legislators and other officials must proceed judiciously and not layer additional regulatory authority on top of existing regulatory regimes that address mortgage servicing, CUNA has said.

CUNA has also underscored on credit unions' behalf that a new system must ensure that the housing finance market remains accessible to credit unions and other smaller institutions and that structure must be in place to prohibit domination by the country's biggest banks.

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## Create a 'Member Centric' Service Culture from the Ground Up

## ***NJCUL's Member Service Session for CU Staff Available in May and June***

HIGHTSTOWN, N.J. – Does your credit union staff give memorable personal service? NJCUL is holding a session, being offered on three dates (May 15th, June 3rd, and June 5th), that focuses on how your credit union can become a “World Class ‘Member Centric’ Service Credit Union” through its staff that interacts with members most!

The full-day sessions will be lead by John Vardallas, a 2013 Convention speaker and crowd favorite. Vardallas will provide insights into the key methods of how credit unions can provide quality world class “member centric” service utilizing a variety of retail high touch/high tech cross sales and service techniques. In addition, how to “wow” members with memorable personal service will be highlighted, all from a credit union staff perspective.

Join Vardallas and your credit union peers to:

- discover how the CU can deliver consistent world class personal member service by promoting our core values of why we do what we do (People Helping People) in being more member focused.
- discuss effective methods of delivering “click & mortar” quality retail type member service and review *Benchmark* service organizations.
- discuss the impact of giving and not giving members “what they want” (quality service).
- explore the key role credit union leadership plays changing the culture in the way we do business from order takers to trusted advisors by listening and connecting more with members.

To register for either date and pay by check, send an email to Mary Zelinsky at [mzelinsky@njcul.org](mailto:mzelinsky@njcul.org) and your credit union will be invoiced. To register and pay online for either date, visit [www.njcul.org/full-day-sessions.aspx](http://www.njcul.org/full-day-sessions.aspx).

NJCUL is also holding accompanying service culture sessions for credit union **management** on May 14th and June 4th. More information on these sessions is available [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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**CUNA CFO Council Launches Crash the**

## 2014 CFO Council Conference

MADISON, Wis. – The CUNA CFO Council and the Cooperative Trust and are co-hosting the first ever *Crash the CFO Council Conference*. The conference is to be held May 18-21 in Las Vegas, NV.

"We're thrilled with the opportunity to provide young credit union professionals the chance to be a part this event that brings together 400-500 credit union financial experts," said Council Vice Chair Suzanne Weinstein, CFO of Orlando Federal Credit Union, "and we're pleased to work with the Cooperative Trust to help make this happen."

According to Weinstein, every Crasher will receive a full conference registration from the CFO Council, as well as a year's membership to the Council and up to \$1000 in travel expenses.

With a focus on the future of finances, within credit unions, the Crash the CFO program will give young professionals the opportunity to meet with industry leaders and existing CFOs to give them a deeper insight in to the world of credit union finance and planning. The Cooperative Trust will run a tailored program alongside the main event and allow for mentor sessions with key individuals. Previous sessions have included guests from the likes of National Credit Union Foundation, CUNA, NCUA, Filene Research Institute, and CUNA Mutual Group

"We are excited to partner with the CFO Council," says Cooperative Trust representative James Marshall. "This is an exciting opportunity for our Crashers to dive deeper into credit union function and functionality as opposed to mission, as with our Crash the GAC event. Having worked with the CUNA Lending Council previously, we are excited to be able to work with the CFO Council on a *Crash* program for their 2014 national conference."

Applications for Crash the CFO Council close on April 23rd and successful crashers will be announced in the following week. To apply, [follow this link](#).

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## Volunteers Needed for Last Two Reality Fairs of the School Year!

HIGHTSTOWN, N.J. – The Reality Fair program is in full swing! We've held many successful fair this school year and we have two left before school lets out.

Check out the information below on these fairs and get in touch with the credit union contact to get involved!

### **May 9, 2014 - Shawnee High School, Medford, NJ**

**Time:** 10 a.m. to 2:00 p.m.

**Credit Union Contact:**

Clement Sarion, ABCO FCU

[sarionc@goabco.org](mailto:sarionc@goabco.org)

### **May 16, 2014 - Ewing High School, Ewing, NJ**

**Time:** 9 a.m. to 2:30 p.m.

**Credit Union Contact:**

Allison Kell, CUNJ  
[akell@cunj.org](mailto:akell@cunj.org)

Plans are in the works for other 2014 Reality Fairs for next school year as well. The League will release that information once it becomes available.

If you have any questions about the Reality Fairs program or would like more information, visit [www.nicul.org/financial-reality-fairs.aspx](http://www.nicul.org/financial-reality-fairs.aspx) or contact Marissa Anema at [manema@nicul.org](mailto:manema@nicul.org) or 800-792-8861 ext. 117.

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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**

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: NJCUA's Risk Based Capital](#)

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](#)

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