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From: New Jersey Credit Union League <news@njcul.org>
Reply-To: news@njcul.org
To: staff@njcul.org
Conversation: The Daily Exchange -- July 17, 2014

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July 17th, 2014

Today's News:

- › NJCUL 80th Annual Meeting Delegate Registration Form Available—Early Bird Deadline is Tomorrow!
- › CUs' Final Public Forum on RBC is Today in Alexandria, NJ CUs in Attendance
- › Join the 'New Jersey Credit Unions' Team for CMN's Miracle Marathon!
- › CUNA at Pew Postal Banking Debate: CUs in Superior Position to Serve
- › Drew Edwards Clarifies Process and Risks Associated with Lending to Non-U.S. Citizens in Latest Blog Post
- › Don't Miss the Free NCUA OSCUI Boot Camp in Newark on July 26th
- › Mid-Atlantic Corporate's 2014 Campaign to Raise Money for Children's Miracle Network Hospitals is Going Strong
- › Free Filene Webinar: Risks

NJCUL 80th Annual Meeting Delegate Registration Form Available—Early Bird Deadline is Tomorrow!

ATLANTIC CITY, N.J. – Time is running out for credit unions to take advantage of the early bird discount for our 80th Annual Meeting & Convention! There is an early bird discount available to those who register by tomorrow, July 18th. Just enter the promotional code “EARLYBIRD” when registering on our [Convention Web site](#).



The New Jersey Credit Union League's 80th Annual Meeting and Convention's Annual Business Meeting will take place Tuesday, September 23, 2014, from 10:00 a.m. to 11:00 a.m. during Convention. All delegates must register no later than **August 29, 2014** in order to participate in the Annual Business Meeting. To access the delegate registration form and information click [here](#).

The Request for Credentials form must be completed and returned by mail to:

NJCUL – Delegate Registration
Attn: Nicola Foggie
299 Ward Street
Hightstown, NJ 08520

no later than the August 29th date. Clearly print or type the information on the form and have the primary delegate and the alternate delegates sign the form. All forms **must be complete** and the Secretary or the President/Chair of the Board of Directors **must**

7:00 P.M. WEBINAR: Big
Brand Marketing on a
Shoestring Budget
) Credit Unions, Mark Your
Calendars



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

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@njcul.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.

certify the form.

Delegates and alternates should register at the credentials area when first arriving at convention, where they will verify their signature and receive their delegate registration cards.

Visit our NEW Convention Web site www.njcuconvention.com to register ASAP!

Please note that Exhibitors cannot register online and must complete the Exhibitor Prospectus found [here](#).

[[BACK TO TOP](#)]

CU's Final Public Forum on RBC is Today in Alexandria, NJ CUs in Attendance

WASHINGTON – As the NCUA launches its final credit union Listening Session today in Alexandria, Va., with New Jersey credit union representatives in attendance, it is to a back drop of assurances that the agency’s risk-based capital (RBC) proposal will undergo changes in key areas before it is made final.

The NCUA confirmed to CUNA that when today’s session in ends around 4 p.m. (ET), the agency’s process going forward will be continued review of the proposed rule—particularly in the area of risk weights—and of the comments that have been made. Further, the agency said it will take “the time necessary” for a thorough review.

As NCUA Chair Debbie Matz said in the earlier Listening Sessions held in Los Angeles and Chicago and as confirmed Wednesday, credit unions can anticipate changes in the proposed risk weights, especially in the areas of mortgages, member business loans, investments, credit union service organizations, and corporate credit unions. Also, the agency spokesman said the implementation period for the rule will be extended beyond the 18-months currently proposed.

“Any final rule will be clear on the point that the NCUA board, not individual credit union examiners, will make determinations about whether a specific credit union needs to hold more capital,” the spokesman added.

“Nonetheless,” interim President/CEO Bill Hampel stated, “while CUNA welcomes those changes, CUNA remains concerned as to whether the revisions NCUA is contemplating will be significant enough to result in the kind of improvements credit unions need and that they, the leagues, and CUNA are seeking. “For example, CUNA will continue to urge the NCUA to reduce the proposed risk-based capital requirement for well-capitalized credit unions, which CUNA says is out of proportion with the level of risk that credit unions present. CUNA also supports the inclusion of the 1% National Credit Union Share Insurance Fund deposit in the RBC calculation.

Like the previous two gatherings, today’s session has a capacity crowd of 150 people registered. Although open to any topic of credit union interest, the agency’s risk-based capital proposal has been the chief concern in the past assemblies and is expected to retain its place on center stage today.

Upcoming Events:

July 22, 2014

Webinar: Ensuring Data Security: What You Need to Know Now

3:00 pm to 4:30 pm

[More Information Click Here](#)

July 23, 2014

Webinar: Emerging Leader Series: Stress Testing for Enterprise Risk Management

3:00 pm to 4:30 pm

[More Information Click Here](#)

July 26, 2014

NCUA OSCUI's 2014 Newark Boot Camp

Location: Newark, NJ

7:45 am to 4:00 pm

[More Information Click Here](#)

Contact Us:

Address

299 Ward Street
Hightstown, NJ 08520
Driving directions

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info@njcul.org

Connect with Us:



Join the 'New Jersey Credit Unions' Team for CMN's Miracle Marathon!

NJCUL to Hold Pep Rally September 6 to Gear Up for the Marathon!

HIGHTSTOWN, N.J. – The New Jersey credit union community is a strong supporter of the Children's Miracle Network. This year, the New Jersey Credit Union League is asking for all New Jersey credit unions to work together and join one unified team to help support Children's Miracle Network and our local hospitals—



Children's Specialized Hospital and Children's Hospital of Philadelphia—through CMN's Miracle Marathon.

The unique marathon will take place throughout part of

September and October. Since a traditional marathon is 26.2 miles, Miracle Marathon adds a special touch by adding one additional mile "for the kids." Over the course of 27 days, we are going to complete one mile per day by walking, running, dancing, skipping or just moving our way to that goal. It's a month-long marathon—plus an extra mile—for the kids!

We sincerely hope all New Jersey credit unions have at least one team member participating in this wonderful event that will directly benefit Children's Miracle Network Hospitals. To sign-up to join the New Jersey Credit Unions team, click [here](#).

Any donations made are tax-deductible, and 100 percent of proceeds go to help sick or injured kids. With that as the message it shouldn't be hard to get friends and family to support you!

If you have questions about participating, please contact us at news@njcul.org or 609-448-2426 ext. 110.

To gear us up to start our Miracle Marathon, NJCUL will hold a pep rally on September 6, 2014 (Rain Date: September 13) from 11:00 a.m. to 2 p.m. at Etra Lake Park (Disbrow Hill Road, East Windsor, NJ). Please RSVP to Yvette Segarra at ysegarra@njcul.org or 609-448-2426 ext. 103. The pep rally will be fun for the entire family and get us all motivated to start our forward movement for the kids on September 16!





The New Jersey Credit Union League looks to the New Jersey Credit Union Community to join together to support each other in this great cause!

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

CUNA at Pew Postal Banking Debate: CUs in Superior Position to Serve

WASHINGTON – The Pew Charitable Trusts hosted a full-day conference Wednesday to examine the effectiveness of the U.S. Postal Service offering financial services to underserved communities. The idea, first envisioned in January in a white paper by the USPS Office of the Inspector General, was analyzed by a variety of financial professionals and legislators.

Ryan Donovan, senior vice president of legislative affairs for CUNA, participated in one panel discussion that looked at ways to provide financial services to the underserved. Donovan was joined by Dong Hong, regulatory counsel for the Consumer Bankers Association; Adam Levitin, a professor at Georgetown University Law Center and a member of the CFPB's Consumer Advisory Board; and Jana Barresi, director of federal government relations at Wal-Mart.

Donovan said he was skeptical about the idea of the USPS providing financial services to the underserved, particularly when credit unions are already in place to meet those needs.

"We need to increase awareness among the unbanked that affordable financial services options are available and convenient through the credit union system," he said. "A part of increasing awareness of credit unions is erasing the misconceptions about credit unions. Everyone cannot join the same credit union, but there is a credit union for everyone to join. Most people don't know this, and that needs to change."

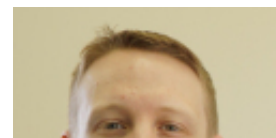
Sen. Elizabeth Warren (D-Mass.), during her keynote address, reinforced Donovan's point.

"If post offices teamed up with their closest credit unions or community banks, they could provide a pathway for millions of people into the traditional banking system," she said, as reported by *American Banker* Wednesday.

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

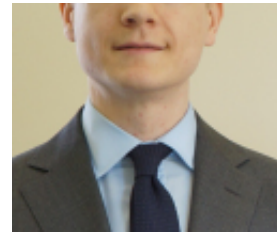
Drew Edwards Clarifies Process and Risks Associated with Lending to Non-U.S. Citizens in Latest Blog Post

In response to receiving some questions from clients about lending to non-U.S. citizens, Drew Edwards, Esq., of the law office of Edwards & Edwards, has written an article about the subject, which credit unions may find useful.



Whether your credit union serves a small

rural town, or the employees of a global corporation, you will sooner or later receive a loan application form someone who is not a United States citizen, he says. While it is perfectly proper to lend to non-US-citizens, there are certain risks, and certain traps for the unwary, when designing lending policies and procedures for borrowers who are not citizens of the United States.



He goes on to answer questions associated with this type of lending, including can you lend and the risk of residence.

The full article can be found on the Edwards & Edwards blog is available [here](#).

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

Don't Miss the Free NCUA OSCUI Boot Camp in Newark on July 26th

NEWARK, N.J. – NJCUL has partnered with NCUA's Office of Small Credit Union Initiatives' (OSCUI) for the 2014 Newark Boot Camp on July 26th.

Taking place at the Hilton Newark Penn Station from 7:45 a.m. to 4 p.m., this workshop is free for New Jersey credit unions under \$50 million in assets.



Check out the sessions and speakers:

- **Discover Resources from the Office of Small Credit Union Initiatives (OSCUI) and the New Jersey Credit Union League** - EDS Lauren Bethea from OSCUI & Barbara Agin from the NJCUL
- **Linking Your Strategic Plan to Your Business Plan** - Sean McDonald, President of Your Full Potential, LLC
- **Protecting Your Credit Union from Rising Trend of Employment Lawsuits** - Joette Colette, Regional Manager of CUNA Mutual Group
- **BSA Deficiencies and How to Stay Compliant** - Nicola Foggie from the NJCUL
- **Managers – Examination Modernization** - Region II Examiner James Pollock
- **Board of Directors – Key Issues Every Board of Directors Should Explore** - John Dawidowski, CEO of Healthcare Employees FCU
- **Board of Directors – Succession Planning and Passing on the Baton** - EDS Vanessa Lowe of OSCUI

- **Managers – Marketing in the Digital Age** - Susan Wilcox from Constant Contact

For more information and the agenda, click [here](#). Click [here](#) for the full brochure.

To register, click [here](#).

There is a \$149 room block rate at the Hilton Newark Penn Station.

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

Mid-Atlantic Corporate's 2014 Campaign to Raise Money for Children's Miracle Network Hospitals is Going Strong

CMN Hospitals Update for January through June 2014

MIDDLETOWN, Pa. – New Year's resolutions can be difficult to maintain, but Mid-Atlantic Corporate Federal Credit Union and its family of companies (Mid-Atlantic Corporate) are holding fast to a resolution for 2014 to raise money and awareness for Children's Miracle Network Hospitals (CMN Hospitals), their patients, and their families.



Mid-Atlantic Corporate presents nearly \$16,000 to children's hospitals during

Mid-Atlantic Corporate has not only participated in many of CMN Hospitals' events, but it has also created its own campaigns to garner monetary donations and bring awareness to their community.

For example, in 2014, Mid-Atlantic Corporate planted a community garden with the intention of selling the produce to employees and donating all the funds to Penn State Hershey Children's Hospital. The garden will be tended by the Corporate's employees until the vegetables are able to be harvested.



Mid-Atlantic Corporate at the annual egg hunt at the Hershey Stadium.

In addition, Mid-Atlantic Corporate has joined CMN Hospitals for the annual egg hunt at the Hershey Stadium, Children's Miracle Network Telethon, and Chocolate Miracle 5k Race.

Nine of Mid-Atlantic Corporate's employees participated in this year's Egg Stuffing Party, in which they helped The Hershey Company stuff Easter eggs for its annual egg hunt to benefit CMN Hospitals at Penn State Hershey Children's Hospital.

Staff volunteered their time at the CMN Hospitals Telethon on May 31 by manning the phone bank and taking donations from callers. During the telethon, two employees presented Mid-Atlantic Corporate's 2013 donation check of \$15,908. The money was raised during last year's charity golf tournament, Miracle Jeans Day, and International Credit Union Day.

On June 21, Mid-Atlantic Corporate employees collected shoe tags from runners at the Chocolate Miracle 5k Race finish line to record their race times. The proceeds from this event went to Penn State Hershey Children's Hospital.

The Corporate has been able to lend so much time and effort to CMN Hospitals due in part to its CMN Hospitals 2014 impact plan. With the integration of the impact plan, Mid-Atlantic Corporate has provided information to its staff, as well as member credit unions regarding the importance of CMN Hospitals. The Corporate is also focused on

importance of CMN Hospitals. The Corporate is also focused on educating credit unions on the Credit Unions for Kids (CU4Kids) brand, which has allowed the credit union movement to become one of the largest corporate contributors to CMN Hospitals.

“Overall, the objective of the impact plan is to increase awareness and financial support of CMN Hospitals,” said Erin Doan, Administration and Community Relations Director. “This plan is a large part of Mid-Atlantic Corporate’s strategic initiative to bring our employees and credit union members into deeper collaboration and have a greater impact on the communities we serve,”

By implementing the impact plan and raising awareness, Mid-Atlantic Corporate has raised \$12,492.81 for CMN Hospitals in the first half of 2014.

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

Free Filene Webinar: Big Brand Marketing on a Shoestring Budget

Join Filene Research Institute virtually for a 30-minute lunch on August 6, 2014 from 1 - 1:30 p.m. EST and learn as Filene highlights how your credit union can be a big brand marketer on a shoestring budget.



Filene
Research
Institute

Credit unions are the best-kept secret in North America. In a time when credit unions have very limited budgets and consumers are hearing more messaging than ever, how will your organization break through?

Social media is one answer. Learn how you can leverage, and afford, some of the same social media techniques today's best brands are employing.

Click [here](#) to register for this free webinar!

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

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

July 26 -- [NCUA Office of Small Credit Union Initiatives' 2014 Newark Boot Camp](#)

August 5 -- [VirtualCorps Webinar: CDCUs: Doing Well by Doing Good: Opportunities for Growth and Relevance](#)

August 5 -- [CFO Roundtable: GAAP Reporting: Recent and Upcoming Changes](#)

August 12 -- [VirtualCorps Webinar: How Can Foreign Exchange \(FX\)](#)

[Knowledge Premium New Cash Credit Exchange will be Used to Improve Your Member Service](#)

August 13 -- [NJ DNA Dinner Meeting](#)

Industry Events

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](#)

July 31 -- [Free Home Equity Webinar Hosted by MemberClose and NJCUL](#)

August 6-8 -- [Mid-Atlantic Corporate's Fourth Annual IT and Security Conference](#)

August 20 -- [4th Annual Miracle Night with the Somerset Patriots](#)

September 6 -- [Miracle Marathon Pep Rally](#) (rain date Sept. 13)

September 9 -- [NJ/NY Sister Society Meeting of the GWLN](#)

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](#)

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

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