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October 29th, 2014  
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### NJ CUs Represented at Cory Booker for Senate Fundraiser, CU Messages Shared with NJ's Senators

HOBOKEN, N.J. – New Jersey credit unions were represented last night at a Cory Booker for Senate fundraiser at the Hotel W in Hoboken. The event provided the opportunity for the Credit Union Legislative Action Council (CULAC) to support Cory Booker's election to a full six-year term. Sen. Booker serves on the Committee on Small Business & Entrepreneurship and has been an outspoken supporter of credit unions.



Left to right: U.S. Senate Banking Committee Member Sen. Bob Menendez (D-NJ), NJCUL Vice President of Corporate & Governmental Affairs Chris Aheal, NJCUL Board Chair and YCEI, FCU President/CEO McFadden, and

**WE WANT**



**YOU**

Be a Part of  
Creative You 2015!

We know you have innovative ideas, just like our five teams that took part in the **first year** of Creative You!

Get in the game! Creative You is a program designed for credit unions to share their innovative and creative solutions to challenges the system is facing here in New Jersey. It's a collaborative initiative with a competitive element that brings together credit unions and their ideas.

Want more information? Have an idea? Let us know! Fill out the 2015 [Entry Form](#) to submit an idea, sign-up your team, or request to be placed within a team. Please return the form to Barbara Agin at [bagin@njcul.org](mailto:bagin@njcul.org) by December 22, 2014.

All of the details for the 2015 round of Creative You are available [here](#).

NJCUL Board Chair and XCEL FCU President/CEO Linda McFadden and the League's Vice President of Corporate & Governmental Affairs Chris Abeel attended the event, which also afforded the opportunity to discuss credit union concerns with Sen. Menendez, a senior member of the Committee on Banking, Housing & Urban Affairs.

CULAC is a federal political action committee (PAC) through which eligible credit union supporters can voluntarily pool personal contributions to help elect candidates for federal office who understand and share credit union values.

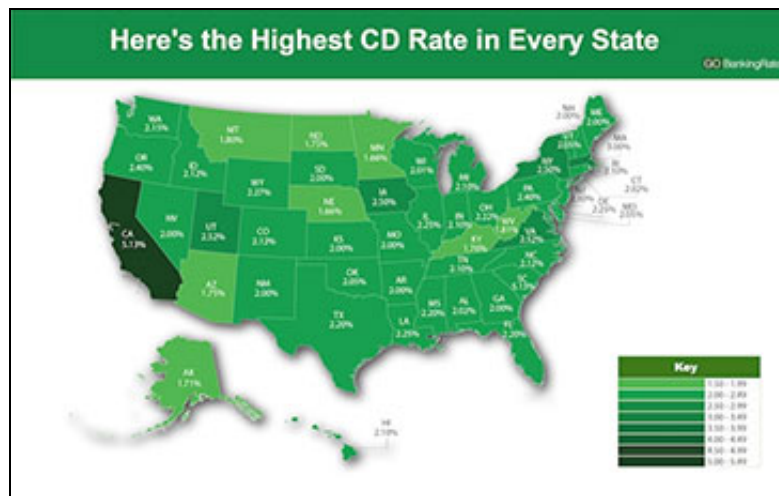
Additional information on CULAC is available from Chris Abeel at the League.

Information on CUNA's and the NJCUL's legislative and regulatory advocacy efforts is available through CUNA's weekly [The President's Report](#), [Legislative Update](#), [Regulatory Advocacy Reports](#), and monthly [Legislative Affairs Webcast](#), as well as reported in various NJCUL publications such as the *Daily Exchange*.

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## Nationwide, CUs Sweep Best CD Rates, According to GOBankingRates Survey

LOS ANGELES – Across the board, credit unions nationwide offer higher rates on certificates of deposit (CD) than banks.



GoBankingRates.com recently compiled a [state-by-state list](#) of the best CDs in the United States, and at the top of each list—for six-month, one-year, two-year and five-year CD rates—credit unions dominated (GoBankingRates.com, Oct. 27).

Only for the six-month rate did a credit union not rank No. 1.

For one-year CD rates, the top five spots belonged to credit unions, for two-year rates, seven out of the top 10 were credit unions, and four credit unions topped the five-year rate category.

## Upcoming Events:

**November 4, 2014**  
**Executive Leadership**  
**Series Session: Financing**  
**Innovation**  
**Location: NJCUL**  
**10:00 am to 2:00 pm**  
[More Information Click Here](#)

**November 4, 2014**  
**VirtualCorps Webinar:**  
**Mobile Payments: What You**  
**Need to Do Next**  
**3:00 pm to 4:00 pm**  
[More Information Click Here](#)

**November 5, 2014**  
**Lending Roundtable:**  
**Lending Best Practices**  
**Location: NJCUL and via**  
**Video Conference**  
**10:00 am to 12:30 pm**  
[More Information Click Here](#)

## Contact Us:

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And while one bank is offering an abnormally high rate for the six-month CD, credit unions make up the majority of the spots in the top 10.

Additional findings from the GOBankingRates.com survey include:

- The average U.S. CD rate was 0.51% APY, five times the average savings account interest rate; and
- Increases in term length are not proportionate to increases in the yield; longer-term lengths result in diminishing increases to the yield.

The study was completed by compiling rates from GOBankingRates and Informa Research Services databases. The rates are accurate as of Oct. 10.

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## Free Webinar from CU Solutions Group: Google Apps for Credit Unions



**Tuesday, November 18th at 3 p.m.**

From their first search in 1997, to the introduction of Android and their work on self-driving cars, Google is always thinking ahead about what work, life and play looks like in the future.

During a free Webinar on November 18th, in conjunction with CU Solutions Group and Sprint, Serena Donovan, Account Executive for Google for Work, will cover what Google's vision for work in the future looks like, and how cloud technology is helping credit unions to collaborate more, embrace mobile in the workplace, and scale their business.

### The 60-minute Webinar will cover:

- How to deploy and migrate on to Google Apps for Work
- Life after file servers and the C: Drive - using cloud storage and real time collaboration
- Increasing credit union and member engagement with Google tools
- The real cost of email: increasing productivity through better email and communication management
- Stories about financial institutions who have Gone Google
- The Sprint/Google partnership: how Sprint can help
- Q&A

This free event will be on **Tuesday, November 18th at 3:00 p.m. EST.**



To register, click [here](#).

Once registered, an automated email will be sent to you with a calendar link. You will also receive several reminder emails prior to the event.

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## New CUNA Councils White Paper Discusses How Credit Unions are 'Re-Imagining the Branch'

MADISON, Wis. – How can your credit union re-imagine its branch to drive growth? A new white paper from the CUNA Operations Sales & Service and Marketing & Business Development Councils, titled “Re-Imagining the Branch: Optimizing your Brick-and-Mortar for Sales, Service, and Branding Strategies,” explores trends in new and re-designed branches that support sales, service, and branding.

The Councils chose to team up on this topic because the roles of sales, service, and marketing team members have grown increasingly integrated—and the questions about the branch’s role in the credit union’s growth continue to dominate many conversations in the credit union movement. *How can the sales, service, and marketing teams work arm-in-arm to drive the success of the branch?*

Additional topics covered include:

- The motivation behind renovating or updating branch spaces,
- The role of technology in these re-imagined facilities,
- How credit unions are marketing these locations or otherwise utilizing them to attract and retain members, and
- The opportunities, as well as obstacles, that have presented themselves as a result of these branch-design revamps.

CUNA Council members are eligible to receive complimentary copies of this, and more than 300 other white papers. The paper is available online in the [white paper section](#) of [www.cunacouncils.org](http://www.cunacouncils.org).

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## Offer Your Young Members a Chance at a College Scholarship!



HIGHTSTOWN, N.J. – It’s that time of year again, the season that NJCUL’s Youth Involvement Board (YIB) kicks off its credit union scholarship program, giving credit unions throughout the state an opportunity to participate in a statewide scholarship program.

The YIB will award eight (8) scholarships to credit union members seeking post-secondary education in the amount of \$1,000 each. Four scholarships will be awarded to students attending 4-year colleges or universities and four scholarships will be awarded to students attending technical schools or community colleges.

If you would like to take advantage of this great opportunity to help your young members, fill out the [Participation Agreement](#) and return it with a check for the appropriate amount to NJCUL by January 30, 2015. Please use the fee chart in the Participation Agreement to determine your credit union's investment.

NJCUL's YIB also has materials available for credit unions' use to promote the scholarship program. The YIB logo, a newsletter/Web site article, and a flyer/poster are available at [www.njcul.org/yib-scholarship.aspx](http://www.njcul.org/yib-scholarship.aspx).

If you have any questions regarding the program, please contact Marissa Anema at [manema@njcul.org](mailto:manema@njcul.org) or 800-792-8861 ext. 117.

#### **Join the Board!**

Would you like to join the Youth Involvement Board? The Board is made up of credit union professionals as well as League staff members dedicated to reaching young credit union members. If you're interested in joining the board, please send an email to Marissa Anema at [manema@njcul.org](mailto:manema@njcul.org).

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## **November 5th Lending Roundtable will Discuss Best Practices**

***Bring Ideas to Share and be Prepared to Bring Ideas Back to Your CU!***

HIGHTSTOWN, N.J. – Lending continues to be a challenge for credit unions. NJCUL's morning Lending Roundtable session on



Wednesday, November 5th is designed to bring credit union lenders together to discuss the lending process (start to finish), turn-around time, technology, etc. Come prepared to share with others and take away ideas to bring back to your credit union!

Join facilitator Barbara Agin, Director of Education and Training for the League, either "live" at the League office or via video conferencing at Atlantic FCU in Kenilworth or Members 1st of NJ FCU in Vineland. Be a part of the discussion without driving all the way to Hightstown!

This session will take place in the morning from 10 a.m. to 12:30 p.m. The cost to attend is \$25 per person, which includes lunch.

To register, send an email to Mary Zelinsky at [mzelinsky@njcul.org](mailto:mzelinsky@njcul.org) or

register online [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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## CFPB-FTC Examine Latino Debt Collection, Credit Reporting

LONG BEACH, Calif. – Consumer Financial Protection Bureau (CFPB) Associate Director of External Affairs Zixta Martinez said the bureau is reviewing 23,000 comments received on the debt collection advance notice of proposed rulemaking (ANPR) issued in November 2013.

In that ANPR, the bureau asks for data on the accuracy of information used by debt collectors, how to ensure consumers know their rights, and the communication tactics collectors employ to recover debts.

Martinez was addressing the joint CFPB-Federal Trade Commission forum on "Debt Collection and the Latino Community," which brought together consumer advocates, industry professionals, and regulators last week to discuss how debt collection issues affect Latino consumers, especially those with limited English proficiency (LEP).

This forum was intended to supplement that information gathered through the comment process and to further inform the agencies as they move forward to issuing a final rule, expected in the second half of 2015.

CUNA has been weighing in with the CFPB to minimize the direct or indirect impact on credit unions or credit union service organizations of any rules or guidance that the agency develops. CUNA will continue to urge the agency to focus on problem cases rather than create broad new rules that affect good and bad actors.

Other topics during the free forum, held at California State University, Long Beach, included: how some Latinos experience the debt collection process, debt collection litigation methods, credit reporting issues, such as access to credit reports in Spanish and options for disputing inaccurate information, and developing strategies for educating and engaging LEP Latinos about their debt collection rights.

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## Don't Miss the Final NJ DNA Meeting of 2014!

**Wednesday, November 12th**

**NJCUL**  
**5:15 p.m. to 8:00 p.m.**

HIGHTSTOWN, N.J. – Directors and volunteers, don't miss the next NJ DNA meeting on Wednesday, November 12th being held at the League office.

The meeting is being hosted by Lakehurst Naval FCU, but will be held at the League office in Hightstown. The meeting will include a virtual tour of the Lakehurst Naval FCU facility beginning promptly at 5:30 p.m. conducted by Lakehurst Naval Board Chair Pam Elliott followed by a catered dinner.

The roundtable discussions will include the following topics:

**Topic #1:** How Large Asset Credit Unions can Effectively Collaborate with Smaller Asset Credit Unions *(to enhance product delivery and keep the credit union brand strong)*

**Topic #2:** Protecting Your Credit Union in the Digital Age (Cyber Security)

As usual, there is **no charge** to attend.

To register for this event please send an email to Mary Zelinsky at [mzelinsky@njcul.org](mailto:mzelinsky@njcul.org).



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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**

November 4 -- [VirtualCorps Webinar: Why Credit Unions are Pursuing Affiliate Structures](#)

November 4 -- [Executive Leadership Series Session: Financing Innovation](#)

November 5 -- [Lending Roundtable: Lending Best Practices](#)

November 5 -- [Collections Roundtable \(Afternoon Session\): Collections Best Practices](#)

November 12 -- [NJ DNA Meeting at the League Office](#)

November 18 -- [VirtualCorps Webinar: The Affordable Care Act-Gifts and "WRAPS"](#)

November 18 -- [BSA Training for Frontline Staff \(PM Session\)](#)

November 18 -- [BSA Training for Frontline Staff \(PM Session\)](#)

### **Industry Events**

November 5 -- [Northern Chapter Meeting](#)

November 7-9 -- [DCUL's 2014 Volunteer Leadership Conference](#)

November 10 -- [Reality Fair at Ocean County College Southern Education \(SEC\)](#)

November 18 -- [Free CUSolutions Webinar: Work in the Future - Google Apps for Credit Unions](#)

December 9 -- South-Central Chapter Meeting -- More Information Coming Soon

### **2015**

March 8-12 -- [CUNA's 2015 GAC](#)

April 13-15 -- [CU Reality Check at the Golden Nugget Hotel & Casino in Atlantic City](#)

April 28 -- [NJCUL's 27th Annual Golf Tournament](#)

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