

Subject: The Daily Exchange -- December 3, 2014
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To: staff@njcul.org
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The Daily Exchange

December 3rd, 2014

Today's News:

- › One Week from Today: Don't Miss the FREE Creative You Information Session!
- › Congressman Norcross Adds Name to NJ Day at CU House Line-Up
- › December 9th South-Central Chapter Meeting Cancelled
- › Just 30 Days Left to Apply for Crash the GAC 2015!
- › CUNA Support Cited as House Passes Reg Relief Measure
- › Mid-Atlantic Corporate's Family of Companies Supports Children's Miracle Network Hospitals in 2014
- › Tomorrow: Review Traditional and Roth IRA Reporting
- › CUDirect Free Webinar December 11th: Drive Growth with the NEW AutoSMART
- › Fall/Winter 2014 CU House

One Week from Today: Don't Miss the FREE Creative You Information Session!

**Wednesday, December 10th
11 a.m. to 1 p.m.**

"Live" at the League and via Video Conferencing

HIGHTSTOWN, N.J. – Where will you be one week from today? You should be attending the League's FREE Creative You information session!

Join your peers along with League staff and Creative You Team Members for straight talk on what it takes to compete in the NJCUL Creative You Innovation Project.

During this casual meeting, we will overview the timeline and process that took place in 2014 with former Creative You Team members on-hand to discuss their accomplishments and challenges throughout the process.

If you are even remotely thinking about this competition (or your boss is), please join us on December 10th "live" or virtually via video conference at Atlantic FCU or Members 1st of NJ FCU!

To register, send an email to Mary Zelinsky at mzelinsky@njcul.org.

More information on the 2014 Creative You process and teams, click [here](#).

For information on the next round in 2015, click [here](#).



Information Session

FREE Creative You Information Session December 10th

We know you have innovative ideas, just like our five teams that took part in the [first year](#) of Creative You!

Wanna know what it takes to be a Creative You team? Want more information on the program? Want to network with other innovative NJ CU folks? Join us for a [FREE Information Session](#) on December 10th.

The session will feature members of last year's teams as well as NJCUL staff involved. It is being held "live" at the League and also via video conference to Atlantic FCU and Members 1st of NJFCU. Register by



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Congressman Norcross Adds Name to NJ Day at CU House Line-Up

HIGHTSTOWN, N.J. – The NJCUL's annual NJ Day at Credit Union House is scheduled for Tuesday, December 9. Open to all member credit unions at no charge, the event offers a valuable opportunity to hear from key Washington players on what to expect in the year ahead, and communicate credit union legislative and regulatory concerns and priorities.

The day will kick-off with a morning meeting with NCUA's newest board member, J. Mark McWatters, at the agency's headquarters in Alexandria. Participants will then reconvene at Credit Union House for a luncheon meeting with CUNA's new President/CEO Jim Nussle followed by meetings with several members of the state's Congressional delegation. Congressmen Bill Pascrell (D-9) and Donald Norcross (D-1), and Congressman-elect Tom MacArthur (R-3) have confirmed their participation.

Carpooling from the League's offices in Hightstown will be available with a 7 a.m. departure and 7 p.m. return.

In the three months since taking office, Mark McWatters has had a significant impact, first on the agency's risk-based Capital (RBC) proposal, and most recently calling for a more open and transparent budgetary process.

Named in September to head CUNA, Jim Nussle is a former eight-term member of Congress. He served as Budget Committee chairman from 2001 to 2007. Following his 16-year tenure on Capitol Hill, he served two years as director of the Office of Management & Budget under President George W. Bush.

A senior member of the House Ways & Means Committee, Bill Pascrell has been an outspoken supporter of the credit union tax exemption and will offer his insights on potential tax reform proposals in the new Congress.

Sworn-in last month to complete the unexpired term of Rob Andrews who resigned earlier this year, and elected as well as to a full term that begins in January, Congressman Norcross was a credit union supporter while serving in the state legislature.

Elected to succeed Rep. Jon Runyan (R-3) who decided not to seek a third term, Congressman-elect Tom MacArthur is a former insurance company CEO who served as a part-time community mayor. In what was arguably the most competitive race in New Jersey, MacArthur's

NJ FCU. Register by sending an email to Mary Zelinsky at mzelinsky@njcul.org.

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

Upcoming Events:

December 4, 2014
Webinar: Traditional & Roth IRA Reporting Responsibilities: Requirements, Issues & Answers
3:00 pm to 4:30 pm
[More Information Click Here](#)

December 9, 2014
VirtualCorps Webinar: Enhancing Leadership Skills for Boards of Directors
3:00 pm to 4:00 pm
[More Information Click Here](#)

December 10, 2014
FREE Creative You Information Session
Location: NJCUL and via Video Conference
11:00 am to 1:00 pm
[More Information Click Here](#)

Contact Us:

Address

299 Ward Street
Hightstown, NJ 08520
Driving directions

Phone

800 792 8861

was arguably the most competitive race in New Jersey, MacArthur's campaign received CULAC support following meetings with both candidates.

Additional information is available from the League's Vice President of Corporate & Governmental Affairs Chris Abeel at cabeel@njcul.org.

Registration is available by emailing Mary Zelinsky at mzelinsky@njcul.org.

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December 9th South-Central Chapter Meeting Cancelled

MILLSTONE, N.J. – The South-Central Chapter's Networking/Christmas/Holiday Gathering set for next Tuesday, December 9th has been cancelled.

The chapter has tentatively rescheduled for Tuesday, January 13th, 2015 at Carlucci's at Noon.

More information will be available soon.

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Just 30 Days Left to Apply for Crash the GAC 2015!

Applications Close on January 2nd, 2015!

The 2015 Crash the GAC is going to be an event that you don't want to miss! Time is running out to [apply](#)!

The Cooperative Trust, CUNA, and state leagues, including NJCUL, are again joining forces in attempt to get one crasher from each state and the District of Columbia represented at the 2015 GAC taking place March 7-13, 2015. [Apply today!](#)

Every Crasher will receive a full conference registration from CUNA. Travel, hotel and food costs are the responsibility of the Crasher and their credit union, but NJCUL will provide travel and hotel reimbursement for the crasher from New Jersey.

With more Crashers than ever before, a deeper dive into the world of credit union advocacy, and support from your state leagues to help arm you with ideas to stay involved back home—this year's Crash the GAC is an event you don't want to miss!

Be sure to get your application in by the January 2, 2015 deadline!

Every chosen Crasher will receive a full conference registration from CUNA. Travel, hotel and food costs are the responsibility of the Crasher and their credit union, but NJCUL will provide travel and hotel reimbursement for the crasher from New Jersey.

In addition to the core events of keynote speakers and breakout sessions, crashers will take part in exclusive sessions that focus on

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state and federal credit union advocacy and how they can build their advocacy efforts at their own credit union, as well as their respective league's Hike-the-Hill.

Additional information is available from the League's Vice President of Corporate & Governmental Affairs Chris Abeel at cabeel@njcul.org.

CRASH THE GAC



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CUNA Support Cited as House Reg Relief Measure

WASHINGTON – Rep. Robert Pittenger (R-N.C.), chief sponsor of a regulatory relief bill passed overwhelmingly by the U.S. House yesterday afternoon, cited CUNA's support for the bill when he introduced it on the House floor prior to the vote.

The House voted 422-0 in favor of H.R. 3240, The Regulation D Study Act. Pittenger submitted a letter of support from CUNA President/CEO Jim Nussle for the record of the House voting session and noted that CUNA represents 100 million credit union memberships across the country.

The act, if passed by the Senate and signed into law, would direct the U.S. Government Accountability Office (GAO) to conduct a study of the impact of the Federal Reserve rules, implemented through Regulation D that set monetary reserve requirements at depository institutions.

The regulation impacts credit union members by limiting the number of automatic withdrawals from a member's savings account to six transactions per month, which can unnecessarily cause credit union members to overdraft their checking accounts after the limit of six automatic transfers has been reached.

"CUNA is pleased that the House passed the Regulation D Study Act, legislation that will work to provide much needed financial regulatory relief," said CUNA President/CEO Jim Nussle when the bill passed.

"CUNA has advocated for this bill since 2012. We've testified on this issue before the House Financial Services Committee and sent letters of support to members of Congress because it is important for our 100 million credit union memberships," he said. "CUNA will continue to push for this and other important regulatory relief legislation to be taken up in the Senate before the year is out."

In addition to testifying in support of the act, CUNA [sent letters](#) of support to Speaker John Boehner (R-Ohio) and House Minority Leader Nancy Pelosi (D-Calif.) before the vote.

Nussle said that CUNA also will work with the Senate to urge the passage of a bill to extend share insurance coverage to lawyer trust accounts (S. 2699), the Capital Access for Small Community Financial Institutions Act (S. 1806), the Privacy Notice Modernization Act (S. 635) and the Mortgage Choice Act (S. 1577).

Rep. Pittenger's House floor statement is available [here](#).

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Mid-Atlantic Corporate's Family of Companies Supports Children's Miracle Network Hospitals in 2014

MIDDLETOWN, PA – Mid-Atlantic Corporate and its family of companies categorize 2014 as both busy and successful. Over the last 12 months, the Mid-Atlantic Corporate family of companies has participated in 14 events to benefit Children's Miracle Network (CMN) Hospitals and raised over \$15,000 for the organization.

Of the 14 fundraising events the companies have been a part of, two have been campaigns created by the Corporate to raise money and awareness for CMN Hospitals.

Earlier in the year, Mid-Atlantic Corporate and its family of companies' employees began planting a community garden. From June until October, staff tended to and harvested an assortment of vegetables, which were then sold to staff. The \$291.50 in vegetable sales was donated to CMN Hospitals, and there are plans to further expand the community garden in 2015.

In July, Mid-Atlantic Corporate hosted its first-ever hot dog eating contest to benefit its local CMN Hospital, Penn State Hershey Children's Hospital. On July 23, also known as "National Hot Dog Day," five contestants from central Pennsylvania credit unions competed to see who could eat the most hot dogs in five minutes. Mike Gutshall of Heritage Valley FCU won the contest, eating five and a half hot dogs. The other four contestants included Andrew Johnson, Members 1st FCU; Rodney May, Mid-Atlantic Corporate FCU; Howard Stein, MY CU Services; and Tiffany Williams, MY CU Services. In addition to the credit union contestants, the following organizations purchased \$50 Frankfurter sponsorships for the event: Belco Community CU; Feather CU Services, LLC; First Capital FCU; Hershey FCU; Members 1st FCU; Mid-Atlantic Corporate FCU; and LANCO FCU.

"We were so excited to be able to create our own fundraisers to benefit CMN Hospitals this year," said Jaime Agostino, marketing director for Mid-Atlantic Corporate. "Everything we can do to improve the lives of children and families in need is extremely rewarding and allows us to serve our community."

Agostino says Mid-Atlantic Corporate also had the privilege of participating in the following events to benefit CMN Hospitals: egg stuffing party for the annual egg hunt at Penn State Hershey Children's Hospital, CMN Telethon, Chocolate Miracle 5K Race, Miracle Treat Day, Miracle Jeans Day, Tour de Chocolate Town Bike Ride, Hershey Half Marathon, Pay 4 Play, Miracle Marathon and

Miracle Ball.

In addition, staff raised funds for CMN Hospitals throughout the year during various \$5 jeans days, International Credit Union Day events and New York City bus trip ticket purchases.

“Whether we are donating money to wear jeans or working the phone bank for the CMN Telethon, we are proud to be a contributor to CMN Hospitals,” said Agostino. “We definitely plan on doing more in the next year and becoming an even bigger ally for CMN Hospitals. Our community involvement committee, led by Erin Doan, administration and community relations director for Mid-Atlantic Corporate, is already planning for 2015.”

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Tomorrow: Review Traditional and Roth IRA Reporting

**Webinar: Traditional & Roth IRA Reporting
Responsibilities: Requirements, Issues & Answers
Thursday, December 4, 2014
3:00 pm - 4:30 pm ET**

Understanding and complying with IRA reporting requirements can be a daunting, complex task. Join us for a simple explanation of the reporting rules, regulations, and responsibilities facing IRA custodians in 2014 and beyond on Thursday December 4th.



From 1099-R and 5498 reporting, to member and beneficiary statement/notice requirements, this Webinar will cover this maze of rules and provide a clear, concise path. You will learn there are choices on how to handle certain reporting requirements depending on your financial institution’s philosophy and operational capabilities.

This session will provide back-office IRA support or operations staff with valuable, current information. Member contact staff will be able to confidently answer IRA questions that arise throughout the year when members receive one of the many IRS reporting forms or IRA account statements and notices.

HIGHLIGHTS

- 1099-R and 5498 reporting requirements and deadlines
- Summary of required IRA holder statements and notices, including account, fair market value, and required minimum distribution statements and notices
- Review of beneficiary reporting and notice requirements
- Deadlines and penalties for missing reporting and notice deadlines

education

- How to handle reporting mistakes and make corrections
- Effectively addressing common questions

TAKEAWAY TOOLKIT

- Employee training log
- Quiz you can administer to measure staff learning and a separate answer key

REGISTER

Click [here](#) for more information, pricing options, and to register.

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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CUDirect Free Webinar December 11th: Drive Growth with the NEW AutoSMART

**CU Direct Webcast Event:
First Look: Drive Growth with the NEW AutoSMART
Thursday, December 11, 2014
2:00 p.m. EDT**

The way people shop for vehicles – and auto loans - has changed. Members expect a seamless digital auto shopping experience. Make sure your credit union is prepared.

Join CUDirect for a tour of the NEW AutoSMART, and see how this powerful vehicle research and shopping platform can help your credit union serve its members, while driving loan growth. In this “First Look” Webcast, CUDirect will provide a high-level overview of:

- How consumers shop for vehicles today
- Insight into opportunities to connect with members early and often
- A demonstration of how the new AutoSMART provides your credit union the tools it needs to drive member engagement, promote your brand, build deeper dealer relationships and enhance loan growth.

Webcast Presenter: Marci Francisco, VP, Automotive Marketing & Business Development, CU Direct

Register today and discover how your credit union can tap into the

Register today and discover how your credit union can tap into the power of AutoSMART.

Who Should Attend:

- CEOS
- Heads of Lending
- Heads of Marketing
- Heads of Operations
- CU Lending Staff
- CU Marketing Staff

[Register Today!](#)



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Fall/Winter 2014 CU House Newsletter Available

WASHINGTON – The Credit Union House Fall/Winter 2014 newsletter, which highlights the many Hike the Hill events hosted here in recent months.

This issue also includes a call for nominations to its Hall of Leaders and an overview of its Fall events.

The newsletter is available for download [here](#).

More information on CU House is available at www.cuhouse.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

December 4 -- [Webinar: Traditional & Roth IRA Reporting Responsibilities: Requirements, Issues & Answers](#)

December 9 -- [VirtualCorps Webinar: Enhancing Leadership Skills For Boards Of Directors](#)

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December 10th -- [Creative You Information Session](#)

Industry Events

December 11 -- [North-Central Chapter Meeting: Allowance for Loan Losses](#)

2015

January 13 -- [Tentative: South-Central Chapter Meeting](#)

January 14 -- [Reality Fair at Jackson Liberty High School](#)

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](#)

June 1 -- North Jersey Federal Credit Union Foundation's Annual Golf Outing

June 4 -- [Reality Fair at Ewing High School](#)

September 28th -- Picatinny Federal Credit Union 17th Annual Golf Outing

October 4-6 -- NJCUL's 81st Annual Meeting & Convention

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