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December 9th, 2014

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### Catch McFadden on New Jersey Capitol Report

Catch NJCUL Chair and XCEL FCU President/CEO Linda McFadden appear on the Public Television show New Jersey Capitol Report with hosts Steve Adubato and Rafael Pi Roman this weekend and early next week.

Below is the broadcast schedule. Be sure to tune in!

**Sat. 12/13**  
NJTV 6:00 AM  
Thirteen 8:30 AM  
NJTV 12:30 PM  
NJTV 6:00 PM  
FiOS1 6:30 PM

**Sun. 12/14**  
WQXR 6:30 AM  
NJTV 8:00 AM  
WHYY 11:30 AM  
NJTV 12:00 PM  
FiOS1 6:30 PM

**Mon. 12/15**  
NJTV 6:30 AM  
WBGO 7:30 PM

**Wed. 12/17**  
WHYY 5:30 PM



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## **RBC, IRR, FOM Issues Raised in CUNA Meeting with NCUA's Vice Chair**

ALEXANDRIA, Va. – Risk-based capital (RBC), interest-rate risk (IRR) and a potential field-of-membership (FOM) proposal were the chief topics of discussion between CUNA senior staff and NCUA Vice Chair Rick Metsger during a meeting Monday.

Metsger expressed interest in working to draft a rule in 2015 to address inequities in field-of-membership rules for credit unions.

CUNA Chief Operating Officer Rich Meade and other CUNA senior staff met with Metsger and NCUA Senior Policy Advisor Mike Radway to continue to address concerns about the regulation of risk-based capital and interest-rate risk.

Also attending the meeting for CUNA were Chief Policy Officer Bill Hampel, General Counsel Eric Richard, and Deputy General Counsel Mary Dunn.

CUNA discussed with the NCUA a range of RBC issues that should be revised and more positively addressed in the new proposal expected to be issued Jan. 15 for a 90-day comment period.

While NCUA has already signaled its willingness to address risk weightings, the time for implementation of the final rule, and the authority to require additional minimum capital, among other issues, CUNA is also urging NCUA to reduce the 10.5% RBC requirement for well-capitalized credit unions and make other key changes.

CUNA is also seeking the use of supplementary capital for RBC purposes for any federally insured credit union.

The meeting also focused on interest-rate risk. CUNA does not think that a new IRR rule is needed in light of the fact that the current rule just took effect just over two years ago.

CUNA would like to work with the agency to avoid further regulation and to address any material safety and soundness concerns regarding IRR outside of a rulemaking process.

CUNA welcomed the dialogue with Vice Chair Metsger, Meade said, and added that CUNA looks forward to continuing its discussions with him and Radway as the agency concludes its work on the RBC proposal in the coming weeks.

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## **Registration Open for CUNA's 2015 GAC Room Block Available to NJCUL Member CUs**

WASHINGTON, D.C. – Registration is now [open](#) for CUNA's 2015 Governmental Affairs Conference (GAC), set for March 8-12 at the Washington Convention Center in Washington, D.C. Visit <http://events.cuna.org/gac15> for more information and to register.

CUNA's GAC is the credit union movement's largest conference, bringing more than 4,000 credit union executives and board members

## Upcoming Events:

**December 15, 2014**  
**Webinar: Managing the Force-Placed Flood & Hazard Insurance Processes**  
3:00 pm to 4:30 pm  
[More Information Click Here](#)

**December 16, 2014**  
**Webinar: Denied Loan Requirements: Consumer, Commercial & Residential**  
3:00 pm to 4:30 pm  
[More Information Click Here](#)

**January 7, 2014**  
**Marketing Roundtable: What's Working for Today's CU Marketers?**  
Location: NJCUL and via Video Conference  
10:00 am to 12:30 pm  
[More Information Click Here](#)

## Contact Us:

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## Connect with Us:

bringing more than 4,000 credit union executives and board members to advocate for credit unions in the nation's capital.

In addition to political advocacy, the GAC offers attendees networking opportunities, keynote speakers, industry-focused breakout sessions and the largest financial services exhibitor showcase.

Please note: The New Jersey Credit Union League has a limited room block at the Renaissance Hotel available for New Jersey credit unions attending CUNA's GAC. Click [here](#) to access the League GAC Housing page. Enter the access code (case sensitive) Cards2015 to find the League's block of rooms at the Renaissance Hotel to make your reservations.

## Hotel Reservation deadline is February 11, 2015.

[BOOK A ROOM](#)



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## CUNA's Nussle Recognized by *TIME*

MADISON, Wis. – In a "Where Are They Now" type of article, the most recent issue of *TIME* magazine revisits a list it compiled in 1994 of the bright and promising young leaders of the time: among them CUNA's Jim Nussle.

Nussle has been serving as the president/CEO of CUNA since September.

In 1994, the magazine's editors selected "50 For the Future:" 50 people under the age of 40, from the worlds of politics, science, activism, business, media and the arts, who seemed poised to take charge of America's next steps. They had, David Van Biema wrote, "the requisite ambition, vision and community spirit to help guide us in the new millennium."



Nussle, then 34, was a U.S. representative from Iowa. At the time, Nussle was serving as the chairman of the transition to a new majority for Speaker-elect Newt Gingrich (R-Ga.).



[The TIME article](#) looked at where their leadership picks are now. Here's how the publication described Nussle:

"Now the president of the Credit Union National Association, Nussle served in the House from 1991-2007, where he was chairman of the House Budget Committee. In 2007, President George W. Bush selected him to run the White House Office of Management and Budget."

Others on the list included:

- Bill Gates;
- Wynton Marsalis;
- John F. Kennedy Jr.;
- Condoleezza Rice;
- Lawrence Summers; and
- Oprah Winfrey.

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## Banks Launch Ad Blitz Amid Consumer Raves for CUs

WASHINGTON – The American Bankers Association has launched a national ad campaign talking about service—an area in which credit unions far exceed them according to national surveys—intended to bolster banks' appeal to consumers.

Most recently, the American Customer Satisfaction Index (ACSI) reported that credit unions scored an 85—the seventh consecutive year atop the list—while the average bank scored a 76.

Additionally, credit unions are meeting—and exceeding—the high expectations their members have. For the past two years, member expectations have increased and credit union satisfaction scores have increased as well.

Not only are credit unions being ranked highly for consumer satisfaction, they also are found to be more trustworthy and to instill confidence.

In September, the Chicago Booth/Kellogg School Financial Trust Index reported credit unions with a higher trust score than banks, with about 60% saying they find credit unions trustworthy, and only 30% say they trust big, national banks.

In 2013, a Gallup poll found that 74% of Americans had "some or very little confidence" in banks, while only 10% said they had a "great deal" of confidence.

The trade association for the nation's \$15 trillion banking industry will run the "American Hometown Bankers" campaign through Dec. 21.

The television ads debuted on Sunday morning talk shows on *ABC*, *CBS*, *CNN*, *Fox*, and *NBC*. During the week, the ads also will air on *Bloomberg*, *CNBC*, *Fox Business*, and *MSNBC*.

## What Are the Top Apps CU Marketers Are Using? Find out at the Marketing Roundtable January 7th

**Wednesday, January 07, 2015**  
**Marketing Roundtable:**  
**What's Working for Today's CU Marketers?**  
**10:00 a.m. to 12:30 p.m.**

Are you curious about the marketing apps that credit unions like yours are using? Are you wondering how much time and money you could be saving on your marketing...if you just knew about the right technology? After speaking with diverse credit unions throughout the U.S., Laura Enock, founder of CUContent.com, came up with the best 10 marketing apps credit unions are using—and most are low cost—or even FREE!



From digital marketing to creating forms and social media tools, NJCUL's first Marketing Roundtable of the New Year features credit unions and the apps they're using, plus the pros and cons for each of them. Includes a Q and A session!

The session will take place from 10:00 a.m. to 12:30 p.m. and will include lunch. Join us "live" at the league office or via conferencing at Atlantic FCU in Kenilworth or Members 1st of NJ FCU in Vineland. The cost to attend is \$25.

There is also a 50% discount for credit unions below \$10 million in assets. Contact Mary Zelinsky at [mzelinsky@njcul.org](mailto:mzelinsky@njcul.org) or 800-792-8861 ext. 100 for more information.

To register 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, click [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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## Mark Your Calendars! NJCUL's Golf Tournament Set "Fore" April 28th, 2015!

The New Jersey Credit Union League's 27th Annual Golf Tournament date has been set! Plan to join us on Tuesday, April 28, 2015 at the beautiful Forsgate Country Club. Save the date!



Don't miss this terrific opportunity to tour the links with other credit union professionals and vendors from around the state. In addition to being a fun way to spend the afternoon, the tournament gives you the chance to rub elbows with your peers in a less than formal setting.

Space is limited and fills up quickly. For details, contact Yvette Segarra at (800) 792-8861 extension 103.

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

January 7th -- [Marketing Roundtable: What's Working for Today's CU Marketers?](#)

### **Industry Events**

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

### **2015 Events**

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 -- [2015 CU Reality Check at the Golden Nugget 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](#)

July 20 -- Garden Savings FCU's 5th Annual Golf Outing at Fiddler's Elbow Country Club

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

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

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