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To: staff@njcul.org
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February 19th, 2015

Today's News:

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NEXT WEEK: Participate in America Saves Week!

America Saves Week, sponsored by the Consumer Federation of America, is next week, February 23-27. Sign up to participate and encourage your members to save!

The Consumer Federation of America have put together a [resources page](#) for financial institutions, a digital toolkit, and a [schedule of events](#).

NJCUL's @BankingYouCanTrust and CUNA's @aSmarterChoice will be participating in many of these Tweet Chats/Google Hangouts and credit unions are encouraged to do the same.

We also want to highlight the [Designation of Excellence for Credit Unions](#). This is an opportunity for credit unions to be recognized for going above and beyond in their efforts to encourage savings.

Events like this are opportunities to show the credit union difference in action, since credit unions perform these actions on a day-to-day basis. With a high participation rate, we can also raise awareness about the credit union industry as the best choice in financial services.

For more information, visit www.americasavesweek.org.

Participate in America Saves Week by

1. Encourage members and customers to **OPEN** or **ADD** to **WEALTH BUILDING ACCOUNTS**
2. Encourage members and customers to **SAVE AUTOMATICALLY**

Executive Leadership Series

Brought to you by the New Jersey Credit Union League 

First ELS Session of the New Year Set for March 3rd

New innovations in technology, shifting customer expectations, cyber security threats, and economic pressures have dramatically changed financial institutions.

Join us for the first Executive Leadership Series (ELS) [session](#) of the New Year on March 3rd at the League office where you'll hear from Joel Abramson on how to reduce costs while investing in innovation to better serve the modern member. Register [here](#).

Upcoming Events:

February 24, 2015
Free Your Marketing Co.
Information Session
Location: NJCUL and via
Video Conference
11:00 am to 1:00 pm

through **DIRECT DEPOSIT**

3. Encourage members and customers to **PLEDGE** to **SAVE**



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CU Leaders to Bring 'Robust Agenda' to GAC Hill Visits

WASHINGTON – Nearly 5,000 credit union leaders will bring a robust agenda to members of the U.S. Congress and other policymakers at CUNA's upcoming [Governmental Affairs Conference](#) (GAC), says CUNA Chief Advocacy Officer Ryan Donovan.

In CUNA's "The Weekly Legislative Update," Donovan highlights how GAC participants will come ready to talk about preserving the credit union tax status, stopping merchant data breaches and improving merchant data security standards, and enacting credit union regulatory relief in the wake of Dodd-Frank and other rulemakings.

"Credit unions weren't part of the problem [which caused the economic downturn], but they're certainly being impacted by the solution to the problem. We need to tell Congress to remove those barriers and let credit unions serve their members—that's the key message we're going to be delivering at the GAC," Donovan says in the update.

[Click here to watch CUNA's legislative update for this week.](#)



Donovan adds that the agenda CUNA is bringing to Congress is closely aligned with what lawmakers are attempting to do in the early days of the 114th Congress.

11:00 am to 1:00 pm
[More Information Click Here](#)

February 25, 2015
Webinar: Top 10
Compliance Mistakes in
Advertising
3:00 pm to 4:30 pm
[More Information Click Here](#)

March 3, 2015
Executive Leadership
Series: Six Essentials for
Keeping Your FI Relevant
Location: NJCUL
10:00 am to 2:00 pm
[More Information Click Here](#)

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"We've asked Congress to stop merchant data breaches, and we've seen hearings in the House Energy and Commerce Committee and the Senate Commerce Committee on those issues. And those are just the first of what we expect to be several hearings on data breaches and cybersecurity," Donovan said. "We've also seen Congress take some small steps toward removing barriers for credit unions to more fully serve their members."

Those steps include two hearings by the Senate Banking Committee, one of which CUNA testified at, the other sought regulatory relief solutions from federal agencies.

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Use the NJCUL 'Careers' Page to Post Job Openings and Find CU Candidates

HIGHTSTOWN, N.J. – Did you know that as a member of the New Jersey Credit Union League you can post your open job positions on our "[Careers](#)" page? Member credit unions can send job postings to [Mary Zelinsky](#) and they will be posted on the site for three months. Check out these [Career Posting Guidelines](#) for details on how to submit a posting.

This page is a great place for our credit unions to get the word out about job openings and opportunities and can be viewed by potential candidates.

Many credit unions have had success filling positions through their postings on the NJCUL site, including Garden Savings FCU. "Thank you for posting these job openings; we got both candidates directly from your web site," said Garden Savings FCU Chief Sales Officer Mike Powers, who recently posted two job openings. "It's a great resource for us."

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Reg. Reform for CUs, Small Banks a Priority: Rep. Neugebauer Tells PoliticoPro

WASHINGTON – Citing the unintended consequences after the U.S. Congress "threw this big blanket over the entire financial market," Rep. Randy Neugebauer (R-Texas) says regulatory reform is among his top priorities for the 114th Congress. Neugebauer, chair of the House subcommittee on financial institutions and consumer credit, made those remarks in a wide-ranging interview with PoliticoPro published Tuesday.

"One of our priorities is going to be looking at some regulatory reform for our Main Street lending institutions," he said, adding that credit unions and community banks are the institutions he has in mind.

Neugebauer said his committee is currently prioritizing a list of proposals to enact some form of regulatory relief, and said they first intend to focus on bills that passed committee with strong bipartisan support.

While Neugebauer didn't name any specific bills, CUNA-supported bills that passed the full House Financial Services committee last year include: The Portfolio Lending and Mortgage Act, Financial Regulatory Clarity Act, and Community Institution Mortgage Relief Act.

Neugebauer is one of several key legislators confirmed to speak at CUNA's [Governmental Affairs Conference](#), which will see nearly 5,000 credit unions leaders descend on the nation's capital to discuss issues with legislators and other members of the credit union community.

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Record \$1.3M Raised by CUs for CMNH in 2014 Through Miracle Match by CO-OP Program

Applications for Matching Grants in 2015 Available at www.co-opfs.org/miracle-match

RANCHO CUCAMONGA, Calif. – A total of 170 credit unions participating in the 2014 Miracle Match by CO-OP program raised a record \$3.1 million for Children's Miracle Network Hospitals, \$1 million of which was matching funds provided by CO-OP Financial Services.



"We established Miracle Match by CO-OP in 2008 as a way to encourage Credit Unions for Kids fundraisers," said Stan Hollen, President/CEO of CO-OP Financial Services. "We are approaching 20 years of involvement with Credit Unions for Kids, having supported it since it was founded in 1996, and it is very satisfying to see a new record set in our most recently completed year."

Credit unions interested in applying for matching grants in 2015 under the Miracle Match by CO-OP program may do so by visiting www.co-opfs.org/miracle-match.

Significant milestones of the 2014 matching program include:

- 190 fundraising events were matching by CO-OP;
- This total includes 34 Shop for Miracles events, held on International Credit Union Day, October 16, 2014, raising more than \$84,000;
- 170 credit unions participated in the program;
- For 69 of these credit unions, it was their first year of participation;
- 110 CMN Hospitals benefited in 41 states; and
- \$2,089,631 was raised by credit unions, with a \$1 million match from CO-OP, bringing the total to just under \$3.1 million.

"The Miracle Match by CO-OP program continues to play a vital role in

the success and growth of the Credit Unions for Kids program," said Joe Dearborn, Senior Director, Credit Unions for Kids. "Events and campaigns that got their start because of the matching program years ago are still around today, raising critical funds for our CMN Hospitals across the U.S. I guess you could call it the gift that keeps on giving"

In addition to the \$1 million Miracle Match by CO-OP program, CO-OP donated a total of \$138,000 to 11 credit union organizations as event sponsorships. Almost \$58,000 was given to CMN Hospitals from employee payroll contributions and various fundraisers, including Miracle Jeans Day (September 10) and the THINK 14 Conference held in May in New Orleans. A further \$20,000 came from candy bar sales in Michigan and District of Columbia shared branch locations.

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NJCUL Brings Brett Christensen's Lending School to Member CUs

March 31, 2015 and April 1, 2015
One-Day Training Offered on Two Dates

Consumer lending requires employees to evaluate, negotiate, and monitor loans and lines of credit. This session will equip your lenders with the skills they need to make sound consumer loan decisions.



Designed for loan officers, member service representatives and all lending professionals looking to refresh their lending expertise, NJCUL's Lending School with Brett Christensen will cover lending's critical essentials and best practices for lending success.

Attendees will learn:

- How to successfully lend to higher-risk members
- How to tailor your approach in the loan interview
- Proven sales techniques
- How to sell ancillary insurance products
- How to communicate loan denials
- A review of FICO scores
- Recent changes made to FICO scores
- Six approaches to take when underwriting
- Bankruptcy predictors
- Debt ratio analysis
- Loan-to-value analysis
- Secured & unsecured guidelines
- Real risk factors vs. not-so-real risk factors

Brett Christensen is the owner of CU Lending Advice, LLC, working directly with credit unions in the U.S and Canada teaching and consulting on various lending topics to professionals that work in the

credit union industry.

This one-day, in-depth session is being offered on two dates, [March 31, 2015](#) and [April 1, 2015](#), from 10 a.m. to 4 p.m. at the League's three locations via video conferencing: NJCUL, Atlantic FCU and Members 1st of NJ FCU. The cost to attend is \$199 per person.

To register for either session, please visit www.njcul.org/full-day-sessions.aspx or send an email to Mary Zelinsky at mzelinsky@njcul.org.

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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NCUA's Four Permanent Funds Earn Clean Audits

ALEXANDRIA, Va. – NCUA's four permanent funds have received clean audit opinions, according to [reports](#) released Wednesday by the agency's Office of the Inspector General.

Independent auditor KPMG LLP analyzed the agency's National Credit Union Share Insurance Fund, Operating Fund, Central Liquidity Facility, and Community Development Revolving Loan Fund for the year ending Dec. 31, 2014.

"Again this year, our independent auditors have given our permanent funds clean opinions, reflecting the prudent management NCUA exercises," NCUA Chair Debbie Matz said.

According to the NCUA, KPMG expects to issue an opinion on the 2014 financial statements for the Temporary Corporate Credit Union Stabilization Fund in March. The fund earned a clean audit opinion for 2013.

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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

February 24 -- [Free Information Session with Your Marketing Co.](#)

March 3 -- [Executive Leadership Series Session: Six Essentials for Keeping Your Financial Institution Relevant](#)

March 3 -- [VirtualCorps Webinar: The Business of Emotions: Leveraging Emotional Intelligence for Effectiveness](#)

March 4 -- [Free MemberClose User Group Forum](#)

March 17 -- [VirtualCorps Webinar: How Your CU Can Earn Fee Income: Longterm Care Coverage & Asset Preservation](#)

March 18 -- [Full-Day: Improving the Results of the Collection Department](#)

March 24 -- [VirtualCorps Webinar: Understanding Financial Statements and Ratios: Part 1](#)

March 31 -- [Brett Christensen's Lending School](#)

April 1 -- [Brett Christensen's Lending School](#)

Industry Events

February 23-28 -- [America Saves Week](#)

March 3 -- [Deadline for NCUA Low-Income Credit Union Grant Round Applications](#)

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](#)

May 15 -- [Reality Fair at Barringer High School Academy of the Arts and Humanities](#)

May 18 -- Greater Alliance FCU Golf Outing at Apple Ridge Country Club in Mahwah, NJ

May 20-21 -- [CU Direct's Automotive Lending & Marketing Conference](#)

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

June 5 -- [Reality Fair at Thomas Wallace School](#)

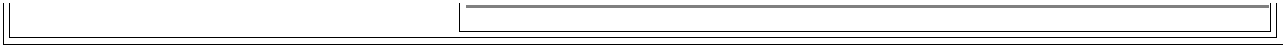
June 10 -- [Reality Fair at Ewing High School](#)

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

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

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

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