

Subject: The Daily Exchange -- February 23, 2015
Date: Monday, February 23, 2015 12:21 PM
From: New Jersey Credit Union League <news@njcul.org>
Reply-To: news@njcul.org
To: staff@njcul.org
Conversation: The Daily Exchange -- February 23, 2015

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Last Chance to Register for Tomorrow's Free Information Session with Your Marketing Co.

HIGHTSTOWN, N.J. – Register ASAP to join us tomorrow, Tuesday, February 24, 2015 from 11 a.m. to 1 p.m. to learn about the League's latest endorsed provider—Your Marketing Co.

Your Marketing Co. (YMC) utilizes the credit union's organizational goals and objectives to develop a comprehensive marketing plan for the credit union, as well as develop collateral and provide complete campaign support. Learn how YMC takes this on and meet the CEO & Founder Bo McDonald and Vice President of Marketing Molly Jackson.

Ask questions about YMC's approach, capabilities and offerings; and learn why the League chose YMC as it's latest endorsed provider.

Date: February 24, 2015

When: 11 a.m. to 1 p.m.

Where: NJCUL in Hightstown, NJ and via video conference at Members 1st FCU in Vineland, NJ and Atlantic FCU in Kenilworth, NJ

Cost: FREE -- *Lunch will be provided.*

Registration: Please email Mary Zelinsky at mzelinsky@njcul.org to register.

and track its compliance
Credit Unions, Mark Your
Calendars

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:

your marketing co.

Great Ideas for Your Credit Union!

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Creative You Project Scope Documents Are In!

HIGHTSTOWN, N.J. – You've seen their selfies and watched their introductory videos...now read up on the two Creative You teams' projects in their impressive Project Scope Documents!

[Click here to read up on Team First Force's FFroogle app.](#)

[Click here to read up on Team CU Innovate NJ's CU Concierge +.](#)

Keep an eye out for more check-in videos and photos from both teams in the coming weeks.

Also, plan to see them both in action as they present their ideas in front of a live audience at [CU Reality Check](#) on Monday, April 13th. Show your support for these innovative teams, find out what their ideas are all about, and ask whatever questions you'd like!



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NCUA's Review of 'Small Entity' Threshold Welcomed

ALEXANDRIA, Va. – CUNA welcomes NCUA's review of the definition of "small entity." The NCUA issued a proposal Thursday that would increase the "small entity" to include credit unions with assets of less than \$100 million; however, CUNA maintains a much higher threshold of \$500 million would be appropriate for purposes of reduced regulatory burden.

The current threshold defines a small credit union as one with assets of less than \$50 million. That standard was set by NCUA in 2013, at which time the agency said it would be revisited in two years.

The Regulatory Flexibility Act (RFA) generally requires federal

February 24, 2015
Free Your Marketing Co.
Information Session
Location: NJCUL and via
Video Conference
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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agencies to determine and consider the impact of proposed and final rules on institutions defined as "small entities." NCUA Chair Debbie Matz said the proposal will provide regulatory relief for more credit unions in future rulemakings.

"Wherever possible, the NCUA should attempt to relieve the regulatory burden on all credit unions without affecting safety and soundness," Matz said. "That's why we've scaled our rules to target larger credit unions."

According to NCUA, this change would allow an additional 745 federally insured credit unions to be defined as small entities, bringing the total number of federally insured credit unions covered by the RFA to 4,869.

All three NCUA board members voted their approval of the proposal, but board member J. Mark McWatters said he was in favor of a small entity definition of no lower than \$250 million in assets, and said he would support a threshold of \$550 million in assets.

"By comparison, the Federal Deposit Insurance Corp., Office of the Comptroller of the Currency and Federal Reserve Board each use the Small Business Administration's asset threshold of \$550 million for determining 'small entity' status under the RFA," McWatters said. "Credit unions with assets of less than \$250 million—and, preferably, \$550 million—also merit the regulatory relief noted above that follows a 'small entity' designation under the RFA."

Vice Chair Rick Metsger said while he supports the staff recommendation, adjusting the threshold to more than \$100 million could make it harder for smaller credit unions to receive assistance from NCUA's Office of Small Credit Union Initiatives (OSCUI).

"It is very important as we consider rules going forward, and how they impact small credit unions, we don't want to dilute the impact of those rules," he said. "If there is an impact, we don't want it clouded by higher-performing credit unions."

CUNA supports providing regulatory flexibility under the RFA to as many credit unions as possible while targeting the assistance offered by OSCUI to a more limited number of smaller credit unions.

CUNA's advocacy staff is reviewing the proposal, and plans to issue a regulatory comment call shortly.

Click [here](#) for CUNA's summary of NCUA's February 19th Board meeting.

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Southern Chapter Reschedules Meeting for March 25

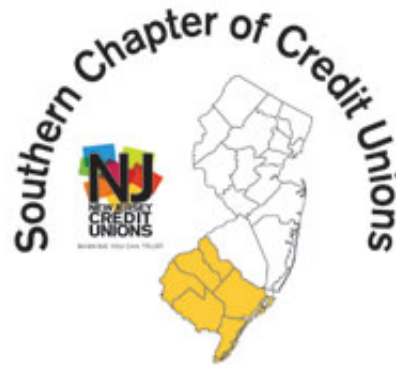
SOMERS POINT, N.J. – The Southern Chapter has rescheduled its meeting originally scheduled for last Wednesday that was postponed due to the snow.

Please join the chapter on Wednesday, March 25th at the Crab Trap in Somers Point, N.J. for a Compliance Update to be given by NJCUL

Director of Compliance Nicola Foggie.

The chapter will also be holding elections for chapter officials; if interested, please notify the Chapter President at the meeting.

The cost to attend is determined by the menu choice: Filet mignon: \$36; Lobster tail: \$35; Chicken: \$23. There is also a vegetarian dish available. Please specify your dinner choice on the [Registration Form](#).



Cocktails begin at 6 p.m. with dinner being served at 6:30 p.m.

There are scholarships to assist in covering the cost of attendance through Mid-Atlantic Corporate and Alloya Corporate. Please contact Janet Duffield at 856-696-2525, ext. 5385 for details.

The deadline to register is Thursday, March 19, 2015.

[Click here for the full registration form.](#)

Chapter meetings are not limited to credit unions in that chapter only. All meetings are open to any NJCUL member credit union, regardless of their chapter affiliation. Please feel free to attend any chapter meeting to mix and mingle!

More Chapter information as well as the dates of all upcoming Chapter meetings is available on the League Web site at www.njcul.org/chapters.aspx.

Please note: Only New Jersey Credit Union League preferred vendors are able to attend New Jersey Credit Union League Chapter events and meetings.

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NCUA Launches Small Business Lending Resource Center

ALEXANDRIA, Va. – Credit unions have a new online destination for information about member business lending thanks to a webpage released today by the NCUA.

Available [here](#), the Small Business Lending Resource page provides detailed information about NCUA's member business lending rules and regulations, supervisory guidance, links to the Small Business Administration's loan programs and related articles from [The NCUA Report](#), NCUA's flagship publication.

"Credit unions do an excellent job of meeting the credit needs of their communities, including many small businesses," NCUA Board

Chairman Debbie Matz said. "This new online portal provides valuable information on how credit unions can prudently lend to their small business members and tap into SBA's lending programs. I encourage all credit unions to explore this resource and to participate in our upcoming joint Webinar with the SBA."

On Feb. 6, NCUA and the SBA signed a [Memorandum of Understanding](#) outlining a series of educational initiatives during the next three years that include Webinars, examiner training on SBA programs, data resources and media outreach.

This new partnership kicks off with a [joint Webinar](#), "Balancing Member Business Loan Portfolios with SBA Guarantees," on March 4, 2015, at 2 p.m. Eastern (see related story below).

Interested credit unions can register online [here](#).

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NCUA, SBA Hosting Joint Webinar on Small Business Lending

Learn About the Different SBA Loan Products Available for Credit Unions March 4

ALEXANDRIA, Va. – The NCUA and the Small Business Administration (SBA) will host a joint Webinar, "Balancing Member Business Loan Portfolios with SBA Guarantees," on March 4, 2015, at 2 p.m. Eastern.

This Webinar is the first initiative of the new NCUA-SBA partnership. The two agencies signed a [Memorandum of Understanding on Feb. 6](#), outlining a series of educational initiatives during the next three years that include Webinars, examiner training on SBA programs, data resources and media outreach.

"Credit unions can play an important role in stimulating economic growth in their communities through loans to their member small businesses," NCUA Board Chairman Debbie Matz said. "With a significant portion of principal guaranteed by the government, SBA loans rank among credit unions' safest loans. I encourage all credit unions to participate in this Webinar."

"Since 2011, the outstanding balance of SBA loans by credit unions has seen nearly a 50 percent increase—from \$810 million to \$1.2 billion," SBA Administrator Maria Contreras-Sweet said. "This signals a growing demand for SBA loan programs. Millions of Americans have used their credit union to finance their car, home or children's education. We want to empower credit unions to finance small business start-ups, too."

During the 90-minute Webinar, Dominic Carullo, an Economic Development Specialist with NCUA's Office of Small Credit Union Initiatives, will moderate a panel featuring:

- Ann Marie Mehlum, Associate Administrator, Office of Capital Markets, SBA
- William Myers, Director, Office of Small Credit Union

- William Myers, Director, Office of Small Credit Union Initiatives, NCUA
- Vincent Vieten, Member Business Lending Program Officer, Office of Examination and Insurance, NCUA

The panel will discuss what programs SBA offers to small business, how these loan programs can enhance a credit union's member business lending program, and the requirements for setting up and managing an SBA-loan program. NCUA Chairman Matz and SBA Administrator Contreras-Sweet will provide opening remarks.

Online registration is available [here](#). Participants will also use this link to log into the Webinar. Registrants should allow pop-ups from this website.

Participants may submit questions in advance at WebinarQuestions@ncua.gov. The subject line of the email should read, "SBA Guarantees Webinar." Participants with technical questions about accessing the Webinar may email audience.support@on24.com.

This Webinar will be closed captioned and then archived online [here](#) approximately three weeks following the live event.

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Get the EDGE: Improve the Results of Your Collections Department

Steve Peterson will Introduce Methods to Help You Control Delinquency and Reduce Charge-Offs Significantly

Join us for a full-day collections session titled "Improving the Results of the Collection Department" where attendees will learn methods that



will increase proceeds from deficiency balances, overdraft checking accounts, auto loans, mortgage loans, and unsecured loans of all types.

Are you monitoring your collection department solely on percentages? Steve Peterson has developed one of the most innovative

techniques for monitoring collectors. His methods will help you control delinquency and reduce charge-offs significantly. This session will also help attendees evaluate whether their collection department is set up to succeed. This seminar is excellent for all experience levels of collections and lending officers.

The session will take place Wednesday, March 18th from 10:00 a.m. to 3:00 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 based on assets as follows: \$209 per person for credit unions over \$150 million in assets. \$149

\$200 per person for credit unions over \$100 million in assets, \$170 per person for credit unions \$50-\$150 million in assets, and \$69 per person for credit unions below \$50 million in assets.

There is also a 50% discount for credit unions below \$10 million in assets. Contact Mary Zelinsky at 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 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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Fair Lending Exams Highlighted in NCUA Webinar

ALEXANDRIA, Va. – A Webinar hosted by NCUA Friday gave credit unions a look at how the agency conducts fair lending examinations.

It is illegal for lenders to discriminate based on race, color, national origin, religion, gender, handicap or familial status, and the Webinar provided a look at how the NCUA enforces related rules and regulations.

NCUA supervises and examines federal credit unions with assets of \$10 billion or less for compliance with fair lending laws. The Consumer Financial Protection Bureau (CFPB) supervises and examines those with \$10 billion or more in assets for fair lending compliance.

Matt Biliouris, deputy director of NCUA's Office of Consumer Protection, said the agency plans to conduct 25 fair lending exams and 50 offsite supervision contacts in 2015.

"Our fair lending exams are an extensive review of a credit union's compliance with fair lending laws. We follow the interagency fair lending examination procedures, which may include extensive transaction testing," he said. "Under our offsite supervision contacts, we review a credit union's compliance management system elements, without any transactional testing."

According to the agency, it selects federal credit unions for a fair lending exam or off-site supervision contact if they demonstrate: Home Mortgage Disclosure Act data outliers, member complaints, prior regulatory violations, general compliance risks, whistleblower complaints or receive recommendations from field examiners.

Prohibited practices include:

- Requiring a spouse to co-sign on a loan when the borrower qualifies for the loan on their own creditworthiness;
- Requiring a co-signer to be a spouse for a loan where an additional party is necessary to support the credit requested;
- Evaluating credit score used for joint applicants differently based on whether or not the applicants are married; and
- Favoring persons who are not "elderly," meaning 62 or older, under the Equal Credit Opportunity Act.

Having an effective compliance management system consisting of board and management oversight; policies and procedures; staff training; monitoring, testing and corrective action; compliance audits; and member complaint response procedures are the best way to ensure fair lending compliance according to NCUA.

The Webinar will be posted to the NCUA Web site in the next two weeks.

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Learn How ComplySight Can Help Your CU Manage Manage and Track its Compliance

The League InfoSight Web compliance tool, ComplySight, is now available to New Jersey credit unions through the NJ CU League.

What is ComplySight and how can it help your credit union streamline the lengthy compliance process?

Click [here](#) to view an introductory video.

CU Solutions has also scheduled various Webinars to introduce credit unions to this tool. Click on a date and time below to participate.

Introduction to ComplySight

[Introduction to ComplySight](#)
February 24 3:30 – 4:00 pm (EST)

[Introduction to ComplySight](#)
March 4 3:30 – 4:00 pm (EST)

[Introduction to ComplySight](#)
March 10 3:30 – 4:00 pm (EST)

[Introduction to ComplySight](#)
March 17 3:30 – 4:00 pm (EST)

[Introduction to ComplySight](#)
March 24 3:30 – 4:00 pm (EST)

[Introduction to ComplySight](#)
March 31 3:30 – 4:00 pm (EST)

ComplySight Training 1.01

[ComplySight Training 1.01](#)

March 12 3:30 – 4:30 pm (EST)

[ComplySight Training 1.01](#)

March 26 3:30 – 4:30 pm (EST)

ComplySight Training & Tips

[ComplySight Training & Tips](#)

February 25 3:30 – 4:30 pm (EST)

[ComplySight Training & Tips](#)

March 19 3:30 – 4:30 pm (EST)

For more information, visit www.nicul.org/complights.aspx or contact League Director of Compliance Nicola Foggie at nfoggie@nicul.org or 800-792-8861 ext. 112.

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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 4 -- [NCUA/SBA 'Balancing Member Business Loan Portfolios with SBA Guarantees' Webinar](#)

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](#)

March 25 -- [Southern Chapter Meeting: Compliance Update & Elections to Be Held](#)

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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