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To: staff@njcul.org
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February 26th, 2015

Today's News:

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What Sets CU Reality Check Apart from Other Conferences?

New Commercial Features Testimony from Attendees

ATLANTIC CITY, N.J. – [Credit Union Reality Check](#) is not like any other conference.



Credit unions from across the country come together to hear top notch speakers and network among their peers.

Hear what past attendees have to say about the conference in the [new commercial](#), available on YouTube.

The video features testimonials from New Jersey credit union leaders as well as those from outside of the Garden State, including Boston

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Regulators Issue Guidance
Encouraging Youth Savings
Programs, Address
Frequently Asked Questions
› CUNA *CompBlog* Wrap-
Up: HUD Guidance, FBAR
Filing, Saves Week,
Upcoming CFPB Hearing
› Credit Unions, Mark Your
Calendars



Register Today for NJCUL's 27th Annual Tournament on April 28!

Reserve your spot on the greens at our upcoming Golf Tournament! Join us on both of Forsgate Country Club's beautiful courses for a day of golf, lunch, and an awards banquet.

Click [here](#) for more information and the registration form.

as well those from outside of the Garden State, including Peter Pagano from Yonkers Postal Employees Credit Union (Yonkers, NY) and Ed Berg from First Northern Credit Union (Chicago, Ill.).

Check out the commercial and see why this is a conference you can't afford to miss!

[Register today!](#)



April 13-15, 2015

Register Today!

www.CURealityCheck.com

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CUNA Continues to Press for Patent Law Reforms

WASHINGTON – CUNA continues to press for patent law reforms that would ban abusive patent demand letters and lawsuits that can harm the financial services industry, as well as the consumers it serves.

In a [statement](#) with other trades, submitted for the record of today's House Energy and Commerce Committee [hearing](#) on Patent Demand Letter Practices and Solutions, CUNA laid out principles that should be applied to any forthcoming patent reform legislation.

"We fully support (the committee's) goal of developing legislation to tackle the scourge of bad faith patent demand letters. Financial institutions of every size have been targeted by Patent Assertion Entities (PAEs), often referred to as patent trolls, who in most cases assert patents of dubious quality through vaguely worded demand letters or intentionally vague complaints."

The letter adds that hundreds of credit unions and banks have been targeted by such entities, "using tactics resembling fraud or extortion."

Chief among any legislative solution should be provisions clarifying the Federal Trade Commission's authority to fight against deceptive practices, while not affecting legitimate patent holders' rights to assert their patent rights.

"In addition, we note that states have proven to be effective

Upcoming Events:

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](#)

March 3 2015
VirtualCorps Webinar: The Business of Emotions: Leveraging Emotional Intelligence for Effectiveness
3:00 pm to 4:00 pm
[More Information Click Here](#)

March 4, 2015
Free MemberClose User Group Forum
Location: NJCUL
10:00 am to 2:00 pm
[More Information Click Here](#)

Contact Us:

Address
299 Ward Street
Hightstown, NJ 08520
Driving directions

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laboratories for developing and furthering robust policy relating to patent trolls. While most states could see a reduction in unsubstantiated bad faith demand letters if this legislation were to be enacted, the bill should also allow states that have proactively enacted laws to discourage bad faith demand letters to continue to enforce them," the letter reads. "If state law is preempted, it is imperative that strong and enforceable national standards for demand letter transparency be put in place."

The principles that should be included in any patent reform legislation fall into three categories:

- Efficiency of the litigation process: Improvements are needed to make the cost and burdens of patent litigation equitable and more efficient;
- Enhanced transparency: Abuse of the patent system through the use of vaguely worded demand letters must be ended by requiring such letters to provide more details about the patent and who claims to assert it; and
- Patent quality: Improvements are needed in the post-grant review of patents such as making the Covered Business Method (CBM) program, which allows for an administrative trial conducted by the Patent Trial and Appeal Board to determine the validity of a patent, permanent and more useable for smaller entities. The CBM program is set to expire in 2020.

The hearing is scheduled to being at 10:15 a.m. (ET) and will be streamed [online](#).

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Foundation's Hyland Testifies at Financial Literacy & Education Commission Meeting

Executive Director Presents on CU Youth Savings Programs

WASHINGTON – The National Credit Union Foundation (the Foundation) was invited by the Financial Literacy and Education Commission (FLEC) to testify at its public February 25, 2015 meeting at the U.S. Department of the Treasury in Washington, D.C. [The meeting](#) was also [broadcast live over the Web](#).





Gigi Hyland, Executive Director of the National Credit Union Foundation, speaks about credit unions youth financial education efforts at the February 25, 2015 Financial Literacy and Education Commission (FLEC) meeting.

The focus of the meeting was on youth savings programs, in particular the connection with school based programs. Foundation Executive Director Gigi Hyland presented on a panel to talk about credit unions' efforts around youth savings, [Reality Fairs](#), and in-school branches. Hyland was joined on the panel by Bill Lawton, President/CEO of Community Financial FCU in Mich., who discussed youth savings efforts in Michigan as well as his own credit union's commitment to in-school branches and youth education.



Bill Lawton, President/CEO of Community Financial FCU, discussing his credit union's youth financial literacy efforts at the February 25, 2015 Financial Literacy and Education Commission (FLEC) meeting.

The [FLEC](#) is tasked to develop a national financial education web site ([MyMoney.gov](#)) and a national strategy on financial education. It is chaired by the Secretary of the Treasury; the vice chair is the head of Consumer Financial Protection Bureau (CFPB) and the heads of 19 other federal agency make up the rest of the Commission.

Also discussed at the public meeting was new [interagency guidance from financial regulators encouraging youth savings programs](#) to expand the financial capability of young people. The guidance also provides answers to frequently asked questions related to the establishment of these programs.

Download Hyland's documents provided to FLEC at the meeting:

- [Presentation \(.ppt\)](#)

- [Additional Information & Resources \(.docx\)](#)

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Volunteer for Realty Fairs!

We're gearing up for some great Realty Fairs this spring! Please find below information on four upcoming Fairs scheduled for this May and June. Please mark your calendars! If you'd like to sign up to volunteer for any of these Fairs, please email the credit union contact for that particular fair or contact [Marissa Anema](#).

Some details are still being worked out regarding other fairs this school year as well. The League will keep you posted on those as well as those listed below.

Hope you can join us!

Friday, May 15th, 2015

**Barringer High School
Academy of the Arts and Humanities**
90 Parker St.
Newark, NJ 07104

Time: TBD (full day)

Number of Students: TBD

Credit Union Contact:
Carla White-Garrett
Atlantic FCU
carlag@atfedcu.com
908-245-1750 ext. 7512



Thursday, May 21st, 2015

Shawnee High School
600 Tabernacle Rd
Medford NJ 08055

Time: TBD

Number of Students: 85

Credit Union Contact:
Clement Sarion
ABCO FCU
clement.sarion@abcofcu.org
1-888-439-0770

Friday, June 5th, 2015

Thomas Wallace School
688 North Mill Road
Vineland, NJ 08360

Time: TBD (full day)

Number of Students: 165

Credit Union Contact:

Eileen Crean
Members 1st of NJ FCU
ecrean@membersonenj.org
(856) 696-0767 ext.100

Wednesday, June 10th, 2015

Ewing High School

900 Parkway Ave
Trenton, NJ 08618

Time: TBD (full day)

Number of Students: 200

Credit Union Contact:

Allison Kell
Marketing Manager
Credit Union of New Jersey
akell@cunj.org
609-538-4061 ext. 2110

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Former FDIC Chair Suggests Congress Give Regulators Authority to Exempt Small Banks from New and Existing Rules

WASHINGTON – In an interview with *American Banker* (Feb. 24), former FDIC Chair Sheila Bair discussed a legislative solution she says could make a deep cut into the regulatory burden on community banks.

She suggested that the U.S. Congress give regulators authority to exempt banks with less than \$10 billion of assets from both existing and new regulations. Bair said that taking a broad approach to rule relief, rather than an approach that targets exemptions from individual rules, could lighten compliance cost burdens, present and future. Bair said such a law would also embolden regulators who, she said, may feel like they have to apply regulations geared for larger institutions to smaller ones in order to appear strong.

If Congress was explicit in directing regulators to consider small bank exemptions from rules, those regulators might also move toward crafting streamline rules for small banks.

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Don't Miss Next Week's ELS Session on Essentials for Keeping Your CU Relevant and Secure

Time is Running Out to Register for the Must-Attend Session

New innovations in technology, shifting customer expectations, cyber security threats, and economic pressures have dramatically changed financial institutions. Organizations are now challenged with balancing cost reduction against new investments in innovation to better capture, service, support, and protect the modern customer. Do you have a plan in place to stay ahead of these challenges?



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.

Abramson is the Director of Business Development and Strategy for Complete Data Products (CDP), a leader in financial technology. He will review that your peers are doing today to rethink the branch network and the role of the teller, the customer experience in a 24/7/365 digital world of mobile devices, a sound strategy to mitigate the risk of a cyber-attack on your organization, as well as millennials, disaster recovery, marketing and cross-selling.



Brought to you by the New Jersey Credit Union League 

Join the discussion on March 3rd and network with your peers at this must-attend session being held at the League office from 10 a.m. to 2 p.m.

The cost to attend is tiered based on assets and is as follows: \$209 per person for credit unions over \$150 million, \$149 per person for credit unions \$50 - \$150 million, and \$69 per person for credit unions under \$50 million. A 25% discount is available for credit unions that send three or more people.

Click [here](#) for more information and for the [full brochure](#).

You may register online through the NJCUL site at www.njcul.org/els-registration.aspx. Or simply send an email to Mary Zelinsky at mzelinsky@njcul.org (be sure to note name(s) of attendee(s) and credit union).

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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Independent Reports Affirm CDFIs are Stable, Meet their Mission

WASHINGTON – Two independent reports released by the U.S. Treasury's Community Development Financial Institutions (CDFIs) Fund Wednesday show that CDFIs are as stable as mainstream lenders and meet their mission of serving the underserved.

According to the CDFI Fund, the reports are the first comparative analysis of the effectiveness of CDFIs compared with mainstream lenders.

CDFIs are specialized financial institutions working in markets that are underserved by traditional financial institutions. The CDFI Fund provides monetary awards and tax credit unions to CDFIs in order to promote access to capital and economic growth.

As of Jan. 31, credit unions make up 243 of 936 certified CDFIs.

The first [report](#), from the Carsey School of Public Policy at the University of New Hampshire, is an analysis of the impact of financial assistance awards from the CDFI program on CDFI loan fund recipients.

Highlights include:

- CDFI loan funds deliver between roughly two-thirds to more than 90% of all loan volume to borrowers living in a CDFI Fund-designated investment area;
- From 2005 through 2012, Community Reinvestment Act reported lending decreased while CDFI loan fund reported lending more than tripled; and
- CDFI loan funds provide borrowers who may not qualify for loans from mainstream sources with loan terms and interest rates that are still comparable to mainstream products.

The second [report](#) was conducted by individuals from Darden School of Business at the University of Virginia and the Stanford Graduate School of Business. It is an analysis of CDFI credit unions and banks, assessing stability and operational efficiency relative to mainstream financial institutions.

Highlights include:

- CDFI institutions were found to be as stable as mainstream financial institutions, even after adjusting for the CDFIs' degree of involvement in the mortgage market during the financial

crisis; and

- Despite serving predominately low-income markets, CDFI credit unions and banks had virtually the same level of performance as mainstream financial institutions.

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CFPB May Temporarily Suspend Credit Card Agreement Submissions

WASHINGTON – Credit card issuers could see a reduced burden for one year under a Consumer Financial Protection Bureau (CFPB) proposal issued this week.

The [proposal](#) would temporarily suspend a requirement that each quarter certain credit card issuers send their agreements to the CFPB.

Credit card issuers' submissions that would otherwise be due to the bureau by April 30, July 31 and Oct. 31 of 2015, and Jan. 31, 2016, would be suspended. Issuers would resume submitting credit card agreements on a quarterly basis starting April 30, 2016.

The CFPB intends to develop an automated electronic submission system, meant to be easier than the current manual submission system.

The 2009 Credit Cards Accountability, Responsibility and Disclosure Act required credit card issuers to post consumer agreements on their Web sites, as well as submit them to the CFPB. The bureau maintains a public database on its Web site.

The CFPB is accepting comments on whether the one-year period should start as soon as a final rule is published in the *Federal Register*, or whether a later effective date is more appropriate. Comments are not being accepted on a potential new submission system.

Comments must be submitted by March 13.

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NCUA, Financial Regulators Issue Guidance Encouraging Youth Savings Programs, Address Frequently Asked Questions

Five federal financial regulatory agencies today issued guidance to encourage federally insured depository institutions to offer youth savings programs to expand the financial capability of young people. The guidance also provides answers to frequently asked questions related to the establishment of these programs.

Many financial institutions already collaborate with schools to establish programs that allow students in elementary, middle and high

school to open and manage savings accounts and to learn good savings habits early. Research indicates that school-based youth savings programs—when combined with financial education—can be effective in helping students to improve their long-term financial and education prospects.

The guidance does not create any new regulatory policy or establish new industry expectations.

This effort is consistent with the "[Starting Early for Financial Success](#)" focus of the Financial Literacy and Education Commission (FLEC). Congress created FLEC in 2003 to improve financial capability and education in the United States. The financial institution regulatory agencies are members of FLEC.

The interagency guidance is being issued by the Federal Reserve Board, FDIC, U.S. Department of the Treasury's Financial Crimes Enforcement Network (FinCEN), NCUA, and Office of the Comptroller of the Currency.

Click here for the [Guidance to Encourage Financial Institutions' Youth Savings Programs and Address Related Frequently Asked Questions \(PDF\)](#).

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CUNA CompBlog Wrap-Up: HUD Guidance, FBAR Filing, Saves Week, Upcoming CFPB Hearing

HUD Guidance on Lending to LGBT Americans

HUD has issued guidance to better serve lesbian, gay, bisexual and transgender (LGBT) Americans seeking to obtain a home loan. The guidance will help clarify the Equal Access to Housing in HUD Programs Regardless of Sexual Orientation or Gender Identity Rule ([Equal Access Rule](#)). HUD's guidance on [program eligibility for HUD assisted and insured housing programs](#) includes an equal access provision making clear that housing that is financed or insured by HUD must be made available without regard to actual or perceived sexual orientation, gender identity, or marital status. In addition, the guidance also makes clear that sexual orientation and gender identity should not and cannot be part of any lending decision when it comes to getting an FHA-insured mortgage.

New Web Page for FBAR filers

FinCEN has announced the launch of a new informational [web page](#) for those filing a Report of Foreign Bank Account (FBAR). Individuals and institutions can determine if they are required to file a FBAR and also find numerous resources for assistance if a filing is necessary. The FBAR filing deadline is June 30, 2015.

America and Military Saves Week

NCUA will host a Twitter chat on savings strategies on Thursday, Feb. 26, at 11 a.m. Eastern. You can follow [@MyCUgov](#) and contribute to the conversation using the #NCUChat hashtag on Twitter.

Participants can submit questions in advance to [socialmedia@ncua.gov](#). Kenneth Worthey, Financial Literacy and Outreach Analyst with NCUA's Office of Consumer Protection, will join staff of America and Military Saves to share the latest on national

Start of America and Military Saves to share the latest on national savings rates, provide tips on developing healthy savings habits and identify resources to help maximize those savings. [Read NCUA's announcement.](#)

The CFPB has posted to its blog for America Saves Week, "[You've got goals for your life—and some of them take money to achieve.](#)" a new article encouraging consumers to plan for their future and include financial goals in their planning.

CFPB Announces Field Hearing on Arbitration

A field hearing on arbitration has been [scheduled](#) by the CFPB for Newark, New Jersey, on March 10 at 11 a.m. ET. The location of the hearing is to be announced. The event is open to the public but requires an emailed reservation.

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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

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

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

November 6-8 -- [DCUL's 2015 Volunteer Leadership Conference](#)

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