

Subject: The Daily Exchange -- May 20, 2015
Date: Wednesday, May 20, 2015 10:18 AM
From: New Jersey Credit Union League <news@njcul.org>
Reply-To: news@njcul.org
To: staff@njcul.org
Conversation: The Daily Exchange -- May 20, 2015

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Fundraising Partnership Announced Between NJCUL and Currency Marketing

CHILLIWACK, BC – Currency Marketing, a credit union marketing agency, has partnered with the New Jersey Credit Union League to offer its unique young adult financial literacy program “It’s a Money Thing” to New Jersey Credit Union League members.



“Putting financial literacy content in front of young adults has become one of Currency’s core services,” said Tim McAlpine, president of Currency Marketing. “By subscribing to the program, the League’s credit union members will not only be offering top-notch financial education to their young members, they’ll each be endowing the New Jersey Credit Union Foundation \$600 per year.”

Ten percent of each subscription will go the New Jersey Credit Union Foundation, which provides financial literacy, technical assistance to small credit unions, professional development opportunities and support for philanthropic activities in connection with New Jersey and the New Jersey credit union movement.

“Not only does the It’s a Money Thing program provide comprehensive ongoing financial literacy content, it’s providing fundraising for our foundation as a whole,” explained Greg Michlig, NJCUL President/CEO and Secretary/Treasurer of the New Jersey Credit Union Foundation, “and providing financial education to young adults in New Jersey is a key outcome for our foundation.”

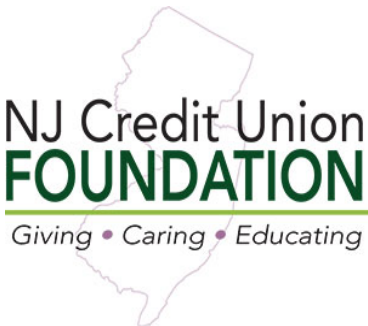


Join the NJ CU Foundation for its 5th Annual Casino Night May 29th!

[Registration materials](#) for the NJ CU Foundation's Casino Night are now available!

The event will be held on Friday, May 29th at 6 p.m. at the Renaissance Woodbridge Hotel in Iselin, N.J.

Join us and support a great cause!



Currency's unique It's a Money Thing Reseller Program lets leagues offer high-quality, smart and entertaining financial literacy content to member credit unions, while generating a regular stream of income for the organization or its foundation. Currency has also partnered with the Credit Unions Care Foundation of Virginia and the Virginia Credit Union League.

You're invited to join us for a free webinar on June 4th to learn how your credit union can get involved and benefit from this new program. Click the links below to register for the time of day that best suites your schedule.

[Click here to register for the 10 a.m. Webinar.](#)

[Click here to register for the 3 p.m. Webinar.](#)



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Data Breach Call-to-Action Leads to 33K Messages to Congress

WASHINGTON – More than 33,000 messages from credit unions have been sent to the U.S. Congress in support of data breach legislation following CUNA's action alerts on U.S. Senate and House bills.



CUNA issued action alerts in April and May to garner support for the two bills that would provide a strong national data security standard.

Through CUNA's Member Activation Program (MAP), emails to CUNA's advocate list and efforts from leagues, more than 500,000 credit union members and staff have been contacted and urged to write their legislators.

The Data Security Act of 2015 (S. 961/H.R. 2205) has been introduced in both houses. CUNA President/CEO Jim Nussle called the bills the best attempt so far at legislation to stop merchant data breaches.

The Data Security Act of 2015 would provide a floor for data security standards nationwide for entities that handle consumer data. It would also exclude financial institutions for those standards, because they are already subject to the rigorous standards under the Gramm-Leach-Bliley Act.

CUNA has a number of resources available for the credit union

Upcoming Events:

June 3, 2015

Webinar: Collection Call Techniques: Compliant telephone Scripts & Responses

3:00 pm to 4:30 pm

[More Information Click Here](#)

June 4, 2015

Free Information Webinar on "It's a Money Thing"

AM: 10:00 am to 11:00 pm

[More Information Click Here](#)

June 5, 2015

Reality Fair at The Wallace School

Location: Vineland, NJ

7:00 am to 3:00 pm

[More Information Click Here](#)

Contact Us:

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community to take action, including:

- StoptheDataBreaches.com, which contains helpful information about the scope of breaches and ways to take action;
- [Member Activation Program](#), which is designed to engage credit union members to use their voices to make a stronger impact from an advocacy perspective;
- A Stop the Data Breaches [toolkit](#), which contains information about the issue, survey results on the effects of the Target and Home Depot breaches, data on fraudulent card use and more; and
- CUNA's [template](#) to send letters to legislators urging them to pass the Data Security Act of 2015.

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The nationwide [Stop the Data Breaches](#) grassroots campaign continues. CUNA and the NJCUL are encouraging all credit union professionals, volunteers and members to [email](#) their lawmakers in Congress.

CUs Recognized for Top Personal Service in FIS Banking Survey

JACKSONVILLE, Fla. – In a global survey on the state of consumer feelings over their financial institutions, credit unions stood out for the superior personal service they offer their members.

Financial services and payment technology provider FIS released its first annual Consumer Banking PACE index this week, and found that only 23% of consumers worldwide are happy with their bank.

However, driven by quality service and the highest-rated in-person experience, credit unions scored the highest on the FIS index overall, posting a score of 91, compared with the 73 recorded by the top 50 global banks.

The credit union movement's dedication to its member service could pay dividends down the road, according to FIS.

"New providers and non-traditional financial institutions continue to make inroads, particularly amongst younger generations, who studies show will soon make up the majority of bank revenues," said Anthony Jabbour, FIS Integrated Financial Solutions corporate executive vice

president. "With these challengers poised to grab consumers, financial institutions have the opportunity to lead with their strengths and re-define advisory services."

Consumers value the relationship they have with their financial institution, Jabbour added, and financial institutions have a significant opportunity to be viewed as more than a vehicle for transactional convenience, but also as a "true focal point of consumers' financial lives."

The report also found that credit unions are more transparent, reliable and fair than banks when it comes to the fees they charge their members.

Banks, on the other hand, foster significant customer trust issues.

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Don't Miss Next Week's Southern Chapter Meeting on Cyber Security

Elections to Be Held

VINELAND, N.J. – The Southern Chapter invites you to its next meeting on Wednesday, May 27th at Esposito's Maplewood III in Vineland, N.J. at 6 p.m.

You'll hear from Carlos Molina, Consultant Risk Management, CUNA Mutual Group, on the topic of Cyber Security. The Southern Chapter will also hold elections for the 2015-2016 year.



The registration deadline is Friday, May 22, 2015.

[Click here for the Registration Form.](#)

Please contact Janet Duffield at 856-696-2525 ext. 5385 or jduffield@bayatlanticfcu.org to register.

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 Business Partners are able to attend New Jersey Credit Union League Chapter events and meetings as vendors.

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McWatters Champions Public NCUA Budget Hearings

HERSHEY, Pa. – NCUA board member J. Mark McWatters pledged to credit union leaders that he will “champion” the idea of public hearings on NCUA’s budget.



NJ CU advocates discussed a variety of regulatory and agency management concerns including budgetary transparency with McWatters and his policy advisor Sarah Vega in December.

Speaking at the Pennsylvania Credit Union Association’s annual meeting last week, McWatters said hearings would lead to greater transparency and accountability for the agency.

He also publicly supported two CUNA-backed bills that would require the NCUA to open its budgetary process to the public.

“I champion the right of the regulated to speak to the regulator on the record regarding the expenditure of their limited resources,” McWatters said. “I reject the notion that budget hearings would merely constitute ‘dog and pony shows’ as a deeply cynical and flawed view. Speaking for myself, I would be honored to listen to and thoughtfully consider comments of the community on the budget and budgetary process. It’s simply a matter of respect and professionalism evidenced through the lens of transparency and full accountability.”

CUNA has written in support of Senate and House bills (S. 924/H.R. 2287) that would require the NCUA to open its budget process to the public. Like McWatters, CUNA said an open process would increase agency transparency and accountability.

McWatters said, “With the strong visceral response within the agency against budget hearings, it seems that some expect masses of credit union community members to charge the NCUA ramparts with pitchforks and flaming torches to free themselves from regulatory serfdom. I, conversely, welcome all comments and criticism from the community.”

McWatters also discussed the need for a due process independent examination appeals process during his address.

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Discover How to Reach the Three Foundational Marketing Goals of CUs at the Next Marketing Roundtable

**Marketing Roundtable: Growing Loans,
Attracting New Members & Increasing Share of
Wallet/Penetration**
June 24, 2015
10:00 am – 12:30 pm

Join your peers for a compelling discussion and open “idea-sharing” session about key marketing goals and learn what’s actually working for other credit unions. At the next Marketing Roundtable on June 24th, we’ll share some best practices and challenges and we’ll talk about ways to track results and ROI.

Bill McKenna, National Marketing Consultant, Membership Marketing, will also discuss some of the major obstacles to growth that many credit unions face and ways to overcome these challenges.



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 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](#).

Please Note: This Roundtable counts towards “education dollars spent” for the 2016 Patronage Rebate Program.

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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FSOC Report Calls for NCUA Vendor Authority

Matz Urges Credit Unions to Review Recommendations on Cybersecurity, Interest-Rate Risk and Asset-Liability Management

ALEXANDRIA, Va. – National Credit Union Administration Board Chairman Debbie Matz made this statement following today’s release of the Financial Stability Oversight Council’s 2015 annual report:

“I want to join the other members in expressing my thanks to the FSOC staff and the staffs of the member agencies for their diligence and hard work on this report. This report contains lessons for financial institutions of all sizes. I urge credit union officials to read this report carefully because, in particular, the recommendations on cybersecurity, interest-rate risk and asset-liability management are critical to the continuing health of the industry.

“Having served on the Council since its inception, I continue to believe that FSOC serves a vital purpose in identifying risks to financial stability, promoting market discipline and responding to emerging threats to the stability of the United States financial system.

“Much of our work is, by necessity, conducted out of the public eye, so some of our accomplishments are not readily apparent. However, FSOC is a unique venue where the member agencies come together to work collaboratively toward our common and critically important goals. FSOC participation continues to be valuable for NCUA in our role as the supervisor and insurer of the credit union system. It is critically important that we continually reconsider and evaluate risks to the credit union system, and participation in FSOC is a valuable component of that process.

“I’d like to briefly highlight some risks and recommendations in this year’s annual that are particularly pertinent to the credit union sector. This year’s annual report emphasizes operational risks, including cybersecurity risks, as an evolving and important threat. Credit unions are not immune to this threat, and NCUA has identified cybersecurity as a key supervisory priority.

“I am extremely pleased that the Council recommends the granting of examination and enforcement powers to NCUA and Federal Housing Finance Agency to oversee third-party service providers engaged respectively with credit unions and the government-sponsored enterprises. I view NCUA’s inability to examine critical credit union service providers as a significant regulatory gap.

“The Council also identifies the threat posed by increased risk-taking in the current low-yield environment. Over the course of the last several years, many credit unions have increased their exposure to fixed-rate real estate, and more recently they have dramatically lengthened the tenor of their investments. These changes have exacerbated exposure to interest-rate movements. The Council recommends that supervisors, regulators and firm management continue to closely monitor and assess the heightened risks resulting from continued search-for-yield behaviors as well as the risks from

potential severe interest-rate shocks. This is a high-priority area for NCUA, and over the past year we have seen meaningful decreases in long-term asset holdings as credit unions have reduced exposure to long-term investments.

“Again, thank you to the staff for their hard work, and I look forward to continued discussion and collaboration with this group.”

The 2015 FSOC annual report is available on the [Council's website](#). Matz is one of 10 voting members of the Council.

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Tee Up for a Good Cause!

CU's Have Great Golf Events Lined Up This Season!

New Jersey credit unions once again have a great line-up of golf events scheduled for this season with proceeds going to good causes.

Join the North Jersey Federal Credit Union Foundation for its 6th Annual Above & Beyond Golf Classic on June 1st. Click [here](#) for more information and to register.

On July 20th, join Garden Savings FCU for its 5th Annual Golf Outing at Fiddler's Elbow Country Club. Click [here](#) for more information and to register.

If you would like your credit union's golf outing listed in the *Daily Exchange*, please email the information to Marissa Anema at manema@njcul.org.



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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

June 6 -- [Small Credit Union Conference: Driven to Succeed](#)

June 9 -- [VirtualCorps Webinar: Basic ALM Education for Board Members/Leaders](#)

June 16 -- [VirtualCorps Webinar: Strategic Planning Prep](#)

June 19 -- [Compliance Conference: Managing Dynamic Change](#)

June 13 -- [VirtualCorps Webinar: Negotiating Your Executive Compensation Package](#)

June 24 -- [Marketing Roundtable: Growing Loans, Attracting New Members & Increasing Share of Wallet/Penetration](#)

Industry Events

May 21 -- [Reality Fair at Shawnee High School](#)

May 27 -- [Southern Chapter Meeting: Cyber Security](#)

May 29 -- [New Jersey Credit Union Foundation 5th Annual Casino Night](#)

June 1 -- [North Jersey Federal Credit Union Foundation's Annual Golf Outing](#)

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

June 9 -- [North-Central Chapter Meeting: NJ CU Legislation](#)

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

July 20 -- [Garden Savings FCU's 5th Annual Golf Outing at Fiddler's Elbow Country Club](#)

July 30 -- [American Dream 5K Sponsored by Affinity FCU](#)

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

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

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