

KEYSTONE

Extra

September 27, 2013

Volume 43 Issue 20

In This Issue:

Page 2

Fall Compliance
Town Meetings

Going Casual for Kids

Page 3

Maximize Your Performance

The One Tool to Have for
the Strategy Season

Page 4

Credit Unions in the News

Events Calendar

Applications/Nominations Open for 2014 Awards & Scholarships

Applications and nominations are now open for the *2014 Awards & Scholarships Program*.

Each year, the Pennsylvania Credit Union Association offers numerous awards and scholarships to honor individuals and credit unions for their accomplishments and leadership, as well as provide scholarship opportunities for future leaders.

The **Lifetime Achievement Awards** recognize outstanding professional and volunteer leaders for:

- William W. Pratt Professional of the Year, and
- Joseph A. Moore Volunteer of the Year.

The Professional of the Year nominee must be employed full-time at the senior management level. The individual may be nominated by the board or colleagues, as well as others who recognize and respect the accomplishments made by the person.

The Volunteer of the Year nominee must be an individual who serves in a volunteer position at the credit union. If the individual was previously employed full-time at a credit union or with the Association, only involvement and activities conducted through the volunteer position will be considered for this award.

The **Credit Union Community Awards** are part of the national awards program for the:

- Dora Maxwell Social Responsibility Community Service Award,
- Louise Herring Philosophy-in-Action Member Service Award, and
- Desjardins Financial Education Award.



To help determine which category appropriately fits an entry, please refer to the Differentiation Chart available with the entry forms.

Credit Union Communication

Awards include:

- Best Newsletter,
- Best Annual Report, and
- Best Website.

Scholarships

For the past two years, the Association has presented a scholarship, named in honor of former Congressman and credit union supporter Paul Kanjorski, for one individual to attend the CUNA Governmental Affairs Conference (GAC) in Washington, D.C.

Earlier this month, the Board of Directors approved changing the name of the scholarship to the Paul E. Kanjorski Young Professionals Advocacy Scholarship. This scholarship is designed to engage future credit union leaders in the important role of advocacy.

Applicants may not be more than 35 years of age, and must demonstrate a dedication to growth and development of

continued on next page

their credit union and the credit union movement.

The recipient of the 2014 Paul E. Kanjorski Young Professionals Advocacy Scholarship will attend the CUNA Governmental Affairs Conference (GAC) in Washington, D.C., February 23-27, 2014. (Note deadline for applications is November 15, 2013.)

Other scholarships include:

- William M. Noble Memorial Scholarship for Fall Leadership Conference.
- Josephine Sakovics Memorial Scholarship for PCUA Annual Convention & Expo.
- Joseph F. Hinchey Memorial Scholarship for Judge/Bradley Leadership School.
- Memorial Scholarships to the Judge/Bradley Leadership School (Prior recipients may apply for a second-year scholarship.)

All forms and criteria are available on the Association's [website](#). Forms may be completed online, then printed and faxed or mailed to the Association.

The deadline for all awards and scholarships, with the exception of the Kanjorski Scholarship, is December 31, 2013. Applications for the Kanjorski Scholarship are due by November 15, 2013, and the winner will be announced in December. All other winners will be announced in spring 2014.

Compliance & Operations

Fall Compliance Town Meetings

Attending a Compliance Town Meeting is an excellent way to learn about new and proposed regulations, while networking with your peers to learn how others are handling compliance issues.

The Association's Compliance Officers will provide updates on:

- ACH Security Framework – Learn the latest ACH Rules requirements under the ACH Security Framework;
- COPPA – Learn the latest changes to the Children's Online Privacy Protection (COPPA) Rule;
- Credit Card Loans – Learn about the latest changes since the *Credit Card Act of 2009*;
- Fair Lending/Indirect Lending – Learn about Fair Lending compliance requirements as it relates to indirect automobile lending;
- Fee Disclosures – Review consumer rules as it relates to changing or adding new fees;
- HMDA-LAR – Review of the annual filing requirement for *Home Mortgage Disclosure Act*-Loan Application Register;
- Information Security Program – Learn what NCUA Rule Part 748 requires from a credit union on an annual basis;

Going Casual for Kids

More than 500 credit unions throughout the country, including 22 in Pennsylvania, participated in the September 18 Miracle Jeans Day, sponsored by Credit Unions for Kids, to benefit Children's Miracle Network Hospitals. In addition, employees of PCUA and CUNA, also donated a minimum of \$5 for the privilege of wearing jeans to work in support of the fundraiser.

Credit unions may hold their own fundraising event or participant in upcoming activities. [Click here](#) for more information on Credit Unions for Kids.

Here are some photos from just a few of the credit unions that participated in Miracle Jeans Day 2013.



Mid-Atlantic Corporate FCU



Washington Area FCU



Erie Community Credit Union

- Mortgage Rules – Review the new Consumer Financial Protection Bureau (CFPB) mortgage rules taking effect in January 2014; and
- Remittance Transfer Rule – Learn consumer disclosure requirements originating an international wire or ACH transfer of funds.

You won't want to miss this information-packed meeting. There is no cost to register for the first individual from member credit unions; each additional person is just \$50. Registration begins at 12:30 p.m., and the meeting runs from 1:00 p.m. to 4:00 p.m.

To register, click on a meeting below:

- October 22 – Four Points Sheraton, Mars
- October 22 – Central Penn College, Summerdale
- October 29 – Westmoreland County Community College, Youngwood
- October 30 – The Woodlands Inn, Wilkes-Barre

For questions or assistance, call 800-932-0661, and press 3 to reach Compliance.

Products & Services

Maximize Your Performance

With the new emerging regulatory environment and an uncertain economic environment, the survival of many credit unions is threatened. Raddon Financial Group offers solutions that help credit unions maximize performance in today's environment that is characterized by thinner margins and lower levels of non-interest income.

Raddon offers a line of mail, email, web, and phone surveys to help credit unions improve sales, service quality, and overall performance. Raddon's *Member Relationship Survey* identifies current wallet share and discovers why high potential households may be defecting and not providing a complete relationship. Raddon identifies tactics to improve member loyalty, potential, engagement, and service quality to foster growth.

Additionally, Raddon evaluates new and emerging research issues affecting credit unions and members, including:

- Are members ready to adopt a new technology? Learn how members feel about emerging technologies like remote deposit capture, mobile banking, person-to-person payments, online banking, and e-statements.
- How should credit unions use social media to interact with members? Understand which member segments use social media sites and develop a social networking strategy.
- How should new checking programs be structured to replace Free Checking? Analyze how much value consumers place on various checking components

and what they would sacrifice to maintain free checking.

- How engaged or connected are your employees to your organization? With Raddon's new Employee Opinion Survey you can now tie employee and member engagement to organizational performance.

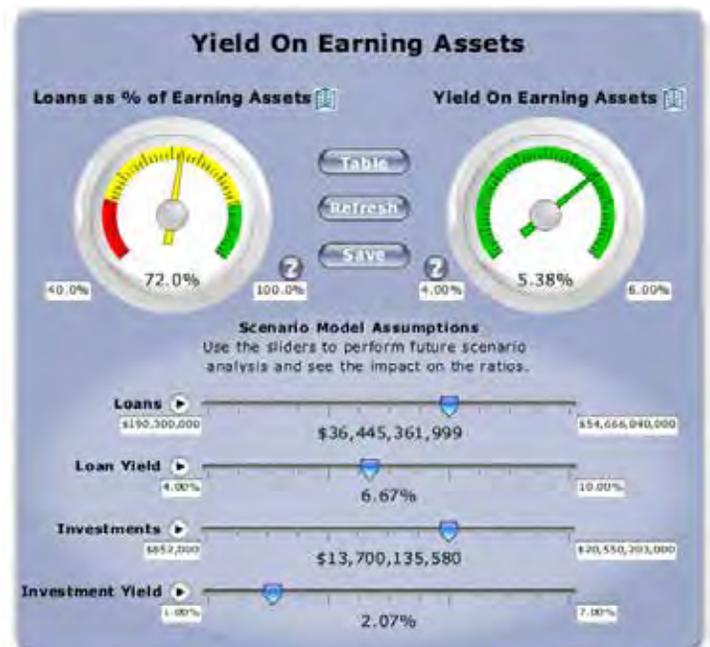
For more information, contact your [Association Account Executive](#).

The One Tool to Have for the Strategy Season

There's a nip in the air and leaves are beginning to turn—it must be the season for setting credit union strategy. With CUAnalyzer, you can establish your own peer groups and benchmark against them, evaluate your credit union's performance in the marketplace, and customize your own reports that can easily be shared in PowerPoint presentations.

CUAnalyzer also includes dynamic dashboards to help you set goals and create different scenarios for your future performance? For example, looking to have a net worth ratio of 12%? See what Asset Growth and ROA is necessary to achieve that goal. By going into your dashboard tab, you and your executives can set performance goals by seeing the results of your efforts if the goals are achieved. Use this feature for planning sessions!

If you are unsure how to login to CUAnalyzer or would like a demonstration, contact your [Association Account Executive](#).



An example of the dynamic dashboards feature in CUAnalyzer. You can look at your credit union's yield on earning assets and use the sliders to perform future scenario analysis and see the impact on the ratios.

**Events
Calendar**



GNC Community FCU Board and management participate in a groundbreaking ceremony for its new branch in New Castle. The future GNC location is expected to be completed in March 2014. From left: GNC Board members: Don Kemerer; Fred Natale, Chairman; Joe Goclano; Jack Fair; Harry Passerello; Leo Carlin; and Dianna Cecchini, CEO.



Fifteen employees of Belco Community Credit Union volunteered their time at Mission Central in Mechanicsburg during the United Way of the Capital Region's 21st Annual Day of Caring on September 6. They did landscaping, cleaned windows, mopped work rooms, assembled disaster relief kits, and more.



On Wednesday, September 11, a team of seven Diamond Credit Union employees volunteered for the United Way Day of Caring. The team pulled weeds, planted flowers, and raked the grassy areas to help beautify Riverside Elementary School in Reading.



American Heritage FCU employees staff the phones for 98.1 WOGL's Love Our Kids Radiothon to help raise \$4,150 for the Kids-N-Hope Foundation, which supports the Children's Hospital of Philadelphia.

October

- 9-10
Lending Conference,
State College

- 14
Columbus Day Observance
Federal Reserve Bank
Holiday

- 17
International
Credit Union Day

- 18-19
Volunteer Conference,
Cooperstown, NY

- Compliance Town Meetings:

 - 22
Mars

 - 22
Central Penn College,
Summerdale

 - 29
Westmoreland County
Community College,
Youngwood

 - 30
The Woodlands Inn,
Wilkes-Barre

Keystone Extra is published bi-weekly online by the Pennsylvania Credit Union Association
4309 North Front Street, Harrisburg, PA 17110-1618
800-932-0661 • www.pcua.org

President/CEO: Jim McCormack
Managing Editor: Diane Powell, Director, Communications
Editor: Janet Johnson, Communications Specialist

News stories and photographs are welcome. Submit information for publication to janet.johnson@pcua.org.



Visit www.pcua.org
or contact the
Association's Education
Department for details
on education programs
and webinars.