

# KEYSTONE

## Extra

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## CUAnalyzer: A CEO Perspective

### *It's Quick, It's Efficient, It's Dues-supported*

If I wasn't running this credit union, I'd be selling CUAnalyzer," states Tom Gosling, CEO of Bellco Federal Credit Union, located in Wyomissing. "The credit union has used CUAnalyzer for five years. It's an outstanding program."

What does Gosling like about it? He explains that he can easily create PowerPoint presentations for management and the board, and the narratives that Callahan & Associates includes are really helpful. "It provides a good overview of the credit union's performance," says Gosling. "If your credit union is outperforming or underperforming in a certain area, the reports provide explanations as to the reasons why."

Victor Gioiosa, CEO of ARC Federal Credit Union, Altoona, agrees with Gosling. "Since it draws on the 5300 Call Report, the numbers are accurate, and it quickly compares those numbers to peers," states Gioiosa. "The explanations are helpful. They let you see where your credit union is successful and where it's not, and the explanations allow you to understand the reasons why this is happening."

#### What-if Scenarios

Gioiosa also likes using the dashboards in CUAnalyzer. "What used to be time-consuming, we can now quickly run what-if scenarios in CUAnalyzer," he notes. "We can run a 5-year projection in minutes and be able to show it to the NCUA examiner." He says that he can then use these projections to demonstrate to NCUA and the board what the credit union is doing and why it's doing it.



#### Comparing the Data

Gosling says that he appreciates the ability to compare his credit union to other well-performing peers. "If I see a peer credit union is outperforming in an area, I'll call the credit union to ask them how they're doing it." He states, "I've gotten great collaboration from credit unions because they are always willing to share their successes and are proud to talk about them."

Gioiosa likes being able to drill down the numbers to see how other credit unions in the peer group are performing and then compare those to ARC FCU. He explains that most of the credit union's members make minimum wage, so the loan-to-asset share has always been low. "By using CUAnalyzer to compare ourselves to peers, we were able to establish a strategy for loans, and as a result, our loan growth has increased."

***"If your credit union is outperforming or underperforming in a certain area, the reports provide explanations as to the reasons why." — Tom Gosling, Bellco FCU***

### Penalties for Filing Late Call Reports

The NCUA released a *Letter to Credit Unions (14-CU-03)* to notify credit unions of plans to impose penalties on federally-insured credit unions (FICU) that file Call Reports after the deadline.

Late filings of quarterly Call Report and Profile data have become a serious problem. For the third-quarter 2013 reporting cycle (submissions for which were due October 22), more than 1,000 federally-insured credit unions of all asset sizes filed their Call Reports after the deadline had passed. A large percentage of late filers were chronically late, repeatedly filing after each quarterly deadline throughout the year.

Such late filing impacts the release of quarterly industry data to the general public. It is also a drain on NCUA resources, as field examiners are required to follow-up with tardy credit unions.

Call Reports must be filed electronically starting in January 2014. NCUA has also adjusted Call Report and Profile submission due dates to the fourth Friday of each month following the end of a quarter, thereby giving credit unions more time to file.

NCUA is imposing penalties solely to deter late filing. Any funds collected through civil money penalties will be remitted to the U.S. Treasury, not retained for NCUA use. The Call Report filing deadlines for 2014 are:

Q4 2013: January 24, 2014

Q1 2014: April 25, 2014

Q2 2014: July 25, 2014

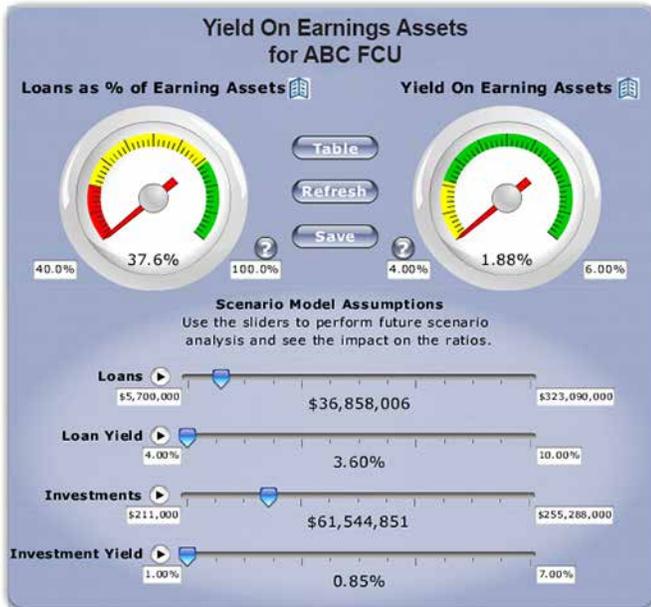
Q3 2014: October 24, 2014

NCUA will assess tardy FICUs an amount for each day a required report is late or contains inaccurate information. The amount of the penalty will vary based on the reason for the delay or inaccuracies. Section 202 of the *Federal Credit Union Act* sets specific dollar ranges for civil money penalties.

NCUA will issue a warning letter to a FICU's Board of Directors and CEO if their credit union missed the January 24, 2014, deadline for fourth-quarter 2013 Call Report and Profile submissions. Civil money penalties will be imposed against late filers beginning with the first-quarter 2014 Call Report and Profile reporting cycle, submissions for which are due April 25, 2014. NCUA will also make public the names of FICUs assessed with civil money penalties.

Resources are available on [NCUA's website](#) to help credit unions meet the filing deadline.

If you have any questions about the Call Report process, please contact the Office of Examination and Insurance at [EMail@NCUA.gov](mailto:EMail@NCUA.gov) or 703-518-6360.



The Dashboards in CUAnalyzer provide valuable insight to credit unions. Victor Gioiosa, CEO of ARC FCU, states, "What used to be time consuming, we can now quickly run what-if scenarios in CUAnalyzer."

Branch Analyzer is another feature that Gosling likes to use at Bellco FCU. He says, "It has good information about your market. When you're looking to build a branch or expand, it's a good tool to have."

#### Surprises?

"It always surprises me when other credit unions say they don't use CUAnalyzer," states Gioiosa. He explains that prior to the program becoming a dues-supported benefit, it was cost prohibitive for the credit union to purchase it. "I encourage other credit unions to sign in and give it a whirl. You can quickly run reports and be able to easily justify those numbers to the board or to NCUA." He concludes, "You can better understand the numbers and see where you need to make changes."

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***"It always surprises me when other credit unions say they don't use CUAnalyzer," — Victor Gioiosa, ARC FCU***

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Are you taking advantage of this dues-supported benefit from your Association? To see more of what [CUAnalyzer](#) can do for your credit union, check out these sample reports: [lending](#), [marketing](#), and [financials](#).

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

Tell us what you think about CUAnalyzer by visiting the Association's services section on [LinkedIn](#), or send it in a tweet. Keep the conversation going!

## Products & Services

### 3 Ways to Get Business Impact Analysis Data in Shape

Is your credit union Business Impact Analysis (BIA) full of junk? All too many times, “answer phones” or “read email” show up on a critical process list. It’s not that phone and email are not important to credit union operations, but what processes are you handling while on the phone or reading your email? How do you create meaningful data for your BIA? That’s easy — identify and learn to distinguish between these three areas: Systems vs. Tasks vs. Processes.

**1. Systems:** Your credit union Information Technology Department maintains inventories of its systems, networks, and applications. A system can be identified as a tool — e.g. EMAIL is a tool. Some common systems to look for when developing your BIA include:

- Core Transaction Processor
- Lending Application (Appro)
- Internet (for all those Web applications and third-party providers you use)



**2. Tasks:** A task is an action taken in support of a process. The easiest way to help you weed out your tasks from your processes is with examples:

- Reading your email is a task.
- Filing a report is a task.
- Answering phones is a task.

These items generally belong in procedures.

**3. Processes:** Now the good stuff. Identifying your processes is what you want to make sure you do when performing the BIA. Credit unions generally have between 75 and 150 different business processes and should include at a minimum the following:

- ACH (Payroll)
- Sharedrafts
- Online Banking
- Consumer Lending
- Mortgage Lending
- ATM Processing
- Debit Processing
- Credit Card Processing

**Ongoing Operations** planning services integrate the business impact analysis, plan development, maintenance, testing, and hosting into a total solution.

Would you like a better business continuity solution? To have Ongoing Operations help you plan, prepare, and protect your data, business processes, and members, contact your [Association Account Executive](#).



## Education & Professional Development

### Leading During Changing Times

Change is here in many forms – new ventures, restructuring, mergers, acquisitions, culture shifts, and more. Whether it’s creative destruction or disruptive innovation, leadership requires an unprecedented degree of inventiveness and agility, and finding order in chaos. Being able to lead during change can only occur when one is comfortable with change.

The Pennsylvania Credit Union Association is pleased to present its *2014 CEO Leadership Workshops* designed to help CEOs enhance their leadership skills during these changing times.

Workshops are scheduled for two locations: Penn State Great Valley, Malvern on March 25, and Four Points by Sheraton – Pittsburgh North, Mars, on March 26.

Following a welcome by Association President & CEO Patrick Conway, attendees will hear sessions from:

- Jeff Rendel, President, Rising Above Enterprises
- Kelly Lay, Associate Regional Director of Programs, NCUA
- Panel Discussion by the Young Professionals Network (YPN)

Please visit the Education calendar at [www.pcu.org](http://www.pcu.org) for registration and details.

### NCUA Warns About Telephone Fraud

Several credit union members, including in Pennsylvania, have been contacted by an automated phone call claiming to be from the NCUA, notifying them that their debit cards have been compromised. The call then asks the receiver to follow prompts, which request personal information, including sensitive financial data and personal identification information.

Anyone contacted by this so-called “vishing” scheme should immediately contact NCUA’s Consumer Assistance Center Hotline at 800-755-1030 or email [phishing@ncua.gov](mailto:phishing@ncua.gov) to report the scam. Operators answer calls Monday through Friday between 8 a.m. and 5 p.m. Eastern.



First Capital FCU's management team volunteered as financial advisors for Junior Achievement's The Challenge at Finance Park, helping students from Central York and Susquehannock High Schools to make financial decisions for their life scenarios.



Left: Carol Laemmerhirt, Business Development Specialist for North East Welch FCU, presents a TV to longtime member Jeff, who won the prize at the conclusion of the credit union's Jubilee Anniversary year.



In support of the new addition to the Children's Hospital of Philadelphia (CHOP), American Heritage FCU CEO Bruce Foulke (second from left) and VP of Business Development Michelle Peterson, present a \$50,000 check to CHOP CEO Steve Altschuler (second from right) and EVP/Chief Development Officer Stuart Sullivan (left).



Rebecca Salopek was awarded the 6th Annual Joseph C. Cirelli Community Service Award by Clearview FCU. She was chosen for her volunteer efforts with Christian Assembly Reaching Everyone (CARE) in Beaver Falls.



Employees of P & G Mehoopany Employees FCU raised more than \$3,800 for local charities by donating themed baskets and selling chances to win. Front row, from left: Betty Walko, Tiger House; Kristin Smith-Gary, Tunkhannock Public Library; Angela Colarusso, Second Chance Wildlife Center; Erica Rogler, Wyoming County Cultural Center; Back row: Kim Zelna, CEO, P & G FCU; Tracy Mynes, P & G Card Service Manager; Cassandra Bell, Seven Loaves Soup Kitchen; Mike Nichols, Ronald McDonald House; Janet MacKay, Victim's Resource Center; and Colleen Helmacy, Northern Tier Symphony Orchestra.

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News stories and photographs are welcome. Submit information for publication to [janet.johnson@pcua.org](mailto:janet.johnson@pcua.org).



## Events Calendar

### February

17  
Presidents Day  
Federal Reserve Bank  
Holiday

23-27  
CUNA Governmental Affairs  
Conference,  
Washington, D.C.

### March

5  
Service & Selling Techniques,  
Lancaster

6  
Service & Selling Techniques,  
Mars

9  
Daylight Saving Time Begins

25  
CEO Leadership Workshop,  
Malvern

26  
CEO Leadership Workshop,  
Mars

### May

18-20  
PCUA Annual Convention,  
Bally's Atlantic City, NJ

Visit [www.pcua.org](http://www.pcua.org)  
or contact the  
Association's Education  
Department for details  
on education programs  
and webinars.