

KEYSTONE

Extra

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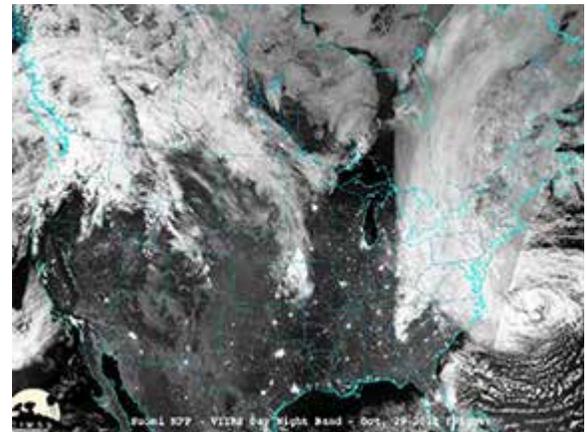
The past two weeks have once again reminded us of the power of Mother Nature and the destruction that can occur in a short time.

Hurricane Sandy started in the eastern Atlantic and moved into the Caribbean, and gradually worked its way up the east coast. On October 29-30, Superstorm Sandy, one of the largest hurricanes ever to come north and make a left turn into the New Jersey/New York coastline, caused massive damage in the Mid-Atlantic states, as well as New England.

This historic storm was so massive that it spread nearly 1,000 miles wide and impacted every state east of the Mississippi River. The estimated price tag on the damage is \$50 billion and could rival Hurricane Katrina, the 2005 storm that slammed into the Gulf Coast and New Orleans.

Sandy swept across Pennsylvania, bringing rain and high winds, which caused power outages from downed trees and power lines, particularly in the eastern part of the state. While some credit unions sustained minor damage, the main problem was loss of power and communications systems. Higher elevations in the western part of the state, and interior states to the south, received snow, measured in feet in some locations.

Credit unions demonstrate their *People Helping People* philosophy every day, helping members, their communities, and schools. However, in times of disasters, the credit union spirit shines bright along with cooperation, evident through the shared branching network. Through shared branching, credit unions can offer



The Visible Infrared Imaging Radiometer Suite (VIIRS) on NASA/NOAA's Suomi National Polar-orbiting Partnership (NPP) satellite captured this night-time view of the storm. This image provided by University of Wisconsin-Madison is a composite of several satellite passes over North America taken 16 to 18 hours before Sandy's landfall on the New Jersey coast during the night of October 29.

continuous service that builds relationships and provides business continuity.

In the aftermath of Sandy, John Schmidt, CEO, Upper Darby Belltelco FCU, said his members were able to use shared branching for their needs while the credit union was closed due to the storm. Schmidt told Sandy Shenk, PaCUSC State Coordinator, that "we made a decision to join (the shared branching network) solely as a disaster recovery system. Only later did we fully embrace the convenience it offers to our members. This past week puts an exclamation point on having this service available for our members."

Schmidt hopes more credit unions will adopt shared branching as a result of the most recent disaster.

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Freedom Credit Union, Warminster; Sun FCU, Philadelphia; and P & G Mehoopany Employees FCU, Tunkhannock, are among credit unions offering special disaster relief loans to help members.

Credit unions across the country are donating to the National Credit Union Foundation's **CUAid** effort, the only disaster relief fund dedicated to helping credit unions, their employees, and members recover from major disasters.

Credit unions truly make a difference, and in this season of Thanksgiving, we have much to be thankful for, especially the opportunity to help those in need.

The Pennsylvania Credit Union Foundation is ready to assist credit unions and employees in the state who have suffered damages from the storm. Specific details should be sent to Executive Joe Wambach at joseph.wambach@pcua.org, or call him at 800-932-0611, ext. 5244.

Have You Applied for Your Judge/Bradley Scholarship?

Considered to be one of the Association's most valuable hidden assets, the **Judge/Bradley Leadership School** has been creating credit union leaders since 1955. From the teller line to the back office, credit union leaders are among us. Is there an emerging leader in your credit union? Where will they be in August?

Training budgets are tight. To ensure your 2013 calendar includes State College, emerging leaders can apply for a scholarship to the **2013 Judge/Bradley Leadership School**. Applications are due December 31, 2012.

For all awards and scholarship entry forms, please [click here](#). (Note: Deadline for the Kanjorski Scholarship to the 2013 CUNA GAC is November 15, 2012.)

Members Matter Most at International Credit Union Day Celebrations Across PA



Belco Community Credit Union, Harrisburg, has an annual tradition of celebrating ICU Day, with free hot dogs for lunch, prize drawings, giveaways, and an employee bake sale at all branches.



Scott Brunner, WEST-AIRCOMM FCU's Beaver Branch Manager, participates in Meet the Managers Day, during Credit Union Week. Each day featured a special event at all branches to celebrate members.

Right: P & G Mehoopany Employees FCU, Tunkhannock, gave out 50 "Members Matter Most" t-shirts to the first 50 members visiting the credit union on ICU Day. Ian was one of the lucky recipients of a complimentary t-shirt.



Right: White Rose Credit Union held a food drive for the York County Food Bank, from the beginning of October to October 18. The credit union collected 300 pounds of canned goods and cash. Members who made a donation to the food drive received a raffle ticket to win one of four Fall Pie Gift Baskets.



Hershey FCU member David Lerch and his children, Lachlan and Maryn, visit the credit union during its ICU Day celebration. Activities included a color contest for young members, free gifts for new accounts or new loans, refreshments, and prize drawings.



Amanda Johnson of Horizon FCU presents an award to the second place winner of the Second Annual Chili Cookoff, held in conjunction with ICU Week and to support a food drive for the Central Pennsylvania Food Bank. In addition to refreshments and giveaways, the credit union also held a week-long shred event, shredding more than 750 pounds of personal paper.

Education & Professional Development

2013 Education and Training Events

RELEVANT. TIMELY. CONVENIENT.

We understand the challenges you face, and we're committed to providing quality education and career development opportunities to help keep your credit union on top of curve. The Association's 2013 educational events are focused on you, providing the right mix of "hot topics" and market trends, professional speakers, and networking opportunities that are crossing borders.

You already know about our popular events like the upcoming **CEO Summit** in January at the LaPlaya Beach & Golf Resort in Naples, FL; the **Annual Convention & Exposition** being held in Hershey; and the **Judge/Bradley Leadership School** in State College. But did you know that we're collaborating with the Credit Union Association of New York for another joint Volunteer Conference, and NEW to 2013: a joint Marketing Conference with the Maryland/D.C. Credit Union Association?

Watch your mail for the 2013 Education & Professional Development Events postcard. Put the dates on your planning calendar, and watch your email as the schedule develops into a 2013 filled with industry experts, dynamic speakers, and lessons to fulfill your everyday training needs.

CEO Summit

Naples, January, and Dennis Dollar. Yes, this is what you will find at the **2013 CEO Summit**, and much more. Join your peers from across the Mid-Atlantic region in Naples, Florida, where Dennis Dollar, former NCUA Chairman, presents a thought-provoking discussion on Transcending Transfer Day, a presentation challenging credit unions to build an environment that will make transferring from a bank to a credit union worthwhile for the member.

Dollar will examine the issues that stand in the way of ultimate success for credit unions in the marketplace. What's the role of branching in the future? What services are driving transfers? What impact will regulation have on future growth?

The **CEO Summit** will provoke credit union leaders to take a step back and examine the potential from within to find that growth really is a realistic option. [Register today.](#)

Products & Services

Connect with Members' Needs to Avoid Regulatory Scrutiny and Thrive in New Year

As the prospects for more robust interest rates, improved loan volume, and an easing of regulatory scrutiny remain uncertain going into the new year, credit unions continue to face the dilemma of how to improve margins, maintain compliance, and provide services that will keep them competitive.

Provide value and service to keep members loyal

Taking the time to learn what products and services your members want and need can result in stronger existing relationships, lead to new business opportunities, and set your credit union apart from the big national banks in a favorable way.

As economic conditions continue to affect the financial well-being of many consumers, providing your members with a strategy – such as an overdraft privilege program – that helps them to better manage their money can be a valuable benefit to them and can generate much-needed income for your credit union. But, make sure your practices do not pose financial hardship for program users.

The key to avoiding potentially costly legal scrutiny is to provide your members with a clearly defined overdraft program that guarantees full regulatory compliance and consumer protection expectations. When supported by easy-to-understand disclosures and counseling on appropriate usage, such programs provide informed members with a valuable resource.

There's no such thing as almost compliant

In the new regulatory reality, there is no room for guessing. If you're not sure that your overdraft program is in line with new compliance and consumer protection guidelines, ask your provider the following questions:

- Do our transaction processing policies increase member costs?
- Do our disclosure materials provide clear descriptions of our program terms and fees?
- Do our marketing materials accurately explain our opt-in processes for electronic transactions, as well as the opt-out procedure for checking and ACH transactions, and how to avoid overdraft fees?
- Do we provide account holders with information about alternative, less expensive products that might better-suit their short-term credit needs?

When implemented and managed correctly, a fully compliant overdraft program will provide the most benefit for your members and your credit union. To find out how the [JMFA Overdraft Privilege Program](#) can help you and your members going into a new year of uncertainty, contact your [Association Account Executive](#).



In the months and weeks leading up to the November General Election, credit unions and Association staff were busy attending fundraisers and Meet and Greet events with candidates and incumbents. Citadel FCU hosted a breakfast fundraiser for Congressman Jim Gerlach (R-6). The event was sponsored by Citadel FCU and CEO Jeff March. In addition to Citadel's management staff, attendees included Jim McCormack, Association President/CEO (left) and Rick Stipa, CEO, TruMark Financial Credit Union, and member of the PCUA Governmental Affairs Committee.



Jeff Stoner, CFO of Mid-Atlantic Corporate FCU, gets a pie in his face from co-workers who participated in the Food Drive Challenge, organized by the Central Pennsylvania Food Bank. The corporate collected 850 pounds of non-perishable food items and employees had the opportunity to throw pies or dunk a senior staff member.



Champ, the Scranton/Wilkes-Barre Yankees mascot, plays with Rowan Scott at UFCW FCU's 4th Annual Community Picnic, which featured food stands, games, music, pony rides, and fire safety exhibits by the local fire department.



Tri County Area FCU and Kulp Financial Services co-sponsored a shredding event. More than 6,100 pounds of personal documents were shredded. Community members were asked to make a donation to help those less fortunate in exchange for the service.

Events Calendar

November

12
Federal Reserve Bank
Holiday in observance of
Veterans Day

13
Compliance Town Meeting,
Wilkes-Barre

14
Compliance Town Meeting,
Trevose

15
Compliance Town Meeting,
Wyomissing

20
Compliance Town Meeting,
Harrisburg

22
Thanksgiving Day

December

25
Christmas Day
Federal Reserve Bank
Holiday

January 2013

20-23
CEO Summit, Naples, FL

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