

# KEYSTONE

## Extra

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## Recognize, Reward, Respect ... It's Time for Awards

The Pennsylvania Credit Union Association's Awards & Scholarships Program honors individuals and credit unions for their accomplishments and leadership, with well-deserved recognition and respect.

Applications and nominations are now being accepted for the [2012 Awards & Scholarships Program](#). All forms and criteria are available on the Association's website. The PDF format of the forms allows individuals to type in the required information. Once the forms are completed, print them, and return them to the Association, by mail or fax, no later than December 31, 2011. Winners will be announced in spring, 2012.

New this year is the [Paul E. Kanjorski Advocacy Scholarship](#) to attend the 2012 CUNA Governmental Affairs Conference (GAC) in Washington, D.C., March 18-22. The emphasis on this award is political involvement and grassroots activities at the credit union level. The deadline for this scholarship application is November 15, 2011.

The Association is dedicated to recognizing credit union leaders who have made significant contributions to the credit union movement, and values the importance of providing opportunities for employees to enhance their knowledge and skills through professional development.

Encourage credit union employees and volunteers to apply for a scholarship, and nominate leaders for Lifetime Achievement Awards.

Lifetime Achievement Awards recognize personal and career accomplishments, as well as a passion for the credit union movement, for the:

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

Credit Union Community Awards include credit union and chapter applications to recognize unique efforts in community service, member service, and financial education. Note that these awards have undergone some changes for 2012, specifically regarding financial literacy:

- The *Dora Maxwell Social Responsibility Community Service Award* includes financial literacy advocacy in its qualifications.
- The *Louise Herring Philosophy-in-Action Member Service Award* includes member service to youth through in-school branch operations. (Credit union work with schools to teach personal finance in the classroom is still covered by the *Desjardins Youth Financial Education Award* program.)
- The *Desjardins Financial Education Awards* have expanded to include the Youth Financial Education Award for financial education to members/nonmembers under age 18, and a new Adult Financial Education Award for financial education to members/nonmembers over age 18.

Please refer to the online [Award Differentiation Chart](#) to determine which award best fits your program.

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**You can't win  
if you don't enter!**

Scholarships reward future leaders with an opportunity for professional development and advancement. Scholarships can ease the training budget by covering the cost of tuition or registration fees. These scholarships are available to any size credit union:

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

The Awards Committee includes: Paula Nihoff, Chair; Ed Williams, Vice Chair; Bill Bowker; Patty Morrissey; Lonny Maurer; and Chris Woods.

Also included in the Awards & Scholarships Program are [Credit Union Communications Awards](#) for the best newsletters, annual reports, and websites. The deadline for these entries is also December 31. Entries are judged by outside communications professionals.

## Pennsylvania Flood Relief Fund Established

All along the Susquehanna River basin, which flows through central and northeastern Pennsylvania, small towns and cities were flooded earlier this month by rain from Tropical Storm Lee.

Some credit union branches were flooded and employees and members suffered damage and loss from the flood. Several credit union members lost entire homes; and one watched as his home broke apart and floated down river.



The M-C FCU employee volunteer team assists flood victims in Bloomsburg. Carrying out its mission of *People Helping People*, M-C formed volunteer groups to help members cleanup their homes in Lewisburg, Bloomsburg, and Danville. The credit union is also a collection site for supplies and donations for flood victims.



For several days following the flood, Cross Valley FCU's vehicles were packed full of cold drinks and hoagies as staff headed out to provide those affected in the Wilkes-Barre area with a quick break from the clean-up. The credit union also set up all branches as collection sites for cleaning supplies and monetary donations for the American Red Cross.

Even before the waters receded, credit unions went into disaster mode, setting up special loan sales to help members affected by the disaster. Credit unions also supported the local American Red Cross and other disaster relief organizations through collections of cash and donations to help flood victims.

The Pennsylvania Credit Union Association Board of Directors approved the establishment of a restricted fund for Pennsylvania flood disaster relief. Working jointly with the National Credit Union Foundation, the Pennsylvania Credit Union Foundation is accepting grant applications through October 30, 2011, from credit union employees, volunteers, members, and credit unions in the Keystone State who suffered losses from Tropical Storm Lee not covered by insurance or any other government assistance.

"It is in the spirit of cooperation and *People Helping People* that the Association, Pacul Services, Inc., and the Foundation have taken the initiative to establish the disaster relief fund," said Jim McCormack Association President/CEO. "We have been working as quickly as possible to assess the flood damage for credit union employees, members, and the credit unions. A number of credit union members and employees have sustained substantial losses, and others have suffered damage and lost personal possessions. Our thoughts and prayers go out to all of the victims who are recovering from this latest disaster."

The [grant application and criteria](#) can be downloaded from the PA Credit Union Foundation's website.

If you have any questions regarding the claim form or criteria, please contact Foundation Executive Director Joe Wambach, ext. 5244; [joseph.wambach@pcua.coop](mailto:joseph.wambach@pcua.coop).

### TraceSecurity Provides Solutions to Comply with New FFIEC Guidance

In the wake of the FFIEC's recent supplemental guidance (released June 2011), which mandates a new set of best practice standards for member authentication, many credit unions now face the daunting task of preparing to meet the January 2012 deadline.

At the heart is a requirement that credit unions must either perform or review their risk assessment every year to account for the constantly evolving threats to both its internal and external environment, plus update the risk assessment as the threat landscape changes. The results of the risk assessments must then be used to determine the appropriate levels of controls used to protect online transactions.

These new requirements are causing many to scramble for a solution that can be deployed prior to the deadline. Finding the right compliance solution is especially important for credit unions that currently perform risk assessments manually using spreadsheets or ad hoc software methods as it will become exceedingly difficult and time consuming to manually maintain a database of threats, and then update the risk assessment accurately.

TraceSecurity's team of experts can help your credit union develop a roadmap to achieve continuous compliance. Several cost effective risk management solutions are available to not only ensure the compliance deadline is met, but also strengthen your overall security posture by addressing all critical components of an IT Security Compliance program, including people, process, and technology.

At the core of TraceSecurity's solutions is TraceSecurity's ComplianceManager (TSCM), a cloud based software solution that helps users manage all the necessary compliance processes.

TraceSecurity's ComplianceManager integrates and automates:

- Risk assessment processes
- Vulnerability assessments and alerting
- Regulatory compliance audits
- Policy management and dissemination
- File/URL integrity monitoring
- Employee education and testing

The company's expert services include risk assessments (that adhere to FFIEC standards), vulnerability assessments, penetration testing, application testing, and

IT audits. They can also provide enhanced services like security policy development, security awareness training and social engineering assessments.

As an Association partner through CUNA's strategic alliance for IT Security Compliance, Risk Management, and IT Audit Solutions, you can trust that TraceSecurity will deliver professional solutions with world-class service. As a customer, you have on-demand access to technical support and compliance experts throughout the relationship.

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

### Planning For The Worst: Disaster Recovery

This year we've seen numerous natural disasters across the nation, and most recently, Hurricane Irene and Tropical Storm Lee that hit the East Coast, and the August earthquake that was felt from Georgia to New York. The risk of natural disasters creates a need for credit unions to have thorough disaster recovery plans.

CO-OP Shared Branching proves a valuable solution for credit unions by offering members over 4,300 alternate branches should the credit unions' branches be incapacitated. Not only can members be serviced by visiting shared branching locations, but there are many other ways for members to access their funds in a time of disaster.

CO-OP's newest offering, CO-OP Mobile Text, can be an easy fix for credit unions looking for a solution in aiding in the time of a disaster. The service can be implemented in one week's time, and has no up-front or monthly fees; pricing is based on usage at \$.12 a transaction. Members can perform account transfers, view transaction history and check account balances anytime, anywhere, using their mobile device with CO-OP Mobile Text. Credit unions can easily expand their mobile offering after deploying CO-OP Mobile Text by adding other delivery modes offered through CO-OP Mobile.

Members can also take advantage of the Credit Union Service Centers Call Center during an emergency situation by calling the toll-free number, 888-837-6500 and speaking to a CO-OP Member Center agent, who can perform the same account transfers, balance inquiries, and transaction history look-up 24/7/363. CO-OP Member Center also offers two levels of service for credit unions, Member Services, and Lending Services, where the call center can act as a back-up during peak business hours, or during a time of a disaster.

For more information on Shared Branching, which can include CO-OP Mobile Text or the Credit Union Service Centers Call Center, contact your [Association Account Executive](#) or Sandy Shenk at 800-932-0661 ext. 5267; [sandy.shenk@pcua.coop](mailto:sandy.shenk@pcua.coop).





Left: Employees of Riverset Credit Union delivered food, home-baked goodies, and a \$100 grocery gift card to the firefighters of Engine 24 of the City of Pittsburgh to commemorate 9/11 Day of Service and Remembrance.



Left: Diamond Credit Union, Pottstown, employees help sort school supplies during the United Way Day of Caring.



Above: Norristown Bell Credit Union participated in the East Norriton Township Community Day event, held on Saturday, September 10, 2011.

Credit unions celebrated Miracle Jeans Day on Wednesday, September 14, to support their local Children's Miracle Network Hospital.

Right: Erie Community Credit Union raised \$1,100 through the sale of Miracle Jeans Day balloon icons.

Below left: Sb1 FCU's employees donated \$5 to wear jeans and for a \$20 donation, they received a Miracle Jeans Day t-shirt. More than \$1,000 was collected from employee and member contributions.

Below right: Erie General Electric FCU raised more than \$1,066 for CMN through employee donations to get a sticker or t-shirt.



- October**
- Compliance Town Meetings  
Fall Series:
- 4 - Meadville
  - 5 - Butler
  - 6 - Youngwood
  - 11 - State College
  - 12 - Johnstown
  - 18 - Wilkes-Barre
  - 19 - Harrisburg
  - 25 - Reading
  - 27 - Trevoze
- 18-19  
IRA Training - Essentials & Advanced, Cranberry Twp.
- 20  
International Credit Union Day
- 20-21  
IRA Training - Essentials & Advanced, Harrisburg
- 26-27  
Social Media Conference, Harrisburg

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