

# KEYSTONE

## Extra

August 17, 2012

Volume 43 Issue 17

### In This Issue:

Page 2

Members Matter Most

Congrats to Judge/Bradley Grads

Page 3

Say! What's the Big Idea?

More Credit Unions Using ePurchasing to Save Money

Page 4

Credit Unions in the News

Events Calendar

## Risky Business: Mobile Devices at Work

By Ken Otsuka, CUNA Mutual Group

If your credit union allows mobile devices to be used for company business, you should understand and prepare for a number of potential risks.

Cell phones and smart phones, tablets and personal digital assistants (PDAs) — just about everyone is using them to stay connected at home, on the road, and in the office. Mobile devices in the workplace, especially employees' own personal devices, introduce security risks to your credit union.

### A Little Too Convenient?

Relatively inexpensive, accessible, user-friendly, and easy to transport, all this convenience is risky for your business. While it's probably not reasonable or even desirable to prohibit mobile devices at work, the security risks are significant.

**Lost or Stolen Devices.** One of the most remarkable features of mobile devices — their diminutive size — also makes them easy to steal or lose, rendering data stored on them vulnerable to theft.

**Insider Theft.** A dishonest employee could easily connect a mobile device to the computer's USB port to download large amounts of sensitive data to steal or transmit this data via email.

This is a growing concern as clever fraudsters increasingly look to insiders as partners in crime.

**Intercepted and Decrypted Data.** Wi-Fi enabled devices transmitting data over unsecure networks are vulnerable to Man-in-the-Middle attacks, exposing not only the device but also potentially the credit union's network to hackers.

### Viruses.

Mobile devices offer fertile ground for hackers looking for broadly used technology with limited security. Acts as seemingly innocuous as downloading apps or ringtones may invite malware into the device, and potentially, your credit union's network.



### Managing the Risks of Mobile

As mobile device use at work continues to explode, so does your risk. It's important to examine your credit union's vulnerabilities and shore up security where needed.

**Security Policy.** First and foremost, you should develop and maintain a comprehensive IT security policy that addresses mobile devices. This policy should be approved at the board level, and reviewed and signed off on by employees annually.

**Encryption.** Encrypt sensitive data stored on mobile devices or when these devices are used to transmit sensitive data over the Internet or in emails.

**Control and Protect Devices.** Require that mobile devices are password protected, locked at all times, and can be wiped clean remotely. Enforce time-out features. Install anti-virus protection on all mobile devices used for credit union business and prohibit downloading

applications and/or software without the authorization/assistance from the IT department.

**Secure Network Connections.** A Secure Socket Layer Virtual Private Network should be established for employees to connect to the network using mobile devices. This protects data transmitted between the network and mobile devices.

**Don't Mix Personal and Business Use.** Credit union-issued devices are the safest option provided the necessary security features are deployed, but if you do decide to permit business to be conducted on employees' personal devices, investigate software designed especially for devices used for both purposes. This software allows the business-side of the device to be protected and provides security measures including password protection, encryption, anti-virus protection, and remote wipe capabilities.

Finally, even with the best security, the worst can happen. Cyber Risk Hub, offered at no additional cost to CUNA Mutual Group policyholders, provides the services of a data breach coach and other key resources in the event of a breach. Cyber Risk Hub and other data breach resources are available at the Protection Resource Center at [www.cunamutual.com](http://www.cunamutual.com).

*Ken Otsuka is a Senior Consultant for CUNA Mutual Group's Risk Management team. Ken can be contacted at 847-612-9653 or at [kenneth.otsuka@cunamutual.com](mailto:kenneth.otsuka@cunamutual.com).*

## Members Matter Most

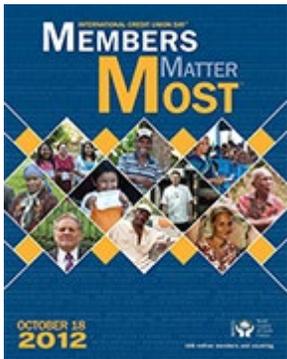
It's time to get ready for International Credit Union Day 2012, which will be celebrated on Thursday, October 18, with the theme, *Members Matter Most*.

While credit unions always put members first, ICU Day is an opportunity to remind members that they are what make credit unions unique, setting them apart as for-people, not-for-profit, cooperatively-owned financial institutions.

Credit unions have celebrated ICU Day on the third Thursday of October since 1948. The day reflects upon the credit union movement's history and promotes its achievements.

It is a day to recognize the dedication of those working in the credit union movement, appreciate current members, and invite eligible consumers to join. Public gatherings with visiting dignitaries have effectively attracted media attention and public involvement, as have educational and public service events.

For celebration tools and additional resources about the 2012 ICU Day, visit [cuna.org/icuday](http://cuna.org/icuday). The early bird pricing on promotional products ends September 14.



## Education & Professional Development

### Congrats to Judge/Bradley Grads

The 2012 Judge/Bradley Leadership School, held in State College August 5-9, concluded with graduation ceremonies. Students who completed both years of either the basic or advanced management school received a continuing education certificate from Penn State University.

The 2012 Judge/Bradley Leadership School graduates are:



Basic Management: Traci Balliet, Service 1st FCU; Carol Brinchi, Erie FCU; Scott Brunner, WEST-AIRCOMM FCU; Bonnie Cameron, PCUA; Dawn Chase, G.A.P. FCU; Brian Duda, Erie General Electric FCU; Kristyn Dwelly, Bellco FCU; Jennifer Hubert, Erie FCU; Lisette Kelly, Eagle One FCU; Joanne Lindner, WEST-AIRCOMM FCU; Dianna Meckley, SPE FCU; Curtis Reger II, Sun East FCU; and Melissa Runkle, Heritage Valley FCU.



Advanced Management: Kasi Devinney, Keystone United Methodist FCU; Christine Dlugosz, TruMark Financial Credit Union; Renee Jessee, U\$X FCU; Terri Kelly, Eagle One FCU; Matt Lapinski, Sun East FCU; Justine Marsula, Lancaster Red Rose Credit Union; Thomas Riggle, U\$X FCU; Teresa Roblee, Oil Country FCU; and Ellen Wiekrykas, PCUA.

To learn more about this educational opportunity for aspiring credit union leaders, visit the [Judge/Bradley Facebook page](#).

Plan now to attend next year's school on August 4-8, 2013. Scholarship opportunities for the school will be announced in September.

## Say! What's the Big Idea?

### Big Ideas Conference

August 23-24

Omni Bedford Springs, Bedford, PA

Do you have a big idea about credit union growth or strategy? Maybe you have some big ideas about empowering employees or integrating people, processes or technologies. This is the place to share your big ideas and gain from others' ideas. You can discuss, debate, and discover at the [Big Ideas Conference](#).

Join us for lively discussion and debate on the Big Ideas surfacing across the country and hear from those who have successfully executed key strategic moves. You'll hear from leaders in the credit union movement — people who have wrestled with the same issues that you face. Learning how others are approaching these opportunities is one of the best ways to provoke your own creativity.

Hear from credit union leaders such as John Lass, Senior Vice President of Strategy & Business Development for CUNA Mutual Group. Building upon the sustainable growth framework, Lass will lead attendees on a deeper dive examination of the key revenue and expense challenges and opportunities facing credit unions today, with a particular focus on changes in consumer channel preferences, demographics, economic events, competition, and regulation. He will also share real-time case studies to learn how competitors are using different strategies and value propositions to re-shape retail financial services of the future.

Dennis Pierce, President/CEO, Community America Credit Union, Lenexa, Kansas, will share his credit union's long-term plan to grow local market share. Pierce will explain how growing share means taking business from the for-profit firms. The checking account, mortgage loan, and well-trained staff are essential components of execution. Pierce will share what he thinks is the key to the credit union's success and will lead discussion about best practices for growing market share. If it was easy, more credit unions would be doing it!

Join us for [Big Ideas](#) at the beautiful Omni Bedford Springs Resort in Bedford.



## Products & Services

### More Credit Unions Using ePurchasing to Save Money

Pressures to reduce costs and improve spending are fueling a strategic buying revolution among credit unions.

LEVERAGE, an innovative ePurchasing platform powered by [Ventelligence](#), is redefining the traditional purchasing process with new strategies designed to leverage credit union buying power. Whether you have one person or several staff members administering multiple contracts, it's important to have consistent policies in place to manage the purchasing and monitoring activities involved. LEVERAGE reviewed the results of recent ePurchasing events, showing significant savings for participating credit unions.

#### What kind of savings can a credit union experience?

Results show a savings of 30%-72% annually on armored car services from two credit union participants. Another was happy with the savings they were seeing on computer purchases due to a savvy IT staffer. But when the credit union signed on with LEVERAGE's ePurchasing platform for a bulk computer purchase, they were able to cut costs by 40%! Resulting in a purchase of 66 computers for what it would have paid for 44.

The areas of your credit union you can save are vast and the savings can be significant.

#### Collaborate to SAVE even more!

Credit unions can make even more of the purchasing power available by jointly holding an event. If four credit unions need their parking lots repaved, the final price will be significantly lower if they collaboratively hold an ePurchasing event instead of each trying to negotiate a price.

LEVERAGE's ePurchasing team coordinates and facilitates each event, NCUA-required due diligence of vendors, sourcing new third-party vendors to participate in the process, and other tasks involved in purchasing the commodity or service.

Credit unions are always amazed at how much they are able to save through the LEVERAGE ePurchasing platform. The process empowers credit unions to obtain the best pricing for their purchases.

To find out how your credit union can save on contract services or to participate in an ePurchasing event, contact your Association [Account Executive](#).





The American Heritage FCU Busia Orphanage Committee shows off more than 520 pairs of flip flops collected by the employees and Board of Directors of American Heritage, along with Philadelphia FCU. The flip flops will be donated to the Busia Compassionate Centre, located in rural Western Kenya, and will provide comfort and protection to the feet of the 89 children living at the orphanage.



Colleen Phillips, VP of Marketing, Cross Valley FCU, presents a \$1,000 check for the Earthly Angels Autism Fund of the Luzerne Foundation to Ron D'Eliseo, Chairman and Co-Founder.



Linda Volz, Fraud Crimes Investigator, TruMark Financial Credit Union, conducts a workshop for students at the Salvation Army's Learning Zone summer program about the dangers of posting too much personal information on social media.



Ed Williams, CEO, Discovery FCU, holds one of the Thank You signs from the children who benefited from the credit union's sponsorship of the Spring Township Tot Lot and Playground Program. Discovery donated T-shirts for all program participants.



Ron Celaschi (left), Board President of Mon Valley Community FCU, and Joyce Rossell (right), Chairman of the Scholarship Committee, present \$2,000 scholarship awards to Nikolette Simpson and Wolfgang V. Zober.



Freedom Credit Union Board Member and Dobbins High School Principal Charles Whiting and Claudia Avarette present Cassandra Ruffin with the Freedom-sponsored Marcus A. Foster Award for Outstanding Administrative Leadership.

## Events Calendar

### August

23-24  
Big Ideas Conference,  
Bedford

### September

3  
Labor Day  
Federal Reserve Bank  
Holiday

6-8  
Fall Leadership Conference  
& Expo, Seven Springs

26-27  
Payment Systems  
Conference, Pittsburgh

### October

10-11  
Social Centric Conference,  
Harrisburg

18  
International  
Credit Union Day

18-20  
Volunteer Development  
Conference, Skytop  
(Poconos)

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](http://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](mailto:janet.johnson@pcua.org).



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