

KEYSTONE

Extra

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Association CEO Jim McCormack Announces Retirement

Pennsylvania Credit Union Association Chairman of the Board Michael Kaczenski has announced the retirement of longtime Association President and CEO Jim McCormack effective December 31, 2013.

In making the announcement, Kaczenski noted that McCormack will remain as a consultant to the Association Board of Directors through November 2014.

"During my 26 years in the credit union movement, and my tenure on the PCUA Board, Jim has exemplified the qualities of a true credit union leader. He is a visionary whose commitment to cooperation, advocacy, and growth of credit unions around the state, country, and globe has made the movement stronger for all who are in it now and will be part of it tomorrow. We will miss what Jim has brought to us, yet, we know that he will be an ongoing resource and promoter of the credit union movement in his retirement," said Chairman Michael Kaczenski.

Kaczenski also announced that a nationwide search is being conducted by nationally recognized credit union consulting firm, Dollar Associates LLC, of Birmingham, Alabama.

"It's been a privilege to serve this Board and Pennsylvania's credit union movement for the last 32 years," said McCormack, who began his credit union career in 1971. Prior to joining the Association, he held various positions with CUNA Mutual Group, both in Pittsburgh and its corporate headquarters in Madison, Wisconsin. McCormack is a native of Scranton.

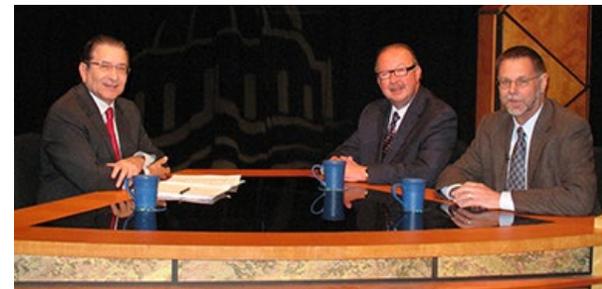


McCormack is a Certified Credit Union Executive, a Certified Association Executive, and has been recognized by the American Society of Association Executives by being awarded their highest designation, Certified Association Executive. He is Past Chairman of the Pennsylvania Society of Association Executives Board.

He is also the recipient of the 2009 AACUL Gene Farley Leadership Award.

In addition to serving as President/CEO of the Association, he is also CEO of Pacul Services, Inc., the Association's service corporation, and CEO of Pennsylvania Credit Union Service Centers, Inc., which administers the credit union shared branching network in Pennsylvania.

McCormack was named President/CEO following the retirement of Mike Judge in December 1991. He is the fourth chief executive to lead the organization in its 78 year history, building on the legacy of Julia Connor, 1936-1942; Bill Pratt, 1942-1965; and Mike Judge, 1965-1991.



Preparing to tape *Pennsylvania Newsmakers*, a financial literacy segment sponsored by the Association, are from left: Host Dr. Terry Madonna; Jim McCormack, Association President/CEO; and Greg Smith, President, PSECU.

Youth Week 2013 is Coming: Solve the Mystery of Savings

Credit unions are now beginning preparations for [National Credit Union Youth Week](#), April 21-27, 2013.

Savings Sleuth—Solve the Mystery will present youth with the mystery of how to save their money to purchase the things they want. By visiting credit unions, they'll be able to find clues toward solving that mystery and learn a good deal about managing money and credit unions in the process.

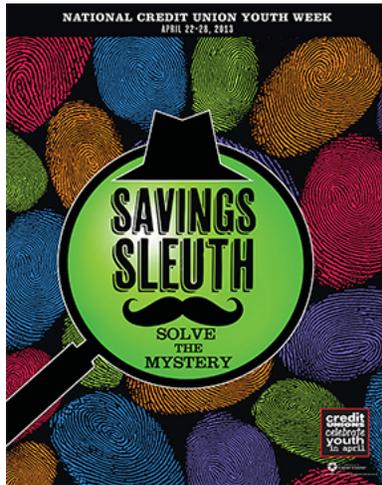
The goal of Youth Week is to start children on the path to lifelong credit union membership by educating them about their money, setting up savings accounts and rewarding them with topical prizes, all the while putting in the effort that increases loyalty in the parents of those youth.

While Youth Week is officially celebrated April 21-27, credit unions are encouraged to take part in CUNA's [National Youth Saving Challenge](#) throughout the entire month of April. The National Youth Saving Challenge jumpstarts smart saving habits in youth and rewards 10 lucky participants for their hard work with cash prizes.

Whether you chose to celebrate all month, or just during Youth Week, there are plenty of resources to show youth they can benefit from visiting — and saving at — their credit union. The Youth Week webpage includes online campaign art, articles, celebration materials, and promotional products.

Campaign materials include financial education content, fun items to reward young members, and bright, neon-colored apparel to dress the part in April. Several popular items from last year's campaign are included in the 2013 line-up, including the magic color-changing mood cup and the Quarter Saver Folder, which holds \$5 in quarters and boasts a positive message on saving. Order by March 8 to take advantage of early-bird savings.

For updates and additional information, visit cuna.org/youthweek and sign up for a free e-newsletter.



Education & Professional Development

Sales & Service Training Program

What is the best way to build relationships with members? How do you get to know your members and their needs? How can you show your members your appreciation for them? How do you sell additional products to your members without coming across as pushy? How can you evolve your techniques from sales pitches to providing solutions to member needs?

Join Mark Arnold, nationally-recognized expert on credit union sales and service, for a unique program designed specifically for Pennsylvania's credit unions. *Secrets to Success: Service & Selling Techniques for Credit Union Staff* is more than just a workshop – it is a training program that will help your credit union's staff improve their ability to provide the best service to your members, as well as how to reach as many members as possible with your products and services.

The *Secrets to Success* program starts with a full day, in-person training with Mark Arnold on April 17 in Harrisburg, but also includes three webinars with Mark – one each in May, June, and July – to help your staff gain a greater understanding of sales and service best practices. Every participant will receive a comprehensive sales and service handbook, developed by Mark specifically for Pennsylvania credit unions, as well as access to all three webinars. A digital copy of the handbook and each webinar will also be provided, to make it easier to train other employees within your credit union.

Look for more information in your inbox soon, check www.pcua.org for updates, or contact education@pcua.org.

CUAnalyzer is A Hit

Credit unions that have checked out the Association's newest membership benefit – Callahan's CUAnalyzer, – love it, and see great value in all that the program has to offer. CUAnalyzer provides your credit union with unlimited access to performance, bench marking and financial analytics tools.

Visit as often as you like, customize peer groups, and utilize professional packets for board reports and to help department managers understand their role in performance. All reports are customizable and exportable.

If you missed the first introductory webinar, it's not too late. The second introductory webinar will be held Tuesday, February 5, 2:00-3:00 p.m. [Register today.](#)

Contact your [Association Account Executive](#) for more information.



Members Need To Verify Credit Union Membership to Keep Saving with Sprint

If your members are already enjoying the savings from Invest in America's Sprint Credit Union Member Discount Plan, we want to ensure they can continue to do so. Periodically, Sprint needs credit union participants to verify their membership eligibility so they can continue to receive the discount and waived activation fees. If new members are planning on signing up for the Sprint Credit Union Member Discount, they will need to verify their eligibility as well.

New Sprint Customers: Need to verify membership within 30 days of activation.

Current Sprint Customers: Need to provide proof of discount eligibility (credit union membership) when they upgrade your device if it has been 20 or more months since they were last validated.

The verification process is easy and only takes few minutes to complete. Verification will make sure your members continue to receive the great benefits and exclusive savings that Sprint offers. There are two ways to validate your credit union membership:

- Scan the QR code on this page to access the free Invest in America app for Android and iPhone
- Find the verification form at <http://mysprint.sprint.com/verify>.

Verification Made Easy with the IIA App! Members can now verify credit union membership using the Invest in America app with its simple and secure verification process. And it takes just a few minutes to complete.

iPhone users can find it at the Apple App Store while Android users can find the app in the Android Market – just search for “Invest in America.” This app also lists all other Invest in America discounts.

Please take the time to download the free Invest in America Sprint Verification app, try it for yourself and see just how simple it is to use it so you can keep saving with the Sprint Credit Union Member Discount.

Learn more about the Sprint Credit Union Member Discount by contacting your [Association Account Executive](#) or visit LoveMyCreditUnion.org/Sprint.



Scan to get the IIA app

Best Practices in a Third-Party/Bond Insurance Review

If your credit union engages a third party to help review your fidelity bond and other insurance protections, be sure you understand whether the third party is an independent consultant or a commissioned broker. The key is knowing whether the third party's priority is to serve your credit union's best long-term interests.

Beware of Price over Stability

Ask plenty of questions, especially if a recommendation is weighted most heavily toward finding the lowest initial cost. This approach could steer you toward a carrier that may not be in the business of insuring credit unions for the long haul.

Questions for Third-Party Consultants

A thorough coverage review with your current carrier, while conducting an in-house comparison of other carriers, can be an effective strategy. And there's no ambiguity about the carrier's motivation. If you're working with a third-party consultant, however, use this checklist to help guide your decision about finding the best partner for protecting your credit union, its officers, and board members:

- Is the consultant objective, or is it also a broker paid on commissions?
- What broker fees and/or management fees apply to the transaction?
- Are all carriers being evaluated? If not, which carriers are included in the search?
- How long has the recommended carrier been in the bond/D&O/property/casualty business, and specifically, how long has it been serving the credit union market?
- Would your credit union have direct access to the carrier's underwriters, risk management experts, and claims specialists?
- Does the carrier focus on product development to address emerging exposures specifically for credit unions? For example, how many new coverages has the carrier introduced in the last five years?
- Can bondability verifications be conducted online? How many credit union employees are in their database?
- How many different carriers are involved in the insurance program, and what potential gaps or overlaps exist between the various policies?
- Does the carrier have educational resources that help your credit union prevent losses and mitigate damage after a loss occurs? Do these resources, such as online content or webinars, cost extra?
- Does the carrier work on behalf of the credit union industry to help shape, clarify, and modify new regulations?



Lisa Barshinger, Business Development Representative, First Capital FCU, conducted a Couponing 101 seminar to show members and guests how to save money and become savvy shoppers. Nearly 40 people attended the first program of the 2013 seminar series.

Scenes from CEO Summit, January 20-23, Naples, Florida



February

18
Presidents Day
Federal Reserve Bank
Holiday
Association Office Closed

24-28
CUNA Governmental
Affairs Conference,
Washington, D.C.

March

14
MBL Participations
Conference,
Lancaster

20
CEO Leadership Workshop,
Mars

21
CEO Leadership Workshop,
Harrisburg

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