

# Chapter Reporter

4th Quarter 2009



# GCUA Partners with REAL Solutions



Georgia Credit Union Affiliates is now an official league partner with REAL Solutions. REAL Solutions, a program of the National Credit Union Foundation (NCUF), was piloted by the Filene Research Institute in 2003 to provide “Relevant, Effective, Asset-building, Loyalty-producing” financial services to working families with low wealth. REAL Solutions aims to help low-wealth consumers become loyal, long-term credit union members who will grow savings and accumulate assets that generate wealth for their families. In this way, REAL Solutions is a perfect fit for the REAL Deal Outreach Campaign. Through this partnership, now all REAL Deal Credit Unions in Georgia are officially included in the REAL Solutions program.

Please visit the REAL Solutions Web site to browse the various lending, savings and transaction programs available. These and other products qualify under the REAL Programs area of the REAL Deal. Also, the REAL Solutions site has many reports and studies available to assist credit unions in making a REAL impact. Stay tuned for more about REAL Solutions.

And if you didn't know, we have recently added to the REAL Deal Web site member audio testimonials in the form of Podcasts. Go here ([http://www.gcu.org/real\\_deal/story.php](http://www.gcu.org/real_deal/story.php)) to listen to the current Podcasts of REAL Deal credit union members sharing their stories about what makes their

CU great. These will be rotated as new member testimonials are gathered.

Is your credit union the REAL Deal? Do you have a member who is willing to share a compelling story about a positive experience at your credit union? Please email Anita Paul ([anitap@gcu.org](mailto:anitap@gcu.org)) with the name and contact information of the member. From there, we will contact the member, come out to record the Podcast and upload it to the REAL Deal site. Here are a few examples of what we are looking for:

- A new credit union member who previously used banks, but now uses your credit union for their financial services needs.
- A member who recently financed a loan with your CU and is now saving a significant amount of money.
- A member who has recently received a home or auto loan and is an advocate for your CU's interest rates and customer service practices.
- A small business owner who uses your services to operate their business.
- A recently laid off worker who is grateful that their interest rates are saving them money during these tough economic times.
- Any other unique or interesting stories that would highlight your CU in a positive way.

To become a REAL Deal Credit Union, please visit [http://www.gcu.org/real\\_deal/index.php](http://www.gcu.org/real_deal/index.php).

## CU Compliance Specialist

Credit unions looking for an affordable and convenient way to bring on a compliance expert can benefit from the CU Compliance Specialist Program. These specialists, trained by GCUA, are leased to two or three sponsor credit unions to review, change and implement a compliance program. Credit unions work with experts in ACH, Bank Secrecy Act, mortgage compliance, operations and more. GCUA has seven compliance specialists serving over 20 credit unions with a combined total of 40 years of compliance experience.

### Compliance Specialists perform many important functions, including:

- Work with “sponsor” credit unions in developing a compliance program.
- Develop and review each department's compliance procedures to improve compliance with applicable federal/state laws and regulations.
- Evaluate and recommend changes to procedures, forms, etc. to improve compliance with applicable laws and regulations without giving legal advice.
- Implement new laws and regulations that affect credit unions, including updating policies and procedures to reflect changes caused by new regulations.
- Compile and maintain training materials and conduct training sessions for new and existing employees.
- Coordinate with regulatory examiners and external auditors during examinations to ensure that compliance issues are adequately addressed where appropriate.

To find out more about the CU Compliance Specialist Program, contact Richard Ellis at [richarde@gcu.org](mailto:richarde@gcu.org) or (800) 768-4282, ext. 3453.

## Growth By Design Recession Survival Kit



Your credit union may be small, but your brand doesn't have to be. Branding ensures that no matter what size your operation, your members and potential members will remember you, talk about you, and recommend you to friends and family. Your brand tells your story. A powerful brand doesn't just say you're the best choice; it says you're the only choice! Here at Growth By Design, we realize the financial challenges today, so we would like to offer some relief.

- Annual Full Marketing Plan – **Sale Price \$450**
- 4-Page Snapshot Marketing Plan (includes snapshot of goals, objectives and a timetable) – **Sale Price \$200**
- Copy, Editing and Design Costs for Winter 2009 Quarterly Newsletters (for new clients only) – **Sale Price for 2-page \$275 and 4-page \$425**
- Focus Groups for Members, Non-Members and/or Staff – **Sale Price \$2,000**
- New Logo Design (includes 3 rounds of revisions) – **Sale Price \$500**
- Newspaper or Magazine Ad Design – **Sale Price \$150**

Check out our new predesigned marketing materials at [www.growthbydesign.org](http://www.growthbydesign.org) or contact Jobi Tyson at (678) 542-3481 or [jobit@growthbydesign.org](mailto:jobit@growthbydesign.org). Above prices expire December 31, 2009, so order today!

## Next Generation Network Credit Union Recovery Authorization

How will your credit union recover and will you be prepared to serve your members during a time of disaster? As witnessed during the 2005 hurricane season, thousands of people were displaced, credit union facilities destroyed and many members were left with no access to their accounts when they needed them most. Both before and in the aftermath of the storms, many credit unions turned to CO-OP Shared Branching's Next Generation Network (NGN) to provide evacuees with immediate access to essential funds.

NGN CURE (Next Generation Credit Union Recover) is a program designed to assist credit unions with serving members, even if your credit union's infrastructure is damaged or suffers some sort of business interruption. NGN CURE provides credit unions the ability to offer transactions to members through the CO-OP Shared Branching Next Generation Network (NGN) based on either a positive balance file submitted routinely to CO-OP Shared Branching or a secondary VPN device in place at the disaster recovery (DR) site.

Credit unions participating in this program will send a positive balance file (PBF) containing the members' account and balance information. This file is delivered electronically to CO-OP Shared Branching on a regular schedule in the appropriate format through a secure channel. The credit union data will be stored in the NGN CURE database, so if a credit union's infrastructure becomes incapacitated for any reason, transactions can be authorized against the data file provided. The credit union's data processor will code to the file specifications provided by CO-OP Shared Branching. It's that easy.

Once the credit union's normal operations have been restored, your credit union agents will instruct CO-OP Shared Branching to cease authorization of transactions. For more information or questions, contact Liz Lewis at [lizl@gcua.org](mailto:lizl@gcua.org) or (800) 768-4282.

*-Article Courtesy of Credit Union Service Center*

## "MONUMENTAL" ISSUES AND SPEAKERS HIGHLIGHT CUNA'S 2010 GOVERNMENTAL AFFAIRS CONFERENCE



Congress and Administration are pursuing the most active agenda in a generation. For credit unions, the issues at stake are monumental. The Credit Union National Association's 2010 Governmental Affairs Conference will give credit union leaders the opportunity to learn the latest from influential policymakers, speak out on these critical issues, and ensure the credit union difference is well understood on Capitol Hill. The 2010 GAC takes place February 21 - 25 at the prestigious Washington Convention Center in Washington, D.C.

The 2010 GAC also will feature an array of prominent speakers. With the economy expected again to be the dominant issue in the year ahead, GAC attendees will hear from Larry Kudlow, host of CNBC's "The Kudlow Report." He offers a tremendous wealth of insight and expertise to help credit union leaders better navigate tomorrow's evolving economic and political terrain. On the political front, the 2010 GAC will offer a lively "point-counterpoint" discussion on national issues of the day from two of the most prominent voices on the left and right: Former Vermont governor and Democratic National Committee Chairman Howard Dean will pair with Joe Scarborough, the former Republican congressman who now hosts MSNBC's popular "Morning Joe" program.

Additionally, key speakers from Congress, the Administration and the financial regulatory agencies will be announced in coming weeks as the agenda takes shape for a conference that continues to draw many of the most influential policymakers in Washington to provide the latest information on legislation and regulation that affects credit unions and their ability to serve their members.

Keep an eye on CUNA's Web site, [www.cuna.org](http://www.cuna.org) and biweekly NewsWatch newsletter for details about additional speakers. Click GAC 2010 on the homepage or enter GAC2010 in the search box.

For registration information on the 2010 GAC, call CUNA Meetings and Special Events at (800) 356-9655, ext. 5700, email [gacinfo@cuna.com](mailto:gacinfo@cuna.com) or visit [www.cuna.org](http://www.cuna.org).

## Save the Date for Grassroots Academy 2010

If you ever wanted to see what happens under the Gold Dome, what committees matter to the financial services industry and who has the ability to decide what bills move through the process—come experience the Grassroots Academy 2010. This event will provide credit union leaders an opportunity to enhance their grassroots skills, learn more about the state and federal legislative process, and see state elected officials in action. Plans are already underway to create a unique experience for the Grassroots Academy 2010, which will be held on January 28th across from the State Capitol. Space will be limited for this event. Watch for more details at [www.gcua.org](http://www.gcua.org) to reserve your place.



## ALM Conference to be Held Locally with Reduced Registration Fee



Taking place Thursday, November 5th, Georgia Central's 2009 Asset-Liability Management (ALM) Conference marks the first time the event will be held close to home. Due in part to the close proximity, the corporate has already achieved record member registrations.

This year's conference includes a new breakout session where participants can choose from either one of the corporate's ALM tools: ALMonitor or onlineALM. Additionally, the conference will focus on general ALM education for professionals, helping credit union management interpret ALM reports and facilitating communication with boards and asset-liability committees (ALCOs).

Speakers at this year's conference include investment and ALM experts from both Georgia Central and Southeast Corporate, along with Jim Wendel from ZM Financial Systems, who has extensive knowledge of community financial institutions.

"Georgia Central is pleased to continue offering our members meaningful educational opportunities, especially during these times of financial stress," said Cory Johnston, Georgia Central's SVP/Chief Investment Officer. Johnston says that when it came time to plan this year's conference, his team decided that keeping the cost of attendance low for credit unions was a top priority. "I'm proud of the agenda we've put together, with its emphasis on local expertise enabling us to make the event very affordable."

## Georgia Central to Update Security Addendum

The National Credit Union Administration (NCUA) recently released a letter to the Credit Union Network highlighting the increase of hacker activity in Internet banking applications. As a result, Georgia Central will be releasing a revised security addendum. This addendum will require each credit union to confirm what security controls it has in place. Georgia Central is required by the NCUA to collect and maintain this information. In conjunction, Georgia Central

will host training sessions during the 4th Quarter to assist credit unions in understanding and fulfilling the requirements of the revised security addendum.

If you have questions regarding the upcoming release of the revised security addendum, please contact your Relationship Manager at 770.476.9704.



## Due Diligence Corner Provides Important News and Updates



Georgia Central's Due Diligence Corner, located at [www.gacentral.org](http://www.gacentral.org), serves as a repository to help members address the regulatory requirements surrounding the collection of financial data and other information about key business partners. Additionally, the Due Diligence Corner presents the most up-to-date information on Georgia Central's financials, as well as updates on the Corporate Stabilization Program.

Be sure to check our Due Diligence Corner often as we frequently post additional resources. Other content includes recent member communications from our President/CEO, Greg Moore, and key financial reports from Georgia Central's partners.

## Chapter Meetings

If your Chapter is in need of a speaker for one of its upcoming meetings, Georgia Central's staff is available to address a range of topics, including the economy, markets and investing, and the Corporate Network. You can contact one of our Relationship Managers at 770.476.9704 to make the arrangements.