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AN E-PUBLICATION FROM THE CHAIRMEN'S GROUP

2014 Post-Roundtable Issue

## Chairmen's Roundtables Are Winners

Credit union board leaders gathered in Las Vegas, October 15-18 for the 38th Chairmen's Roundtable Forum -- a unique educational event in the credit union world -- and it was a winner!

During the three-day meeting, attendees participated in focused, small-group discussions on board governance, CEO evaluation and compensation trends, CUSOs and risk-based capital. A bonus roundtable arranged by credit union asset size gave attendees the opportunity to discuss impromptu subject matter that was not covered during the pre-selected agenda topics. As one first-time attendee explained: "We all face the same challenges no matter if we are \$3 million or \$30 billion in assets. No matter our size, we can all have different approaches and solutions. This is an invaluable resource to glean knowledge from others' various experiences."

An intriguing idea that emerged from the roundtable discussions centered on tracking the relationship between board governance and performance. Given the current environment and what is expected of today's boards, the concept of tying governance to performance makes sense. Like CEOs and management, boards also need a roadmap for how to improve and become more effective.

NCUA Supervisory Examiner Leslie Thompson gave a very timely update on current issues facing the NCUA Board. With the current Ebola epidemic at the top of the news cycle, she challenged the audience to go back to their credit unions and consider how they would be able to operate if one day only half their staff showed up to work. Needless to say, that prompted intense dialogue during the roundtable following her presentation. For more details on her presentation follow this [link](#).

There was a buzz at the meeting about an obvious increase in the number of first-timers who attended -- many who represent the Generation X demographic. "We've been making an effort to attract the next generation of chairmen," explained Celeste Shelton, NACUC's Executive Director and a Gen Xer herself. "We know this is a great meeting for leaders who are passionate about the credit union philosophy and willing to put in the time and effort to make this an amazing learning experience. It's so gratifying to see them find us and become active members of the association."

Many of the ideas shared at the forum are available to members online. [Here](#) is a link to our Resources Page.

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## Chairmen's Circle Announced



At the 38<sup>th</sup> Chairmen's Roundtable Forum, NACUC launched its first-ever member referral program known as **The Chairmen's Circle**. To kick start this program, we've created a [page](#) on our website dedicated to helping you begin referring new members today!

For years, our members have been referring new chairmen to NACUC by word of mouth. Now we'd like to recognize these dedicated members for their efforts. With just a few simple steps and helpful tools, any NACUC member can spread the word about this dynamic, exciting group.



Refer just three new members in a year, and you will be one of the first to become part of the new Chairmen's Circle! Here's a convenient [electronic form](#) you can use on your tablet or smart phone to collect and submit referral contact information.



Well we've just had another wonderful Roundtable Forum. I came back energized and excited about the ideas I picked up there and the new colleagues I met while sitting in our six roundtables. It reminds me that in many ways this meeting is just the beginning.

First of all, I always make it a point to formally share the ideas I picked up from other chairmen with my board members and our CEO. I believe it is our responsibility to take what we learned and share it in a way that will benefit our membership. For example, I will make sure to start a conversation at our credit union about utilizing CUSOs to earn income.

Another way I feel the Roundtable Forum is just the beginning has to do with all the new leaders I met last week in Las Vegas. Each of us who attended probably met at least several chairmen or directors from other credit unions who we connected with. They may have asked us for more information about what we're doing at our credit union or offered some tips on what has worked at theirs. I am already busy responding to requests for more information about our credit union's board associate programs, orientation and assessment process.

So I encourage you to let the sharing continue. In some ways we are the keepers of the cooperative spirit that makes credit unions unique in the crowded financial services industry. We need to be sure we pass on everything we learn for the benefit of our individual credit unions.

Rose M Rangel

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## Ready...Set...Renew!

Watch your inbox for your NACUC membership dues renewal. Your credit union's dues can be paid online with a credit card or the invoice can be printed and returned with a check. Since your credit union holds the membership in The Chairmen's Group, all members of your board can take advantage of discounts on the Roundtable Forum and Leadership Development Seminar fees. Your membership also includes a complimentary copy of the 2014 CEO Compensation and Benefits Report, now being conducted annually, as well as access to a wealth of board strategies and best practices. Unlike other conferences that center on CEO/executive topics, NACUC is the only independent organization that is dedicated exclusively to educating chairmen and future board leaders.

### **How to Get the Most From Your NACUC Membership**

- ✓ Take advantage of registration discounts on the Chairmen's Roundtable Forum and Leadership Development Seminar, both laser-focused on the needs of board leaders.
  - ✓ Participate in NACUC's Annual Compensation & Benefits study and receive the comprehensive report for FREE.
  - ✓ Get involved with the association's activities and be an integral part of its growth by running for the NACUC Board or serving on a committee.
  - ✓ Utilize NACUC's dynamic community of board leaders as your go-to resource for best practices and proven strategies on a wide range of issues and topics.
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## Helpful Tip #1: Are You Set to Renew Your Membership?

Since your NACUC annual membership applies to multiple people, the system allows us to link everyone together for member benefits. This group of people is called a bundle (within our system) with one person designated as the bundle administrator. The administrator is your billing contact with the necessary access to complete the dues renewal for your credit union online. Your email address (the one where you received this newsletter) is your key to member benefits via the website.



## National Association of Credit Union Chairmen

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Check out the [website](#) for additional useful tips.

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## Weldon Recognized for Six Years of Service



“Without the dedication of members like Pete Weldon this association would not be as relevant and successful as it is today,” enthused NACUC Chairperson Rose Rangel as she presented Weldon with a plaque recognizing his six years of outstanding

leadership on the NACUC Board. Hailing from San Angelo, Texas, E. H. "Pete" Weldon is chairman of the 1<sup>st</sup> Community Federal Credit Union. "He always has a smile and a story to share," according to Executive Director Celeste Shelton. "He set the example for teamwork on the board and easily took the reins of the association to become a leader among leaders."

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## Paul Marotta Receives Gene Ball Award



The Eugene Ball Award was established on October 5, 2002 by the National Association of Credit Union Chairmen (NACUC) to recognize outstanding leadership in credit unions. The award was named in honor of long-time credit union leader Eugene "Gene" Ball. Chairman of Pentagon Federal Credit Union for 20 of his 27 years on its Board, Gene retired in early 2002. He was a NACUC director and served as president from 1988-1991. Gene provided strong leadership and was instrumental in the implementation of many new services, products and policies throughout his volunteer career.

Every year we recognize an outstanding member with the Gene Ball Leadership Award. This year the award was presented to Paul Marotta, chairman of Hanscom Federal Credit Union, a chairman who has been involved with his credit union since 1979 and served as the credit union's chairman for 21 years. When he became chairman the credit union had \$140 million in assets, 4 branches and 15,000 members. Today the credit union has \$1.1 billion in assets and 55,000 members. He has received numerous Volunteer Achievement Awards from CUNA. He was also instrumental in establishing a charitable foundation, is an avid supporter of Children's Hospital of Boston and the Massachusetts Coalition for the Homeless. Kudos and thanks to Paul for his amazing service to his credit union, this organization and for his dedication to the spirit of credit union volunteerism!

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## Sponsor Spotlight: NewGround



Industry experts agree the future environments of banking over the next 10 years will undergo dramatic change, with increased non-traditional competition focused on consumer relationships, non-traditional service offerings and increased regulatory control. The branch in 2020 will be a more dynamic retail environment, multi-sensory and a multi-channel social experience that targets specific consumer segments promoting stronger and deeper relationships to ensure continual profitability.

Members today demand product and service customization and retail environments that provide an exceptional Total Member Experience. Physical as well as virtual banking environments will need to evolve to meet growing member demands. NewGround is a leading resource on how the financial services industry is repositioning itself to meet the demands of the rapidly rising digital society and what credit unions need to do to position themselves as a market leader. NewGround understands the retail strategies behind why credit unions must become multi-channel focused. And, answers the questions surrounding what directors should do to advance strategic retail delivery within their organization.

NewGround, a global company with a 100 year heritage, imagines, designs, and implements retail and corporate environments which are a perfect match of form, function, and flexibility. The company offers a full line of integrated services including consulting, architectural and interior design, engineering, construction, retail services, and project management. NewGround specializes in the

financial services industry and main office construction and renovation; with an impressive portfolio of more than 480 branches. Led by CEO Kevin Blair, NewGround is headquartered in St. Louis, MO and has offices in Chicago and Toronto. Visit [NewGround.com](http://NewGround.com) for more information.

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# noteworthy

## NACUC Announces 2014-2015 Board

At NACUC's recent Annual Business Meeting, Joe Budnick, Chairman of SharePoint Credit Union (MN), was elected to a three-year term and Marty Goldman, Marine Federal Credit Union (NC) was re-elected also to a three year term on the NACUC Board of Directors. During a subsequent reorganization, the Board elected the following officers for 2014-2015:



**Rose Rangel**  
Chairperson



**Marty Goldman**  
First Vice Chairman



**Fred Heimann**  
Second Vice Chairman



**Dan Strandy**  
Treasurer



**Joe Budnick**  
Secretary

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# Welcome, New Members!

**Jane Pipkin, Chairperson**  
Knoxville TVA Employees Credit Union (TN)

**Chung Bothwell, Chairperson**  
UNCLE Credit Union (CA)

**William Arensdorf, Chairman**  
Greater Nevada Credit Union (NV)

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## NACUC 2015 Calendar

### 2015 Leadership Development Seminar



June 28 - 30, 2015  
The Hilton Santa Fe  
Santa Fe, New Mexico

### 39th Annual Chairmen's Roundtable Forum



October 21-24, 2015  
Hyatt Regency San Antonio  
San Antonio, Texas

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