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AN E-PUBLICATION FROM THE CHAIRMEN'S GROUP

July/August 2016 Issue

## Board Leaders to Commemorate 40 Years of Sharing

**NACUC 40<sup>TH</sup> ANNUAL CHAIRMEN'S ROUNDTABLE FORUM  
PHILADELPHIA**

**OCTOBER 5-8, 2016**  
THE WARWICK HOTEL  
RITTENHOUSE SQUARE  
[WWW.NACUC.ORG](http://WWW.NACUC.ORG)

**40 CELEBRATING YEARS**  
of Educating and Connecting Board Leaders

*The Premier Roundtable Event for Credit Union Boards*

Board leaders from more than 60 credit unions and 28 states have already registered to meet in historical Philadelphia from October 5-8 to exchange strategies and ideas. Topics include Governance Best Practices to Meet Regulatory and Compliance Challenges; Business Lending Policies that Position Your Credit Union for Success; Board Composition: How to Assess and Develop Your Best Board Yet; The Leadership Partnership: Board Chairman and CEO; and Supervisory Committees: Ally or Antagonist. A sixth Open Forum roundtable, arranged by asset size, will give participants the opportunity to discuss impromptu topics that relate to their credit union's size and complexity.

### **If you are not on the list, register to join these credit unions at the 40th Annual Chairmen's Roundtable Forum October 5-8:**

121 Financial Credit Union  
1st Community Federal Credit Union  
Aberdeen Federal Credit Union  
Aberdeen Proving Ground Federal CU  
Affinity Credit Union  
Arden Credit Union

Keesler Federal Credit Union  
Langley Federal Credit Union  
LGE Community Credit Union  
Library of Congress Federal CU  
Long Beach Firemen's Credit Union  
Louisiana Federal Credit Union

Argent Federal Credit Union  
Ascend Federal Credit Union  
Astera Credit Union  
Belco Community Credit Union  
Chartway Federal Credit Union  
Chessie Employees Federal Credit Union  
Citadel Federal Credit Union  
Community First Credit Union of Florida  
Connex Credit Union  
Corporate America Family Credit Union  
Direct Federal Credit Union  
Educational Employees Credit Union  
F & A Federal Credit Union  
Family Savings Credit Union  
Financial Resources Federal CU  
Finex Credit Union  
First Commonwealth Federal CU  
First Financial Credit Union (CA)  
First Financial Federal CU of Maryland  
Generations Federal Credit Union  
Greensboro Municipal Federal Credit Union  
Hanscom Federal Credit Union  
HawaiiUSA Federal Credit Union  
Heartland Credit Union  
Homeland Credit Union  
Ideal Credit Union

Marine Federal Credit Union  
Matanuska Valley Federal Credit Union  
Members Choice Credit Union  
Merced School Emp. Federal CU  
Mobiloil Credit Union  
Neighborhood Credit Union  
Northland Area Federal Credit Union  
Nutmeg State Financial Credit Union  
O R N L Federal Credit Union  
Partners 1st Federal Credit Union  
Point Breeze Credit Union  
Rogue Credit Union  
Security Credit Union  
Security Service Federal Credit Union  
SharePoint Credit Union  
SkyOne Federal Credit Union  
State Department Federal CU  
Sun East Federal Credit Union  
Teachers Federal Credit Union  
Tennessee Valley Federal Credit Union  
U\$X Federal Credit Union  
UMassFive College Federal Credit Union  
Unitus Community Credit Union  
Verity Credit Union  
Xceed Financial Credit Union  
XCEL Federal Credit Union

[Learn More ▶](#)

[Register Now ▶](#)

Already registered to attend the Roundtable Forum? Use the checklist below to prepare for your participation:

### Roundtable Checklist

- ✓ **HOTEL RESERVATIONS** - Reserve a room at the Warwick Hotel Rittenhouse Square by calling (215) 735-6000 and mention the group name to get the discounted group rate of \$219 per night.
- ✓ **BIS FORM** - Submit your credit union's Basic Information Survey (BIS) form online by September 16. All credit unions represented must submit a BIS. Go to [www.nacuc.org](http://www.nacuc.org) to access BIS links.
- ✓ **DISCUSSION GUIDES** - Use Discussion Guides to prepare for the roundtables. Consider writing a position paper to share your expertise on a topic of your choice.
- ✓ **SPOUSE/GUEST** - To meet the rising costs of meals and tours, a fee of \$150 will be charged with each spouse/guest who is registered. Guest program includes Wednesday Welcome Reception, Thursday tour, Friday evening event and breakfasts.
- ✓ **MARKETING MATERIALS** - Gather samples of your best promotional materials and marketing ideas (no more than 50 pieces of each) to share at browse tables.
- ✓ **TAX-EXEMPT STATUS** - To apply for federal tax-exemption at the hotel be sure to download the form on our website and bring the required documents and payment from your credit union.

# NACUC 2016 Chairmen's Roundtable Forum Sponsors

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## Platinum Sponsor Feature

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**Do you want to give more to your credit union's favorite charities?**  
*Now you can...with a CDA*



Common Purpose. Uncommon Co

*By Scott Albraccio*

Is your credit union like 60 percent of its peers that told us that they wish they could give more to their favorite charities?\*

Take a moment to think about how much it would benefit your community, and your credit union, to increase donations to your chosen 501(c)(3) charity or foundation, or to the [National Credit Union Foundation](#). Cause marketing strategies and a Charitable Donation Account (CDA) are tools you can use to help.

A CDA is an account of segregated assets held by a custodian following [rules](#) recently set by the NCUA. A similar opportunity was recently drafted into law in Michigan. These assets may be placed into investments normally impermissible to the credit union and have the potential to earn more than traditional credit union investments, helping to offset the impact of your charitable giving on your bottom line OR allowing you to increase your giving while maintaining your bottom line.

A CDA plan can work much harder for your credit union (and community) if you follow these three basic cause marketing strategies:

1. **Believe wholeheartedly in the cause.** Connect with a cause that your board, management and employees are passionate about.
2. **Do more than donate money.** A key to differentiating your credit union is by engaging your entire staff in volunteer activities to augment monetary donations. This shows that your interest in the charity is sincere and leverages your best asset – your employees.
3. **Show a clear impact.** Document your results through various channels, detailing information such as how much money was raised, number of volunteers with photos from the event, and comments or thanks received from community members. Nothing speaks more eloquently or persuasively than positive results.

Together, cause marketing and a CDA can give your credit union new ways to have a bigger impact on your community—to help further establish your credit union's status as a leader and reputable place to do business.

[Scott Albraccio](#) is Executive Benefits Sales Manager at [CUNA Mutual Group](#), Madison, Wis. For more information, contact Albraccio at 800.356.2544, ext. 665.6542.

\*CUNA Mutual Group Internal Data, 2015

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# NACUC 2016 CEO Compensation & Benefits Report



<b>11%</b> Projected increase of CEO average total compensation from 2015 to 2016	<b>6.8%</b> Rate CEO base pay is anticipated to increase from 2015 to 2016	<b>54%</b> Percentage of respondents who reported providing tuition reimbursement	<b>50%</b> Percentage of respondents who use loan growth as a criteria for determining CEO's variable pay	<b>64%</b> Percentages of CEOs retained by some form of written agreement
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**A complimentary report will be emailed to all members who participate in the compensation survey by Friday, August 19.**

To order a copy of the 2016 CEO Compensation and Benefits Report, please email [nacuc@nacuc.org](mailto:nacuc@nacuc.org)

The cost is \$199 for non-participating members and \$299 for non-members.



This is the time of year when most credit union boards are heading to strategic planning retreats, which means addressing the impact of key trends in the industry. It is important to study the critical forces affecting the credit union business model and how these in turn influence our members' lives. Therefore, credit union business models must be transformed to stay relevant in how we serve our members now and in the future.

As NACUC members head to the Chairmen's Roundtable Forum in Philadelphia, they should bring their responses to the questions in each Discussion Guide and be ready to share their experiences, ideas and plans of action for their business models. It is so important that we, as board chairmen, keep up to date on credit union industry trends to stay relevant in our members' lives.

NACUC offers this great opportunity to network and utilize the vast resources that are available to all of us who participate. And, in just a few months we will be commemorating 40 years of sharing at our Roundtable Forum in Philadelphia.

Rose M Rangel

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## Industry Links

Follow the links below to get the latest news, trends and industry insights affecting your credit union:

### Governance and Strategic Planning

Good Governance: A Quality CEO-Board Relationship [Read more](#)

Do You Aspire to Being a High Performance Board? [Read more](#)

### Economic

July 2016 Credit Union Trends Report [Read more](#)

CFO Focus: Second Half of 2016 Economic Update [Read more](#)

Car Sales Growth Slows, Leasing Accelerates [Read More](#)

### Regulatory

Are Regulations Hurting Mortgage Lending? [Read more](#)

Credit Unions Prepare for New Wage and Hour Rules [Read more](#)

NAFCU Examining CFPB's Final Mortgage Servicing Rule [ReadMore](#)

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*noteworthy*

## Renth Retires After 60 Years

Former NACUC board member and Gene Ball Award honoree Betty Renth retires from Scott Credit Union's board after 60 years of service...[read more](#)

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## Welcome New Members!

**Joe Shiposh, Chairman**  
Picatinny Federal Credit Union

**Douglas Murphy, Chairman**  
SkyOne Federal Credit Union

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### NACUC 2016-2017 Meetings Calendar

#### 40th Annual Chairmen's Roundtable Forum



October 5-8, 2016  
Warwick Rittenhouse Hotel  
Philadelphia, Pennsylvania

#### 2017 Leadership Development Seminar



June 25-27, 2017  
Hilton Boston Back Bay Hotel  
Boston, Massachusetts