



Headline News

LCUL's 2010 Annual Meeting & Convention

Sit Back, Relax, & Let the League Take You Away...

More than 460 credit union professionals and volunteers came together August 4-7 at the Sheraton Hotel in New Orleans to participate in the Louisiana Credit Union League's 76th Annual Meeting and Convention.

Some of the highlights of the convention included educational and networking opportunities, a chance to visit the interactive exhibit hall, and fun events including the annual golf tournament and the credit union luau, "It's 5 o'clock Somewhere".

We would like to thank everyone who helped make this convention such a success. Look for additional information on our 76th Annual Meeting & Convention activities in our next issue of the Fleur de Lis. If you do not receive the Fleur de Lis and would like a copy, please contact Lacey Hyer at lhier@lcul.com or (800) 452-7221, ext. 3100.

League Inducts Twelve into 'Louisiana Credit Union Hall of Fame'

LCUL inducted twelve individuals into the Louisiana Credit Union Hall of Fame during the opening ceremonies at the League's 2010 Annual Meeting and Convention. This program has been established in order to recognize the valuable leadership, commitment, dedication, and contributions of credit union professionals and volunteers throughout the state. The 2010 inductees recognized are:

Fred Banks

Inducted by: Livingston Parish FCU

Donald T. Bock

Inducted by: The New Orleans Firemen's FCU

Guy C. Comes

Inducted by: Post Office CU (New Orleans)

Betsy Hooper

Inducted by: La Capitol FCU

Charles M. Johnson

Inducted by: Louisiana Credit Union League Board of Directors

Charles W. Kramer

Inducted by: Aneca FCU

Susan Parry Leake

Inducted by: La Capitol FCU

Hattie B. Johnson

Inducted by: Livingston Parish FCU

Cora K. Pania

Inducted by: SAIF FCU and Livingston Parish FCU

Carolyn Ricks

Inducted by: Louisiana Credit Union League Staff

Richard Turnley, Jr

Inducted by: Southern Teachers & Parents FCU

Donna J. Wagoner

Inducted by: Ouachita Valley FCU

Excellence in Marketing Award Winners

Louisiana credit unions were recognized with Excellence in Marketing Awards for outstanding marketing and communications efforts. The Excellence in Marketing Awards Program received a record number of entries this year. Winning entries were displayed in the exhibit hall during the convention.

In the \$0-\$20 Million category, winners were as follows:

- **Calcasieu Federal Employees FCU**, *Best Newsletter*
- **Calcasieu Federal Employees FCU**, *Best Annual Report*
- **Internal Revenue FCU**, *Best Web Site*

In the \$20-\$60 Million category, winners were as follows:

- **Access of Louisiana FCU**, *Best Newsletter*
- **Access of Louisiana FCU**, *Best Annual Report*
- **Ascension CU**, *Best Web Site*

In the \$60+ Million category, awards were presented to the following:

- **CSE FCU**

, Best Newsletter

- **Dow Louisiana FCU**, *Best Annual Report*
- **The New Orleans Firemen's FCU**, *Best Web Site*

LCUL announces CUNA Recognition Award winners

LCUL awarded three Louisiana credit unions with the CUNA Recognition Awards. The winners were presented with a plaque during the opening ceremonies and will advance to CUNA's national competition.

Neighbors FCU, *Desjardin Youth Financial Literacy Award*

Ouachita Valley FCU, *Dora Maxwell Social Responsibility Award*

Louisiana FCU, *Louise Herring Philosophy in Action Award*

Six credit unions celebrate milestones

Six Louisiana credit unions were recently recognized with plaques commemorating the anniversary of the credit union during the opening ceremonies of the Louisiana Credit Union League's 76th Annual Meeting & Convention.

The following credit unions are celebrating 50 years of service to members:

- **Feliciana FCU**
- **River Region FCU**
- **South Jennings Catholic FCU**

The following credit unions are celebrating 75 years of service to members:

- **Greater New Orleans FCU**
- **Louisiana FCU**
- **U.S. Veterans Adm New Orleans LA FCU**

Special thanks to our sponsors

We would like to thank all of our exhibitors and the following convention sponsors for their support in helping to make many of our convention events possible. They are as follows:

*Alexandria Chapter
CU Cooperative Branching
CUNA Mutual Group
East Orleans Chapter
Lafayette Chapter
Lake Charles Chapter
Louisiana Corporate
Monroe Chapter
My E-Z Car Care
Southwest Corporate
The Baker Group
West Orleans Chapter*

Golf Tournament VIP Sponsors:

*CUNA Mutual Group
Enterprise Car Sales
Griffin & Company
Pulse*

Golf Tournament Hole Sponsors:

*ANECA FCU
Barksdale FCU
Carter FCU
Casey & Casey - Auto Title Express
CUNA Mutual Group
Enterprise
Griffin & Company
Labarre & Associates
Lafayette Schools FCU
Louisiana Corporate
My E-Z Car Care
Pelican State CU
Promotions Made Easy
Pulse
Shazam*

*Southwest Corporate
Swacha
The Baker Group
Transfund*

Important compliance updates to be covered at New Laws & Compliance Conference

Regulatory compliance changes have been coming at a fast and furious pace and it is quite difficult for credit unions to keep up with the new requirements and restrictions. At the Louisiana Credit Union League, we understand the challenges you face and have put together an outstanding lineup of sessions at our annual New Laws & Compliance Conference to assist your compliance efforts. Make plans now to attend the conference in Gonzales, LA on September 9 & 10, 2010.

During this conference, we've got you covered from ACH Update to Regulation Z and everywhere in between, with informative sessions on:

- * ACH Update, Dennis Simmons of SWACHA
- * Changes to the Bank Secrecy Act exam manual, Debbie Crawford of gettechnical, inc.
- * Concentration Risk, Steve Gibbs of Credit Union Resources
- * Federal Legislative/Regulatory Update, Kathy Thompson of CUNA & Affiliates
- * Leveraging Technology to Ease the Compliance Burden, Steve Gibbs of Credit Union Resources
- * Louisiana Legislative Update of Rob Reiger of Adams & Reese
- * Member Privacy and the new model privacy form, Jonathan Kudulis of Trimmier LLC
- * NCUA Update, including SAFE Act and short-term, small amount loans, Valerie Bogart of NCUA
- * Update & SAFE Act Registration Information, Sid Seymour of LOFI
- * Website and Social Media Compliance Concerns, Steve Gibbs of Credit Union Resources
- * Regulation Z and Open-End Lending, Shelly Vills of CUNA Mutual Group

We will also offer an optional pre-conference session Understanding Common Legal Forms for Credit Unions, where credit union attorney Jonathan Kudulis will review many of the common legal forms that credit unions encounter on a regular basis, including power of attorney (POA) indemnities, payable on death (POD) designations, cashier's check stop payments, and more. He will also briefly review important information your credit union needs to know when dealing with wills and successions.

Watch for detailed information to arrive at your credit union soon! For more information or questions, please contact Jill Kitchens, Director of Education, at education@lcul.com or (800) 452-7221, ext. 3021.

Filene seeking social media survey participants

The Filene Research Institute is asking credit unions to participate in a new study on the business impact of credit unions' social media marketing strategies.

Social media marketing using Facebook, Twitter, and other Web-based applications has created a lot of buzz, but no one has yet measured its financial impact or determined what mix works best for credit unions, the institute said.

To address this issue, Filene's project will work to develop the first predictive model for credit unions to use to estimate the impact of their social media marketing strategies on measures such as membership and products per member.

Participation requires about two hours during the next year and will involve four quarterly surveys between this month and July 2011 about marketing activities, as well as social media marketing. Each survey will take 25 to 30 minutes to complete. Natural person credit unions not currently using social media can participate, too.

The research aims to produce a statistically tested method to predict changes in membership and products per member (or member share) based on social media activities.

August 20 is the deadline to sign up for the survey panel. To register, [click here](#).

Hyland underscores ongoing challenges for directors

Speaking yesterday before 1,100 attendees at the 33rd Annual National Directors' Convention, National Credit Union Administration Board Member Gigi Hyland highlighted the critical role of credit union directors. "You must ask the tough questions at board meetings. You are the voice of the members you represent. You are not management's rubber stamp," stated Hyland.

Board Member Hyland reviewed current credit union trends and provided context for NCUA examiners' focus in certain areas, especially indirect lending, participation lending and member business loans. "The increased delinquencies that the agency has seen in these areas shows you why our examiners are asking credit unions to demonstrate and document their due diligence in all aspects of an institution's operations," noted Hyland. She also reviewed current regulatory issues including corporate credit unions, mergers and purchases and assumptions, and the proposed rule on fiduciary duties at federal credit unions.

Amongst the ongoing challenges for directors, Board Member Hyland noted, "Staying abreast of current issues and trends is tough. There is so much happening at once and it is all complex. Use all of the resources available to you to stay current on issues. Work to attract qualified volunteers with diverse experience to serve on the board. Your board, management and staff should be as diverse as your field of membership." (www.ncua.gov)

CSCU webcast: mobile commerce

Wednesday, August 25 at 3:00 p.m. central

According to Visa, there are 4.6 Billion mobile devices - compared to only 2.1 Billion televisions worldwide. There is no question mobile technology is here. Is your credit union embracing it?

Join CSCU for a free webcast with Brent Samuels of First Annapolis Consulting, whose 2010 Annual Meeting breakout session was a favorite among attendees.

The session will review the current status of the development of mobile commerce (including mobile banking). We'll discuss strategic considerations for mobile service entry as well as how to choose the right product for your members.

Visit www.cscu.net/Webcasts to register today!

In the News

2010 Bossier Federal scholarship winners announced

Bossier Federal would like to congratulate our 2010 Scholarship Winners: Aaron Barr, 2010 graduate of C.E. Byrd High School, is this year's first place \$2,500 scholarship winner. Barr plans to attend Louisiana State University in Baton Rouge and pursue a degree in Engineering. This year's second place \$1,500 scholarship winner is Christopher Richardson, 2010 graduate of C.E. Byrd High School. Richardson plans to attend Louisiana State University in Baton Rouge and pursue a degree in History. Shonterriere Winzer, 2010 graduate of Lakeside Jr./Sr. High School, is this year's third place \$1,000 scholarship winner. Winzer plans to attend the University of Louisiana at Monroe and pursue a degree in Pre-Nursing.

Bossier Federal is very excited about the overall participation in the scholarship program this year. The application process included the essay topic of: "Describe the ideal financial product or service that should be developed and marketed to your generation. Be creative in conveying what would engage you to your financial well being and future." Also required, a completed application on scholastic honors and award, extracurricular activities and work experience. With the coming school year, Bossier FCU looks forward to more scholarship opportunities for the graduating seniors and taking an active role in the educational community.

Educational Opportunities

Opening deposit accounts online webinar

In today's busy world, many people, including your members, want to open accounts and transact business in the evening at home. Therefore, now is a good time for your credit union to evaluate the necessary steps,

compliance issues, and risks involved with opening deposit accounts online (versus face-to-face).

This session's highlights include:

- Evaluating the risk of opening on-line share accounts
- Identification requirements and verification procedures
- Forms, worksheets, and policy decisions
- Getting a game plan together
- Placing holds and looking at your special rules for new accounts
- Signature card contracts - ownership and access issues
- Authorized signers, powers of attorney, and other fiduciary issues
- Identity theft issues
- Issuing debit cards
- Timing of federal disclosures and responsibilities

How much risk is your credit union willing to take? How can you manage the risk and comply with the Bank Secrecy Act's Customer Identification Program (CIP) and Customer Due Diligence (CDD) provisions? What policy and contract changes are needed to make this work? How will online banking affect your Identity Theft Program compliance? Join us to learn about these issues and many more. Help your credit union keep pace with members' and prospective members' desire to open online share accounts, at their convenience.

Join Debbie Carwford for this informative session will benefit member service representatives, deposit operations staff, compliance officers, marketing staff, and training personnel.

This session is a cost-effective way to learn how to manage online deposit account risk. You may train as many individuals as you like for one set price. There will be no travel costs, no time lost from work, and no one will be required to leave the institution.

This program will take place on Wednesday, August 18, 2010 from 2:00 to 3:30 pm. You can participate in this webinar for the low cost of \$169. A CD is available for an additional \$25 if you are also registering for live webcast. If you are not registering for live webcast, the cost of the CD is \$169.

To register, contact Christopher Johnson by phone at 800-452-7221 ext. 3012, by fax at 504-736-3677 or by email at education@lcu.com.