



## Headline News

### **Education handouts now available on League website**

#### ***LCUL's 2010 Annual Meeting & Convention***

Education handouts for convention are now posted on the League website, [www.lcul.com](http://www.lcul.com). Simply click the convention link located on the homepage to download the information. Should you have any questions, please contact Jill Kitchens, Director of Education, at [jkitchens@lcul.com](mailto:jkitchens@lcul.com) or (800) 452-7221, ext. 3021.

### **Don't miss the Credit Union Luau:**

#### **It's 5 o'clock Somewhere!**

#### ***LCUL's 2010 Annual Meeting & Convention***

It's time to trade in your coat and tie for grass skirts and loud shirts! Make plans to join us Friday night, August 6th when we help you relax, refresh, and re-energize in order to implement the great educational tools learned throughout the convention.

Hosted by LCUL and CUNA Mutual, this credit union luau is sure to be one you won't want to miss. We have one of the best bands in town as well as great food and the popular photo booth. And remember, don't forget to wear your favorite Hawaiian attire!

Admission to the credit union luau is included in registration. Make sure to check registration packets for prize tickets. Detailed convention information is available online at [www.lcul.com](http://www.lcul.com). Click on our convention banner located on the homepage.

### **Credit unions push for MBL support in Senate this week**

The Credit Union National Association (CUNA) and sponsor Mark Udall (D-Colo.) continue to work to drive support for member business legislation ahead of potential action this week.

Job-boosting small business legislation was discussed last week, with an amendment that would create a \$30 billion lending fund for small banks being added on Thursday. It is not known if the MBL legislation, which would lift the MBL cap imposed on credit unions from the current 12.25% to 27.5% of total assets, will come up for discussion this week, and the potential for discussion on the small business bill is also unknown at this time.

While the house will wrap up the first half of 2010 at the end of this week, the Senate will likely remain in session through August 6. Further action on small business legislation could take place at that time.

The House schedule for the week includes discussion of supplemental funding bills and possible changes to funding for the department of Housing and Urban Development. A House Financial Services Committee markup on internet gambling legislation will also take place later today. (*source: CUNA's NewsNow 7/27/10*)

### **Obama signs historic financial reg reform**

#### ***\$250,000 NCUA share insurance permanent***

Last week, President Barack Obama officially signed legislation that introduces a series of sweeping regulatory reforms that substantially restructure financial regulations and provides consumers with new protections.

The legislation is mainly aimed at Wall Street and larger financial firms and seeks to help avoid a repeat of the country's recent crisis prompted by a meltdown of housing and mortgage markets. The legislation also addresses thrifts, deposit insurance reforms, hedge funds, credit rating agencies, executive compensation, and investor protections, among other items.

The legislation, which was officially approved by the Senate last week, makes permanent an increase in federal deposit insurance to \$250,000 per account, and extends on an equal basis for credit unions and

banks unlimited federal insurance for non-interest bearing accounts. The legislation also establishes a consumer financial protection bureau, and credit unions with assets under \$10 billion will not be examined by the new bureau once it is established.

A similar \$10 billion credit union exclusion applies to rules that allow the Federal Reserve to set interchange fees for debit cards. The interchange legislation was strongly opposed by the Credit Union National Association (CUNA) and credit unions. A July 16 News Now story erroneously noted the provision applied to credit cards. The error has been corrected.

Several other reforms are also of interest to credit unions. One such reform is the inclusion of the National Credit Union Administration chairman on a proposed financial stability oversight council. CUNA continues to analyze the impact that the regulatory reform provisions will have on credit unions. (*source: CUNA's NewsNow 7/22/10*)

## In the News

### **ANECA FCU is expanding to Bossier City**

ANECA Federal Credit Union land purchase has been completed. Construction on ANECA's new branch in Bossier City will begin very soon. This will be ANECA's first location in Bossier City. The property is located at the corner of Benton Road and Viking Drive. This new branch will feature a drive up ATM lane, as well as a designated Cyber Café, lending department, and teller windows.

Under the leadership of Chris Clark, President and CEO, ANECA Federal Credit Union looks forward to providing expanded service in the Bossier City area, opening the door for continued community involvement and partnership.\

### **Neighbors FCU celebrates ribbon cutting at new mortgage center**

Neighbors Federal Credit Union is proud to announce the new mortgage center located at 3338 South Sherwood Forest, Bldg VI Suite S in Baton Rouge. This location is dedicated to serve the mortgage needs of current and new Neighbors FCU members. The official ribbon-cutting took place in July.

Under the leadership of Kathi Gill, President and CEO, Neighbors FCU is strongly committed to serving the mortgage lending needs of Greater Baton Rouge. "Even though we've all witnessed the national crisis in mortgage financing, the Baton Rouge area housing market continues to thrive", states Kathi Gill. "Neighbors has money to lend and we are ready to help you achieve the dream of owning a home. Our mortgage team is ready to provide you with personalized assistance and competitive rates, products and terms. We can prequalify you for your mortgage so you will know how much you can afford, before you shop!"

### **CSE FCU announces new business development representative**

CSE Federal Credit Union announces a new appointment to become familiar to select employee groups and potential members. The marketing department has appointed Akayla Broussard as the Business Development Representative, and has great expectations to excel in member interaction and sales.

With a Bachelor of Science degree in Marketing and her experience in customer relations, she will be able to benefit CSE's development efforts and assist in effective business communications. As a recent graduate of McNeese State University in Lake Charles, she has studied and practiced in both quantitative and qualitative marketing research. In addition, she has a solid background in the college of Mass Communication/Public Relations, also obtaining a minor in that field. CSE Federal Credit Union continues their commitment in providing exceptional service and better value in financial options. This addition to the marketing staff guarantees satisfactory to the Select Employee Groups.

### **Brett Christensen's Consumer Lending Program is coming to New Orleans**

Jefferson Financial Credit Union will host Brett Christensen's Consumer Lending Training Program at their main office on September 14 & 15, 2010. The workshop will include the following topics:

#### **Day 1 (September 14): Front-Line Lender Workshop**

Lending is an Attitude

Building Higher - Risk Loans in the Interview (including a firm close)

Proven Sales techniques

New FICO Information

Underwriting Approaches Needed to Grow Loans

20 Underwriting Mistakes You Must Avoid in a Tough Economy

Bankruptcy Avoidance

Debt Ratio Analysis

The Best Way to Look at Loan-to-Value

Underwriting - Higher Risk Loans

**Day 2 (September 15): Lending Management Workshop For CEO's, Lending Managers & Aspiring Lending Managers**

How to Replace Courtesy Pay Income

Why You Should Make More Phone Loans

Why You Must Centralize Underwriting

How to Increase Front-Line Loan Officer Production 300%

Hiring & Paying Sales People

Producing More Loan Volume with Fewer Employees

The Best Loan Department Design (that you haven't considered)

Your educational investment is \$225 for Day 1 and \$275 for Day 2. For more information or to register, please call (800) 219-9733 or visit <http://www.culendingadvice.com>.