

FOCUS GROUPS 2015

WEDNESDAY, MARCH 25, 2015

CFO Strategies
Roundtable

TODAY'S AGENDA

Trends in Examinations

45-minute session to hear from each other about what examiners are focusing on lately

Disaster Recovery, Cybersecurity, & Interest Rate Risk Management

45-minute brainstorming session with some tips from our resident experts

The CFO's CU*BASE Toolkit

45-minute session to help CFOs maximize opportunities to learn and use CU*BASE tools for our teams and our agendas

45 minutes might be 15 minutes or an hour and a half...it's not about the schedule, it's about effectively sharing with each other

LET'S GET ACQUAINTED

Round 1

- Introduce yourself
 - Name and credit union name
 - Your role at the CU and how long you have worked there

- Explain how your CU has organized its finance, accounting and bookkeeping solutions
 - # of people on the teams
 - What is the difference between finance, accounting and bookkeeping at your shop?
 - How do you see this evolving in the future?

Trends in Examinations

What have examiners been focusing on lately?

Trends in Examinations

What are your concerns?

Round 2

Let's go around the room again...

- Tell us what you've been seeing lately from NCUA when it comes to examinations
- What concerns you?

What we've been seeing:

- Emphasis on cybersecurity
- Evidence that credit union Boards are involved with cybersecurity and risk management
- Interest Rate Risk
- BSA Compliance

Trends in Examinations

What are your concerns?

Round 3

Let's go around the room again...

- What are you seeing from the CFPB and other regulatory bodies?
- What concerns you?

What we've been seeing:

- TILA-RESPA Integrated disclosure
- Debt collection (36% of all complaints to CFPB!)
- Disaster Recovery
- Records Management

Disaster Recovery

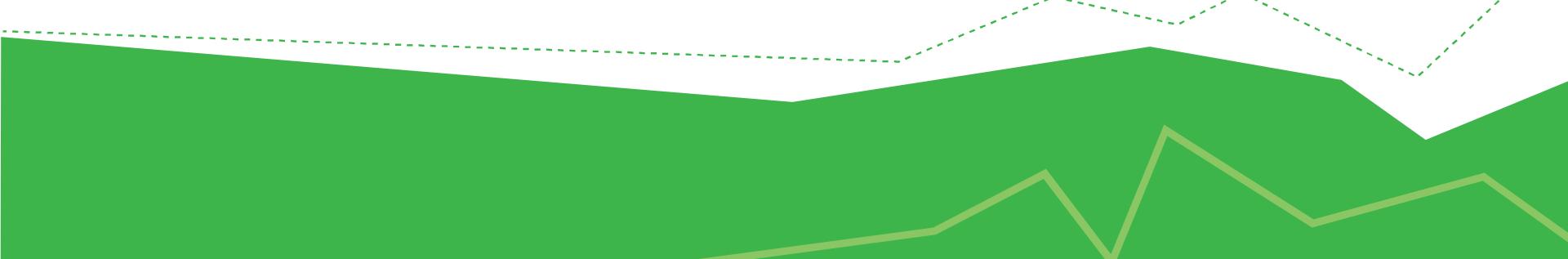
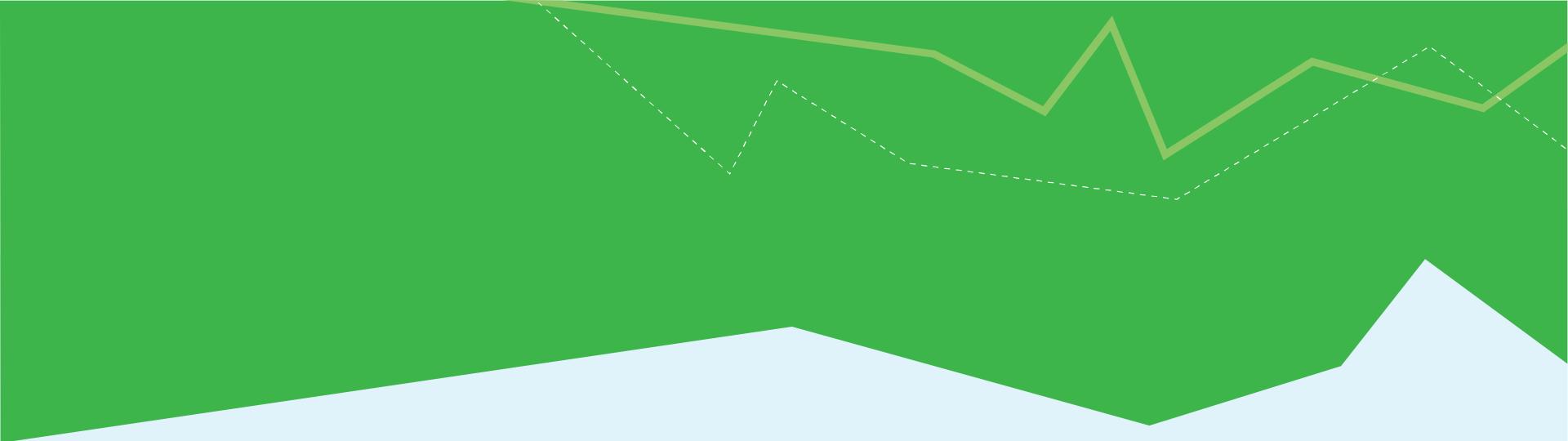


Disaster Recovery

What are your concerns?

Round 4

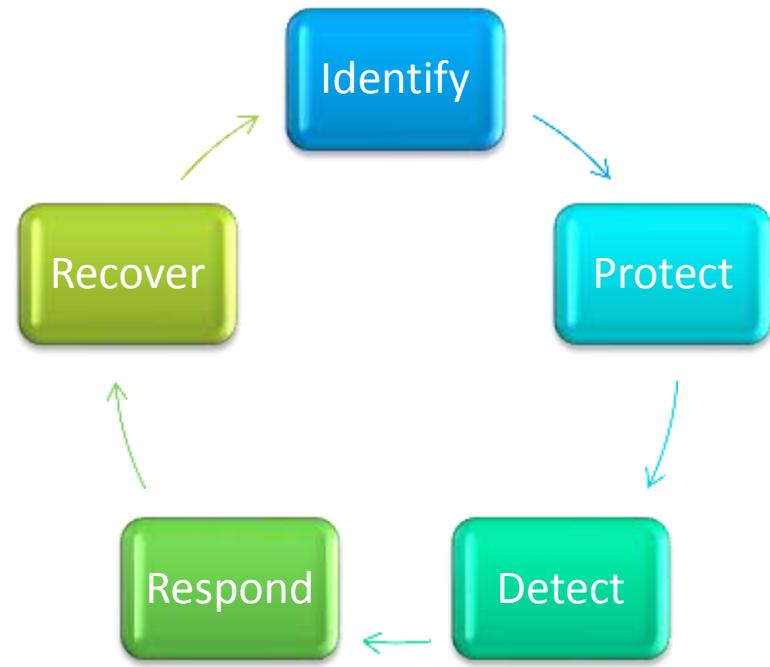
- Who at your credit union is responsible for Disaster Recovery planning?
- What types of disruptions have occurred at your credit union? What types do you plan for?
- What kind of recovery testing are you performing (and how often)?
- What is your recovery plan if the main branch is down?
 - How are the branches affected if the main branch is down?
 - What is the plan for your particular department if the main is not accessible?
- How often is your data backed up?
- What is your confidence level that your credit union is prepared?
- How often is your recovery plan updated?
- Is there one person at your credit union who if not available during a crisis would jeopardize the ability to recover?



**While Disaster Recovery primarily covers the restoration of technology,
Business Resumption focuses on restoring critical business activities**

Business Continuity Planning

- Business Continuity Planning is an ongoing approach to anticipating disruptions and getting operations back to normal
- The steps are similar to most other Risk Management lifecycles: identify, protect, detect, respond, and recover



Goals of Business Continuity Planning

- Facilitate the timely recovery of critical business functions
- Minimize loss of assets, revenue, and members
- Mitigate negative effects of a disruption on business operations
- Minimize confusion and enable effective decisions during a crisis
- Satisfy legal and regulatory requirements
- Ensure the survival of the organization



Every disruption (internal and external) has the potential to impact business

- Operational impact
- Reputational impact
- Financial impact
- Compliance impact

FFIEC BCP Booklet/Exam Guide

(updated in 2015)

Implementing a Business Continuity Management Program:

- Business Impact Analysis
- Risk Assessment
- Risk Management
 - Business Continuity Plan
 - Mitigation Strategies
- Risk Monitoring and Testing
 - Roles and Responsibilities (awareness and training)
 - Testing Program
 - Plan Audit and Maintenance

For 2015, increased emphasis on:

- Strengthening the Resilience of Outsourced Technology Services
 - Expanded network, more interconnected now than ever before, greater dependency on vendors, etc.
 - Must know your critical vendors' recovery plans and capabilities (proof of testing, etc.)

Learn More

- CU*Answers Business Continuity and Recovery Services
 - Certified Continuity Professionals available to assist credit unions in recovery planning and exam preparation
- Education classes
 - CU*Answers University
 - Education Express



<http://www.cuanswers.com/solutions/business-continuity/>

Cybersecurity & Interest Rate Risk Management



Cybersecurity & Rate Risk

Round 5

What are your concerns?

- Who at your credit union is responsible for cybersecurity?
- Have you had a cybersecurity examination yet? How did it go?
- What changes have you made as a result of the new focus on cybersecurity?
- What are you seeing on your safety and soundness exams?
- Has there been increased pressure on your ALM committee with respect to interest rate risk?
- Have examiners been looking closely at your real estate portfolios?
- How much interest have examiners shown in your investments?
- Have you made any changes to your lending practices based on the threat of rising interest rates?
- Has your credit union actively engaged your staff and members against RBC2?

Cybersecurity: What's the big deal?

- Our opinion of cybersecurity is that it is “old wine in new bottles”
- Much of what you are doing today from an IT perspective will be enough to get you through cybersecurity exams



Cybersecurity: What's the big deal?

- The big change in cybersecurity:

**Very heavy emphasis on Executive Management
and Board Director involvement**

- Coming soon: “Cybersecurity Literacy for Board Directors”
 - New CU*Answers video similar to the Financial Literacy for Board Directors

Rising Interest Rates

A greater threat than cybersecurity?

- Credit unions that do not manage interest rate risk effectively can have their federal insurance pulled by the NCUA
- Credit unions that do not have a written IRR policy or that do not have an effective IRR program are out of compliance with § 741.3 of NCUA's regulations



Do you understand SIRR?

If your assets are >\$50 million, you should

- The SIRR ratio is calculated as:

(First Mortgages Held + Investments w/Maturities > Five Years) ÷ CU Net Worth

- The NCUA looks very closely at any credit union where this ratio exceeds 100%

Do you understand these FASB terms?

- **AFS**

“Available for Sale”

- **Trading**

Held for near-term sale

- Do you calculate the ratio of that pool to your Investment Valuation Reserve Account?
- Federally insured credit unions are required to have an Investment Valuation Reserve Account in an amount “at least equal to the net excess of book value over current market value of the investments”

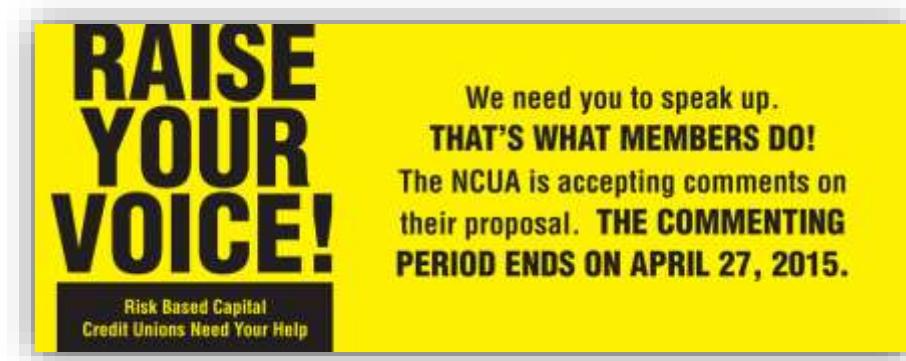
What risks do rising interest rates pose to your investment portfolio?

- How does the amount of price risk compare to the net worth (capital) of your credit union?
- Do you have a price risk limit (*as a percentage of net worth*) for a +300bps shock for each investment regardless if they are held-to-maturity or available-for-sale?
- What impact would rising interest rates have on the liquidity of your credit union?

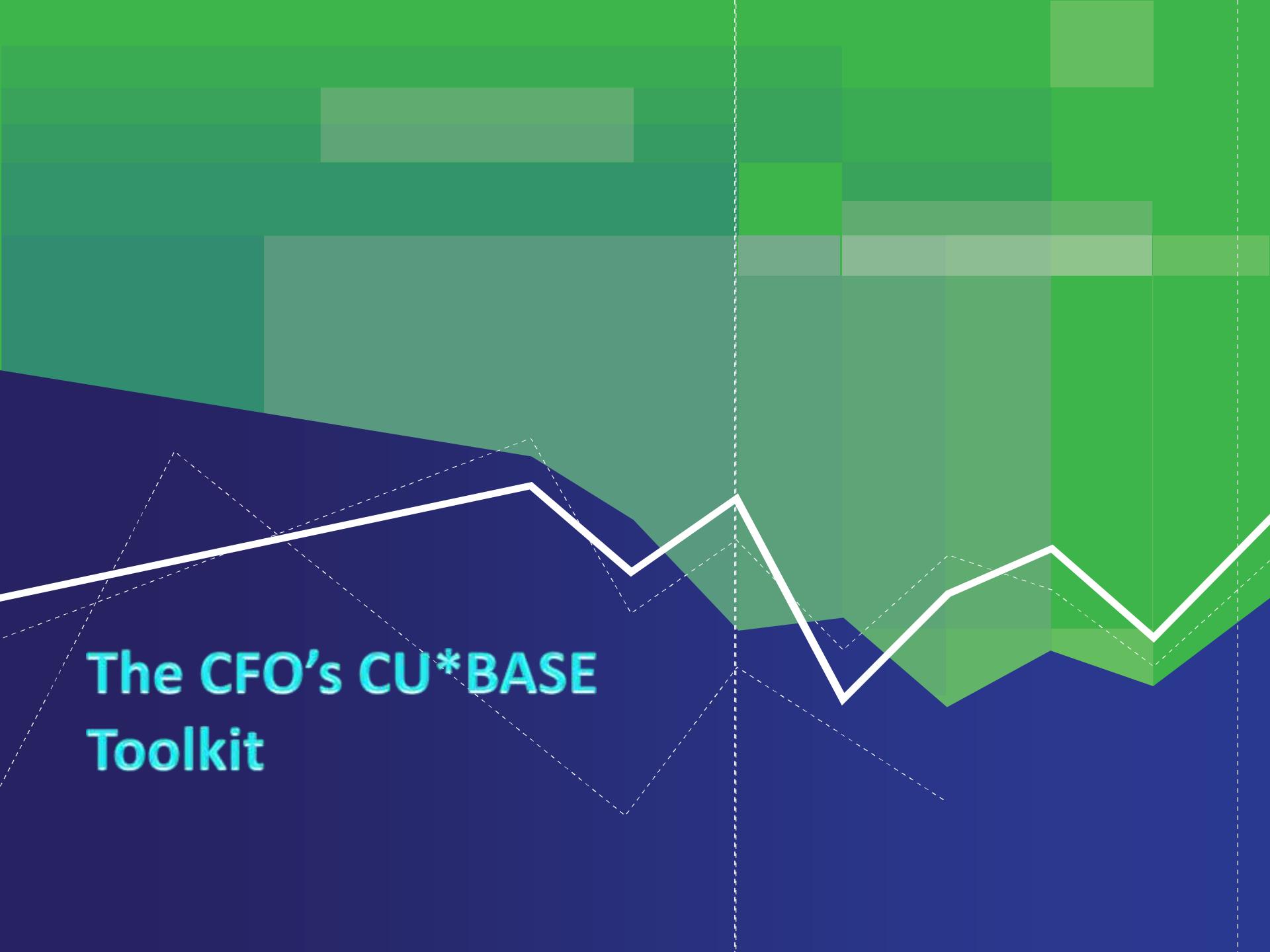


Keep pushing back on RBC!

- While cybersecurity is important, much of it is repackaging what you do now
- But while your team is focusing energy on cybersecurity...
- The rising interest rate environment and its impact on lending and investment portfolios is likely to be the leading cause of very serious repercussions for the industry...
...especially if RBC2 is enacted



The CFO's CU*BASE Toolkit



CU*BASE from a CFO's Perspective

...not mine!

- As the CFO of CU*Answers, I am an industry peer, and we all have the same problems: leading a cooperative from a financial officer's chair
- But when it comes to actually training the CU*BASE tools and helping you develop your team members, we have a lot of talented people and tactics to get that done
- Keegan Daniel joins us from CU*Answers Management Services to help us think through your perspective compared to other forums we already have

CFO School vs. CEO School

- Certainly CEO School has a train-the-toolkit element, and Randy does select tools to train and brainstorm on from a CEO's perspective
- How would you see CU*Answers developing a CFO School differently? How would CFO School pull from our normal education tools and be geared more specifically for you?
- Should we create a CFO Top 10 development agenda, like the Accounting Top 10?

When it comes to teaching credit union executives how to use the CU*BASE software, what is different about the CFO community, and why should we invest the money for this special emphasis?

CFO School vs. CEO School

- Did you know this mid-year CEO School was open to everyone? Will you attend?
- How would you have me or Randy train this differently, if CFOs were the only people in the room?

ATTENTION ONLINE AND SELF-PROCESSING CREDIT UNIONS



Don't Miss This FREE Event:

Mid-Year CEO School

Not Just for CEOs

~~Wednesday, March 18~~

9 AM – 4 PM ET

 **May 13**

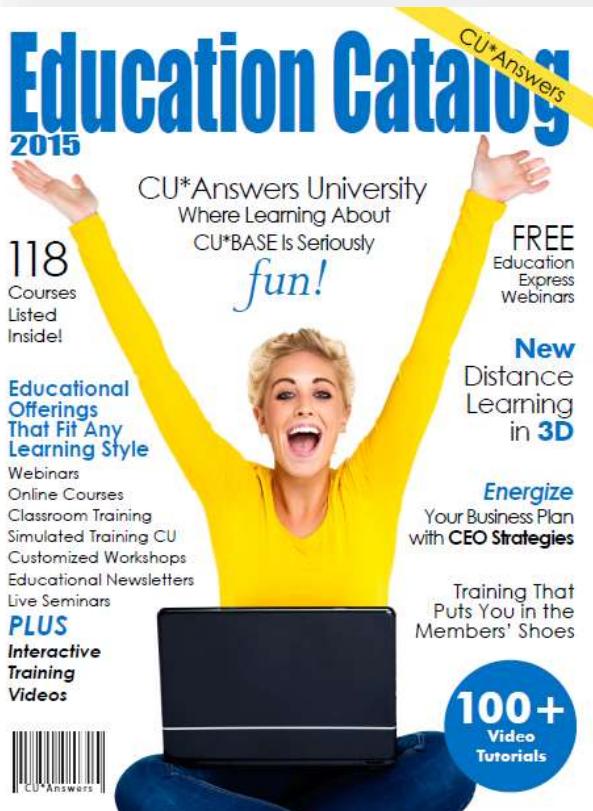
CU*Answers
6000 28th St. SE
Grand Rapids, MI 49546

[Register](#)

Learn from CU*Answers CEO Randy Karnes how CU*BASE dashboards and analysis tools can be used interactively during presentations, how they can be used to identify opportunity, and how they can be the cornerstone of your business plan.

CUANSWERS | PLEASE DO NOT REPLY TO THIS MESSAGE | Refer inquiries to: ce@cuanswers.com

CFO Roundtable vs. the Education Catalog



If we were to add a section to the Education Catalog geared toward CFOs, what would you want to be in it?

CU*BASE Tools for CFOs

What kind of data analysis would you like?

- Based on **G/L history** and **Balance Sheet/Income Statement balances** that are tracked over the life of your relationship with CU*BASE
- Based on the history we keep on **cash balances**
- Based on **fee and service income** concepts
- Based on **patronage** concepts
- **Duration and cash flow from loans and savings products?**

To date, most of the dashboards have been based on marketing and sales interests

As we move into more financial modeling, ALM, and budgeting concepts, I see us writing a lot more tools related to financial assumptions

What would you prioritize?

Data Analysis over G/L History

Session 0 CU*BASE GOLD - General Ledger Inquiry Dashboards

Corporate ID: BI ABC CREDIT UNION
 G/L account #:

Start date: Mar 26, 2015 [MMDDYYYY]
 Branch #: 00 ALL BRANCHES
 Use 00 to see all branches. (Only available if viewing posted transactions)

Show only: Entries already posted to the G/L. Journal entries
 Data to analyze: Transaction history Month-end G/L account balance

Trial Balance Inquiry

General Ledger Transaction Inquiry POSTED

G/L acct #: 701.00-00 SIGNATURE LOANS PARTIALLY SECURED

Date	Br	ID	ID #	Seq #	Description	Src/Cdst	Debit	Credit	Result Balance
1/18/2015	00	TR	000001	908	LOAN DEPARTMENT PROCESSING		3,383.16	0.00	14,431,372.46
1/18/2015	00	TR	000001	909	JOURNAL ACCT TRANSFER PR		0.00	359.97	14,431,012.49
1/18/2015	17	TR	000001	910	JOURNAL ACCT TRANSFER PR		0.00	91.29	14,430,921.20
1/18/2015	20	TR	000001	911	JOURNAL ACCT TRANSFER PR		0.00	276.08	14,430,645.12
1/18/2015	20	TR	000001	912	AUDIO RESPONSE PROCESSING		0.00	92.33	14,430,552.79
1/18/2015	22	TR	000001	913	JOURNAL ACCT TRANSFER PR		0.00	237.90	14,430,314.89
1/18/2015	22	TR	000001	914	AUDIO RESPONSE PROCESSING		0.00	142.31	14,430,172.58
1/19/2015	01	TR	000001	930	JOURNAL ACCT TRANSFER PR		0.00	313.35	14,429,859.23
1/19/2015	03	TR	000001	931	JOURNAL ACCT TRANSFER PR		0.00	301.73	14,429,557.50
1/19/2015	04	TR	000001	932	G/L UPDATE- OLD # 701.04	5422B	1,670.85	0.00	14,431,228.35
1/19/2015	04	TR	000001	933	AUDIO RESPONSE PROCESSING		30.00	0.00	14,431,258.35
1/19/2015	04	TR	000001	934	AUDIO RESPONSE PROCESSING		0.00	77.36	14,431,180.99
1/19/2015	05	TR	000001	935	JOURNAL ACCT TRANSFER PR		0.00	126.06	14,431,054.93
1/19/2015	05	TR	000001	936	AUDIO RESPONSE PROCESSING		0.00	215.76	14,430,839.17
1/19/2015	06	TR	000001	937	JOURNAL ACCT TRANSFER PR		0.00	31.12	14,430,808.05
1/19/2015	06	TR	000001	938	AUDIO RESPONSE PROCESSING		30.00	0.00	14,430,838.05
1/19/2015	06	TR	000001	939	JOURNAL ACCT TRANSFER PR		0.00	142.57	14,430,695.48
1/19/2015	06	TR	000001	940	AUDIO RE				
1/19/2015	15	TR	000001	941	JOURNAL				
1/19/2015	20	TR	000001	942	JOURNAL				
1/19/2015	20	TR	000001	943	AUDIO RE				

Session 0 CU*BASE GOLD - G/L Transaction Analysis

Corp: BI Account: 70100 Branch: 00 ALL LOCATIONS

View Batch Comments C

G/L history date range: Jan 01, 2013 to Jan 19, 2015

Current Year: 2015

Transactions	902		
Debits	362	Average amount	\$15,004.95
Credits	620	Average amount	\$8,638.57

Current Month: 03

Transactions	0		
Debits	0	Average amount	\$0.00
Credits	0	Average amount	\$0.00

New Account Search History Double Spacing Analysis

Highlighted rows in this table

Next Branch Previous Branch Purpose Procedures

Data Analysis over G/L History

* Session 0 CU*BASE GOLD - ABC CREDIT UNION

File Edit Tools Help

Balance Comparisons

Corp ID: 01 ABC CREDIT UNION
All Budget Groups

All GL Accounts All Branches

	2014	2013	2012			
Month	Change	Balance	Change	Balance	Change	Balance
Jan	1,754,980.50-	1,754,980.50-	1,726,698.43-	1,726,698.43-	1,531,034.94-	1,531,034.94-
Feb	1,596,517.67-	3,351,558.17-	1,563,088.16-	3,289,786.59-	1,416,152.95-	2,947,187.89-
Mar	1,649,920.87-	5,001,479.04-	1,740,589.91-	5,030,376.50-	1,553,191.21-	4,500,379.10-
Apr	1,742,940.20-	6,744,419.32-	1,700,108.38-	6,739,484.88-	1,487,831.71-	5,986,210.81-
May	1,829,786.71-	8,574,206.03-	1,731,726.81-	8,462,211.69-	1,541,907.34-	7,530,118.15-
Jun	1,808,489.00-	10,382,675.03-	1,757,580.64-	10,219,792.33-	1,579,954.86-	9,110,073.01-
Jul	1,946,162.10-	12,321,837.93-	1,766,020.18-	11,985,812.51-	1,612,407.60-	10,722,480.61-
Aug	1,992,995.71-	14,321,833.64-	1,802,196.60-	13,788,009.11-	1,660,596.41-	12,383,877.02-
Sep	1,806,106.47-	16,207,940.11-	1,742,701.00-	15,530,710.19-	1,752,977.52-	14,136,054.54-
Oct	2,143,451.19-	18,351,391.30-	1,716,746.46-	17,247,456.65-	1,659,433.36-	15,795,487.90-
Nov	2,033,631.37-	20,385,022.67-	1,702,236.75-	18,949,693.40-	1,635,710.39-	17,431,198.29-
Dec	2,262,849.94-	22,647,872.61-	2,003,798.85-	20,953,490.25-	1,786,797.94-	19,217,996.23-
	22,647,872.61-	22,647,872.61-	20,953,490.25-	20,953,490.25-	19,217,996.23-	19,217,996.23-

MNBUDG #8

* Session 0 CU*BASE GOLD - ABC CREDIT UNION

File Edit Tools Help

Balance Comparison Analysis

Corp ID: 01 ABC CREDIT UNION
All Budget Groups

All GL Accounts All Branches

	2014	2013	2012	Total
# months up				
# months down	12	12	12	36
Average change	1,807,322.72-	1,746,124.19-	1,601,490.69-	1,744,982.20-
Low balance	22,647,872.61-	20,953,490.25-	19,217,996.23-	22,647,872.61-
High balance	1,754,980.50-	1,726,698.43-	1,531,034.94-	1,531,034.94-
Average Monthly Balance				
Q 1	3,369,339.24-	3,348,953.84-	2,992,067.31-	3,237,053.46-
Q 2	8,567,100.39-	8,470,829.63-	7,542,800.66-	8,193,576.89-
Q 3	14,206,283.89-	13,768,177.27-	12,413,870.72-	13,409,417.30-
Q 4	20,461,428.06-	19,050,213.43-	17,401,560.81-	18,997,734.37-
# months displayed	12	12	12	36
Average monthly balance	11,671,018.10-	11,159,543.54-	10,107,774.87-	10,979,445.50-

Data Analysis over Cash & Teller History

* Session 4 CU*BASE GOLD Edition - FRANKENMUTH CREDIT UNION

File Edit Tools Help

Cash Analysis - by Time of Day

February 2015

Branch 00 00 - All branches All Branches Type Individual Organizations All

Summary	Cash In	Cash Out	Outside Checks	Average Check Amount Cashed
Time Frame	Cash In	Cash Out	Outside Checks	Avg Chk Amt Cashed
Open to 9:00	367,911.81	181,491.98	1,713,251.47	1,206
9:00 to 10:00	397,283.80	477,403.81	2,709,795.85	1,334
10:00 to 11:00	686,159.43	876,334.84	4,760,652.00	
11:00 to 12:00	557,866.30	787,577.64	3,823,959.62	
12:00 to 1:00	636,522.09	781,122.97	6,090,360.87	
1:00 to 2:00	694,068.32	665,448.72	3,943,047.88	
2:00 to 3:00	669,349.50	544,265.66	6,550,910.79	
3:00 to 4:00	811,726.56	647,708.50	7,273,711.60	
4:00 to 5:00	625,004.71	665,054.60	6,865,843.30	
5:00 to 6:00	206,314.04	271,296.88	5,996,404.72	
6:00 to 7:00	75,749.80	61,251.96	1,456,820.60	
7:00 to Close	55.98	688.00	2,784.30	
Totals	5,726,085.06	5,959,556.76	51,190,523.00	

* Session 4 CU*BASE GOLD Edition - FRANKENMUTH CREDIT UNION

File Edit Tools Help

Teller Activity by Trx Type

Date Feb 2015 [MMYY] Branch 00 00 - All Branches

Summary	Transactions	
Activity	# of Transactions	Percent
Outside Checks Cashed	38,905	24
Deposits	29,766	23
Cash Back	23,704	19
Withdrawals	13,241	10
Cash In	10,855	9
In-House Checks Cashed	8,057	5
Funds Forwarded	1,952	2
Funds Carried Over	1,949	2
Misc. Cash Advance	1,765	1
Misc. Receipts	1,562	1
Money Order	1,172	1
Money Order/Corp Check	892	1
Totals	127,539	

MNHTLA #16

* Session 4 CU*BASE GOLD Edition - ABC CREDIT UNION

File Edit Tools Help

Daily Cash Net Change / General Ledger Verification

In Balance

Corp ID 1
As of end of day Dec 15, 2014 [MMDDYYYY] Monday

EOO Head Teller Trial Balance		GL Change Fund		
Vault	Net Change	GL	Location	Net Change
01 FRANKENMUTH	364.04	739.00	01	364.04
02 FRANKENMUTH	126,236.04	739.00	02	126,236.04
03 FRANKENMUTH	9,164.29	739.00	03	9,164.29
04 GATEWAY OFFI	258.42	739.00	04	258.42
05 MILLINGTON O	6,620.23	739.00	05	6,620.23
06 VASSAR OFFIC	10,434.21	739.00	06	10,434.21
07 ADMINISTRATI	0.00	739.00	07	0.00
08 TOWN & COUNT	10,378.51	739.00	08	10,378.51
09 VASSAR SCHOOL	0.00	739.00	09	0.00
10 BIRCH RUN ME	0.00	739.00	10	0.00
11 ESSEXVILLE M	0.00	739.00	11	0.00
12 FRANKENMUTH	0.00	739.00	12	0.00
13 REESE ROCKET	0.00	739.00	13	0.00
14 INDEPENDENT	2,326.91	739.00	14	2,326.91
15 OTTISVILLE BR	109.56	739.00	15	109.56
16 JUNIORA CHRI	0.00	739.00	16	0.00

Branch Cash Report Offages Comments

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MNGELE #12

MNHTLA #4

Data Analysis over Fees & Service Income

Coming in
the 15.0
Release

MNMGMT #19



Fee Refunds Detail

Select date range from **Feb 01, 2015** to **Mar 23, 2015**

ERROR CORRECTION PROCESSING

Transaction Description	Transaction Date	Dr Br	Mr Br	Account	Type	Member Name	Emp	Amount	GL Acct	GL Acct Description
CASH ADVANCE FEE REF	3/04/2015	01	02	17884 000	GERDES	30		14.51	130.70	MISC CHECKING FEES-STOPPS, C
*CASH ADVANCE F 1								14.51		
CC LATE FEE CREDIT	2/23/2015	01	02	15639 051	HACKENBERG	30		20.00	130.10	LOAN LATE CHARGES
*CC LATE FEE CR 1								20.00		
DISABILITY INSURANCE	3/10/2015	02	02	16652 183	LOTHARIUS	41		3.20	153.00	OTHER MISC INCOME
*DISABILITY INS 1								3.20		
FEES REFUND	2/21/2015	01	01	5066 020	JORS	30		3.00	130.75	STATEMENT MAILING FEE
*FEES REFUND 1								3.00		
GAP REFUND	3/10/2015	04	01	10007 020	ROTHE	23		4.13	151.10	INCOME FROM SALE OF GAP CON
GAP REFUND	2/10/2015	04	01	0203 020	LENZ	23		.10	151.10	INCOME FROM SALE OF GAP CON
*GAP REFUND 2								4.31		
INTEREST CHARGE REV	3/03/2015	01	01	1104 500	HOFFMAN	0W		6.94	153.00	OTHER MISC INCOME
*INTEREST CHARG 1								6.94		
MAIL FEE REVERSAL	3/17/2015	04	01	12947 020	CARTER	43		3.00	130.75	STATEMENT MAILING FEE
*MAIL FEE REVER 1								3.00		

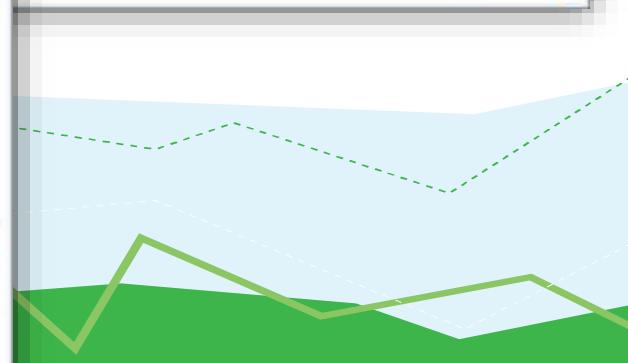
Totals 205 1,499.91

Fee Waivers History by Employee

Select date range from **Feb 01, 2015** to **Mar 23, 2015**

Emp ID	Employee Name	Fee Description	# Trans	Total \$	Avg \$/TR	# Members	Avg \$/Member
E	LATIEKA C	OVRDRAFT TRANSFER FEE	182	910.00	5	98	9
E	LATIEKA C	IP OVRDRAFT TRANSFER FEE	71	355.00	5	63	6
C	JOEL OWEN	OPR OVRDRAFT TRANSFER FEE	17	85.00	5	15	6
C	JOEL OWEN	OPR SHARE DRAFT NON-RETURN FEES	9	276.00	30	9	30
F	KIMMEL FLOWERS	OPR STATEMENT STYLE FEE	1,867	5,601.00	3	1,849	3
X	TROY POLING	OPS OVRDRAFT TRANSFER FEE	38	190.00	5	35	5
X	TROY POLING	OPS SHARE DRAFT NON-RETURN FEES	38	900.00	30	26	35
W	DEAN WILSON	PHONE TRANSFER FEES	6	.00	0	6	0
B8	BURLEIGH FLOATER #2	CASHED CHECK FEES	6	.06	0	6	0
B8	BURLEIGH FLOATER #2	PRINTED CHECK FEES	1	3.00	3	1	3
I2	CARLEY ROBERTSON	CASHED CHECK FEES	105	1.05	0	93	0
I2	CARLEY ROBERTSON	PRINTED CHECK FEES	3	9.00	3	2	5
I2	CARLEY ROBERTSON	PHONE TRANSFER FEES	2	.00	0	2	0
I2	CARLEY ROBERTSON	STARTER CHECK FEES	1	2.00	2	1	2

Total employees: 26 Avg \$/Emp: 421 4,268 10,955.95 3



Data Analysis over Patronage Trends

MNMGMT #21

* Session 4 CU*BASE GOLD - FOCUS CREDIT UNION

File Edit Tools Help

Patronage Comparison

Group 1

Origin Select
Mbr designation Select
Reason code Select
Gender ALL
Age range From 000 To 999 (Use zeroes for All)
Tier level ALL
Balance range From To 999,999,999
(Use zeroes for all balances. Balances are the average of the previous 3 EOM balances from the Member Balance File)

Group 2

Origin Select
Mbr designation Select
Reason code Select
Gender ALL
Age range From 000 To 999 (Use zeroes for All)
Tier level ALL
Balance range From To 999,999,999
(Use zeroes for all balances. Balances are the average of the previous 3 EOM balances from the Member Balance File)

Copy Group 1 Filters

Patronage Comparison

Group Avg

Average Last 3 Months									
OR	Origin Description	Group 1				Group 2			
		Debits	Credits	Activity	Cost Factor	Debits	Credits	Activity	Cost Factor
11 ACH		2,011,502	4,151,470	14,568	3,667.00	1,473,358	3,036,308	11,436	2,059.00
1 TELLER		1,422,042	2,351,911	5,290	6,612.50	711,376	1,294,565	3,795	4,743.75
2 SHARE DRAFT FROM		1,296,928	22,126	4,004	1,001.00	1,199,994	18,315	3,675	918.75
96 AUDIO RESPONSE		1,260,179	1,287,536	5,314	265.70	1,012,499	1,005,593	5,130	256.50
3 LOAN DEPARTMENT		753,447	141,643	103	103.00	262,498	68,304	45	45.00
16 DEBIT CARD		572,657	13,102	16,883	4,200.75	512,312	16,014	15,542	3,685.50
13 ATM		518,380	61,249	8,329	2,082.25	384,165	63,338	6,887	1,721.75
22 CREDIT CARD		293,545	5,816	5,687	5,607.00	160,236	8,095	3,446	3,446.00
10 CERTIFICATE		207,406	206,398	131	131.00	371,248	373,582	132	132.00
15 PHONE OPERATOR		126,519	109,731	279	279.00	132,656	79,877	244	244.00
7 JOURNAL ACCT TRA		105,044	105,053	1,209	120.90	62,859	68,457	752	75.20
8 ERROR CORRECTION		69,585	52,245	306	306.00	20,843	166,971	216	216.00
99 AUTOMATIC SYSTEM		17,454	7,651	3,600	100.00	8,646	2,724	2,667	133.35
4 DIRECT POSTING		520	310,286	869	651.75	434	166,134	568	426.00
14 SHARE DRAFT STOP		58	0	2	2.00	66	0	2	2.00
5 PAYROLL DEDUCTIO		0	19,901	66	16.50	0	6,835	46	11.50
		8,663,466	8,846,918	66,580	25,226.35	6,313,230	6,395,112	54,583	19,116.30
		# Mbrs	3,591			# Mbrs	2,614		

Change Filters Avg by Group/Mbr/Trx Show Filters in Effect

i Click to compare groups for a specific origin.

WA (5447) 30/3/15

WA (5447) 30/3/15

More patronage analysis tools are also coming soon...



Data Analysis about Duration & Cash Flow

Data Analysis via External Data Warehouses

MY CU TODAY 

MY CU TODAY 

Keep Your Finger to the Pulse. MY CU TODAY enables you to understand your credit union better than ever before. You'll never have to say you don't know the latest information happening right now. Your credit union's vital signs at your fingertips.

Username: Password: Submit [New User? REGISTER HERE](#)

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TRENDS 
[MANAGE MY TRENDS](#)

RISK MANAGEMENT REPORT GENERATOR 
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POLICYSWAP 
[DISCOVER POLICYSWAP](#)

BOARD OF DIRECTORS 
[MANAGE BOARD SITE](#)

EXAMSHARE 
[SHARE EXAMS](#)

Be empowered. More than ever before, you can now see exactly what is happening on the ground at your credit union. Whether you need to know how many transactions you've processed at your new branch location or whether you have added enough new members to reach your goal throughout your entire organization, MY CU TODAY has the tools for you to be in control.



MY CU TODAY 

TRENDS 

Welcome back David Damstra [Logout](#)

What's goin' on? More than ever before, you can now see exactly what is happening on the ground at your credit union. MY CU TODAY has the tools for you to be in control.

Credit Union: [Honor Credit Union](#) Branch: [Combined Total for all Branches](#)

 Checking (#) Accounts	 Checking (\$) Balance	 Checking Average Balance	 Savings (#) Accounts	 Savings (\$) Balance
 Savings Average Balance	 New Members Today	 Shares (#) Accounts	 Shares (\$) Balance	 Shares Average Balance

ADDITIONAL TRENDS

[Balance Data](#) 

[Member Data](#) 

[Transaction Data](#) 

Data Analysis via External Data Warehouses

MY CU TODAY 

Push alerts to the people who need a trigger to act on data

 Create a New Alert

Credit Union: FOCUS Credit Union

Send an alert for: Shares (\$) Balance

If it changes by: 2.00 %

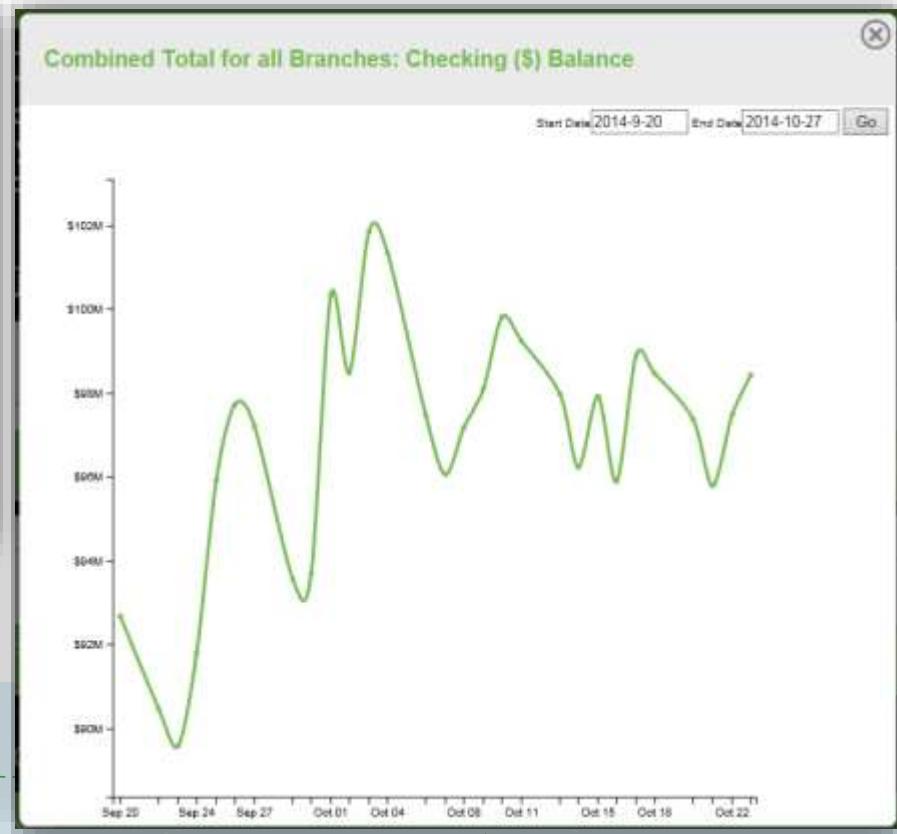
Compared to: One week ago

at the following branches:

- Focus Cu - Burleigh
- Focus Cu - Falls
- Focus Cu - Tosa
- Waunakee Butler OFF

Also send this alert to: ddanistra@answers.coop

Invite people to a warehouse of data to see the answers



Data Analysis via External Data Warehouses

MY CU TODAY 

From: no-reply@cuanswers.com
 To: Joe Linstrum
 Cc: David Damstra
 Subject: MyCUToday Alerts : Honor Credit Union June 6

Sent: Fri 6/6/2014 5:30



MyCU Today Alerts

Monroe Credit Union

Daily alerts for John Smith

#	Balance Data	Area of Interest	Sunday June 8	% Change	Compared to	Compared to average over last			
						30	90	180	366
1	Berrien Springs	Checking (\$) Balance	\$9,700,593	2.5	Wed Jun 4	\$9,647,196	\$9,698,917	\$9,698,917	\$9,698,917
2	Dowagiac	Escrow (\$) Balance	\$35,812	-2.2	Wed Jun 4	\$33,598	\$32,398	\$32,398	\$32,398
3	South Haven	Checking (\$) Balance	\$2,487,974	15.4	Wed Jun 4	\$2,095,777	\$2,186,015	\$2,186,015	\$2,186,015

#	Member Data	Area of Interest	Sunday June 8	% Change	Compared to	Compared to average over last			
						30	90	180	366
1	Niles	Closed Mbrs Y-t-d	145	2.1	Wed Jun 4	136	106	106	106
2	South Haven	Closed Mbrs Y-t-d	98	2.1	Wed Jun 4	89	71	71	71
3	Plainwell	New Members Y-t-d	137	2.2	Wed Jun 4	119	102	102	102
4	Coldwater	Closed Mbrs Y-t-d	151	2.0	Wed Jun 4	140	112	112	112

#	Transaction Data	Area of Interest	Sunday June 8	% Change	Compared to	Compared to average over last			
						30	90	180	366
1	Saint Thomas	Shares (\$) Deposits	\$0	-100.0	Sat Jun 7	\$30,025	\$29,622	\$29,622	\$29,622
2	Saint Thomas	Shares (\$) Withdrawals	\$0	-100.0	Sat Jun 7	\$28,217	\$31,224	\$31,224	\$31,224
3	Saint Thomas	Checking (#) Deposits	0	-100.0	Sat Jun 7	78	77	77	77
4	Saint Thomas	Checking (\$) Deposits	\$0	-100.0	Sat Jun 7	\$59,802	\$65,830	\$65,830	\$65,830
5	Saint Thomas	Checking (#) Withdrawals	0	-100.0	Sat Jun 7	453	442	442	442
6	Saint Thomas	Checking (\$) Withdrawals	\$0	-100.0	Sat Jun 7	\$61,436	\$67,462	\$67,462	\$67,462
7	Saint Thomas	Certificates (\$) Deposits	\$0	-100.0	Sat Jun 7	\$4,797	\$6,309	\$6,309	\$6,309
8	Saint Thomas	Certificates (\$) Withdrawals	\$0	-100.0	Sat Jun 7	\$5,458	\$7,151	\$7,151	\$7,151
9	Saint Thomas	Escrow (\$) Deposits	\$0	-100.0	Sat Jun 7	\$182	\$174	\$174	\$174
10	Saint Thomas	Loans - Closed End (\$) Deposits	\$0	-100.0	Sat Jun 7	\$8,389	\$7,819	\$7,819	\$7,819
11	Saint Thomas	Loans - Closed End (\$) Withdrawals	\$0	-100.0	Sat Jun 7	\$14,199	\$10,251	\$10,251	\$10,251
12	Saint Thomas	Loans - Open End (\$) Deposits	\$0	-100.0	Sat Jun 7	\$4,426	\$4,577	\$4,577	\$4,577

CONCLUSION

- It's easy to see what we should talk about as peers when it comes to the industry – there's plenty to share, there are many opinions, and doing it together make sense so that we learn with and from each other
- It's a bit harder to pinpoint exactly what more we should do to ensure a CFO's voice is heard in the CUSO's development decisions
- And finally, is it better to get CEOs to open up CEO Strategies to include CFOs, or do we need to design a CFO School and Roundtable event? Only you can say
- What do you want me to champion for the 2016 business year?



THANKS FOR THE DAY!