

**CU<sup>\*</sup>ANSWERS**  
A CREDIT UNION SERVICE ORGANIZATION

# 2020 CEO Roundtable

**WELCOME!**

# Your 2020-2021 Board of Directors



**Scott McFarland, Chairman**  
CEO, Honor Credit Union  
Board Member since Aug 2009



**Linda Bodie, Director**  
CEO, Element Federal CU  
Board Member since Oct 2013



**Tom Gryp, Director**  
President/CEO, Notre Dame FCU  
Board Member since Oct 2016



**Jeff Jorgensen, Director**  
CEO, Sioux Empire Federal CU  
Board Member since Dec 2009



**Kris Lewis, Director**  
CEO, Allegan Community CU  
Board Member since Oct 2018



**Dean Wilson, Director**  
CEO, FOCUS Credit Union  
Board Member since Jan 2008



**Vickie Schmitzer, Sec'y/Treas.**  
CEO, Frankenmuth Credit Union  
Board Member since Oct 2007

## ASSOCIATE BOARD MEMBERS

**Bill Burke**  
CEO  
Day Air CU



**Carolyn Mikesell**  
CEO  
Public Service CU



# Thank you!

As always, I want to thank my fellow Board members  
for another great year, and for all their hard work

# A hint on the final 2020 numbers



## ■ Declared 2020 Patronage Dividends:

\$ 2,250,000	Standard Patronage Dividend
<u>\$ 4,750,000</u>	Bonus Patronage Dividend
<b>\$ 7,000,000</b>	
<u>\$ 920,000</u>	Ownership Dividend

**\$7,920,000**

■ Projected Stock Dividend: **4.00%**

■ Projected Increase in Stock Equity: **7.97%**

**All are projections, to be finalized by  
our CPA in December**

**Let's get the  
conversations started!**

# Making Lemonade in the Era of COVID

## TODAY'S AGENDA:

When	What
11:00a - 11:30a	Introduction
11:30a - 12:15p	Topic #1
12:15p - 1:00p	Topic #2
1:00p - 1:45p	Topic #3
1:45p - 2:00p	Wrap-up

Today we have a very small group...*and a real opportunity*

We're going to brainstorm on three topics, in search for some insights that CU\*Answers can report on to your peers who couldn't be here today

The scribes will record the ideas...  
I just want you to get creative and let yourselves go

**Above all, HAVE FUN and enjoy being in each other's company!**

# Here's how it will work

- **3 topics**, 45 minutes each
  - 5 minute-intro by Randy, then
  - 40 minutes to talk amongst yourselves (feel free to visit other tables if you like!)
- You have a worksheet for each topic in your packet
  - We'll make copies of your completed worksheets and compile them
- Scribes will also take notes for your group
  - All notes will be posted online in a week or so



# Post-COVID Predictions and Business Responses

Period in 2021	Part A: What will COVID do to us all?	Part B: What will you do in response to COVID?
Jan – Apr	The world continues to live via the balance between lockdowns and day-to-day life	Inventory emergency responses; choose which ones I would elect as part of my long-term evolution
May – Aug	Vaccines and a diminishing fear of COVID set the stage for optimism about the future	Promote 2-3 proofs of concept related to your 2020 COVID response as the future for your organization
Sept – Dec	An emerging sense of what we've learned and how to take valuable lessons forward	Make some radical changes, funded through your income statement and committed to by your team – be seen as a change agent

## Topic #1

These are just my ideas, things that CU\*Answers is talking about ...

What are your thoughts?

# Software Headlines for Your 2021 Business Plan

- Review the 20.11 Release document
- Brainstorm on features you will **headline** in your 2021 business plans
- Shoot for 3 headlines related to a strategy where the tools fit an exciting future
  - *Example: “Database lending changes everything”*
  - *Example: “Reemphasize what we know about members and their character”*
  - *Example: “Make the computer our #1 order-taker”*

## Topic #2

pg. 1 of 13  
Revised

Product	Version #	To be released on	On date
CUMBASE® GOLD	20.11	Online CUs	November 8, 2020
		Self-Processors	November 15, 2020

Updated content will be posted on our website no later than:  
November 6, 2020

This release includes changes to key database tables (file). You must update your automated queries prior to their next scheduled run date.  
See the separate Database Changes announcement for instructions.

Key to the symbols:  
☒ You'll see it immediately  
☒ You'll need to activate it  
☒ You'll need to work with a CSR to set it up  
☒ These may be released first; contact a CSR  
☒ Post release validation (PRV)

### INCLUDED IN THIS RELEASE

Post Release Validation (PRV) \_\_\_\_\_ 2

☒ New PRV Offwing by Savings Edge \_\_\_\_\_ 2

Member Facing \_\_\_\_\_ 2

☒ Fully Automated, Member Initiated Certificate Second Loan \_\_\_\_\_ 2

All Users \_\_\_\_\_ 3

☒ The CUMBASE Homepage: An Updated Look, New Personalization Options, and Organizing Your Favorite Tools \_\_\_\_\_ 3

Lending \_\_\_\_\_ 5

☒ Save Your Filter Settings for the Loan Queue (Tool #2) \_\_\_\_\_ 5

☒ Large and Extra Large Scores from the Loan Queue \_\_\_\_\_ 5

☒ Introducing PULS (Forecasted Underwriting Request Lending) Our New Automated Decision Making \_\_\_\_\_ 5

☒ CIR Path Decision Advisor - Underwriting Decisions Based on What You Already Know About a Member \_\_\_\_\_ 6

☒ Improve Your MS Interest Loan Payoff Experience and Add Miscellaneous Fees on the Front \_\_\_\_\_ 7

☒ Credit Union Now Can Initiate Counterfeit Exchange Messages Directly from CUMBASE to Dealers for Ready-to-Look Applications \_\_\_\_\_ 7

☒ New View Conditioned Loan To Value (CLTV) on the Loan Application Screen \_\_\_\_\_ 7

☒ Customers Receiving Delinquent Notice Now Documented in Tracker \_\_\_\_\_ 7

Asterisk Intelligence/CEO \_\_\_\_\_ 7

☒ A Preview of What's to Come with Online Banking Options \_\_\_\_\_ 7

☒ Clarification to BR Pay Schedule Dashboard Totals \_\_\_\_\_ 8

☒ New Filter for When Your Member Pay Bills \_\_\_\_\_ 9

☒ EDM List Code Digit Requested \_\_\_\_\_ 9

Audit \_\_\_\_\_ 9

☒ Fraud Block List Detect with 30:11 \_\_\_\_\_ 9

Accounting/Back Office \_\_\_\_\_ 10

☒ Enhancements to the ACR Distribution Maintenance Screen \_\_\_\_\_ 10

☒ Print Your Service Number and A/P Customer Number on Your Account Payable Checks \_\_\_\_\_ 11

☒ Change Vash Transfer Receipts to Report Format \_\_\_\_\_ 11

☒ Branch Tools Now Added to the Interest Lending Report \_\_\_\_\_ 11

EFT \_\_\_\_\_ 11

☒ Create a Transfer from ATM/Debit and Credit Maintenance \_\_\_\_\_ 11

☒ Card Request Processing Made Easier \_\_\_\_\_ 12

☒ Activation Date of Both Added to Card Outgoing \_\_\_\_\_ 12

Member Service/Teller \_\_\_\_\_ 12

Revised: November 3, 2020



# CU Operational Challenges for Our Network to Consider

- List three headaches your organization has that you want our CUSO to address
- Organize your nominations
  - A CEO headache
  - A CU executive headache
  - A credit union line staff headache
- Put us to work

## Topic #3

It doesn't have to be something you think we can address...just give us a problem to think about

Do we really need another hundred changes to our accounting software, or should we figure out new businesses to start?

# Conclusion

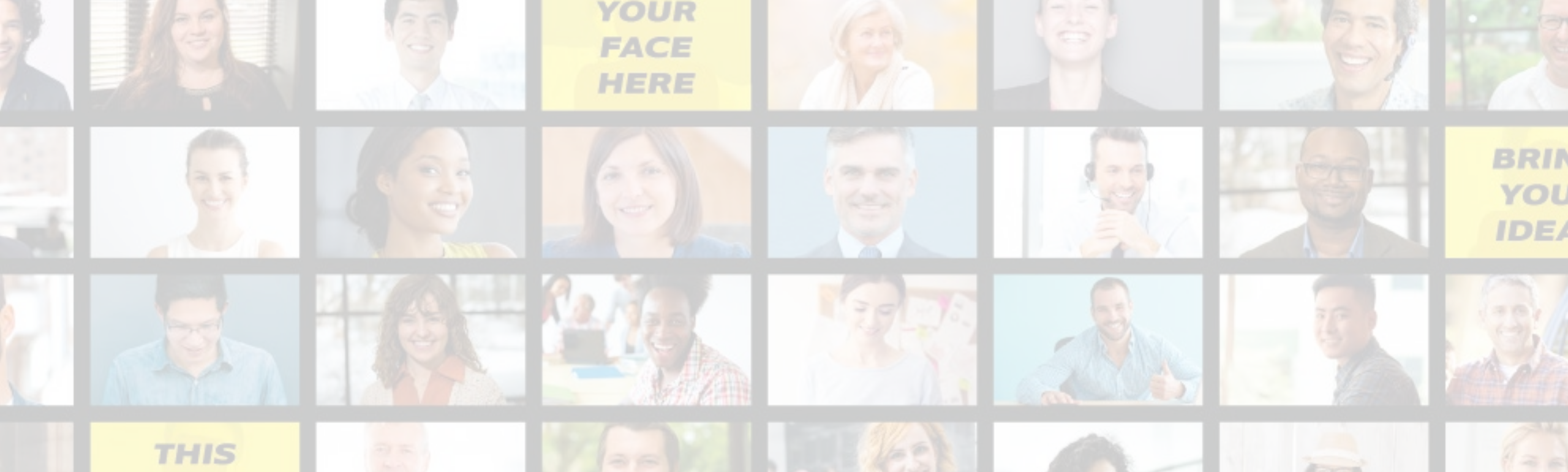
Sept – Dec	An emerging sense of what we've learned and how to take valuable lessons forward	Make some radical changes, funded through your income statement and committed to by your team – be seen as a change agent
------------	--	---

We're planning a grand opening for our Las Vegas Innovation Center next November

We're going to think radically and encourage all of you to **join us in Vegas** for next year's CEO Strategies event!



Powered by  
CU\*Answers  
or our CUSO Communities  
or 300 Credit Unions  
or Unlimited Investors



**Thanks for the day!**