



The National Council of
Postal Credit Unions

Where Postal Issues Matter



May/June 2017

2017 NCPCU Conference Wrap Up



Earlier this month postal credit unions from around the country traveled to National Harbor, Maryland for NCPCU's 34th Annual Conference. The two and a half day meeting program highlighted many of the unique challenges and industry trends affecting credit unions. The conference also featured numerous opportunities for networking, education and a forum for attendees to discuss critical topics, including board development, regulatory challenges, generational marketing and Postal Service initiatives.

Andrew Downin of Filene Research Institute kicked off the program with a compelling look at trends from the past and a glimpse into the future of financial services. Speaking directly to postal issues, Jeff Williamson, Chief Human Resources Officer of the Postal Service, discussed various initiatives related to employees access and took questions from attendees. Wrapping up the first afternoon of the conference, Leigh Philibosian and Michelle Byrnie-Parker of the Maryland-DC Credit Union Association shared strategies for a successful financial literacy program. On the following day, NCUA Board Member Rick Metsger gave the group a regulatory update and CUNA's Mike Schenk provided an economic forecast for credit unions.

In between educational sessions, attendees gathered in NCPCU's exhibit center to meet with conference sponsors, and to bid on items during the Silent Auction. All in all, the auction raised more than \$1,600 to benefit the John Kinevich Memorial Scholarship Fund. Recipients of this year's scholarships included TruService Community Credit Union and TNConnect Credit Union.

If you missed this year's Annual Conference, make plans to join the Council April 29 – May 1, 2018 in Tampa, Florida.

Thank You, 2017 Conference Sponsors

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Platinum Sponsor Spotlight



Auto Loans - Credit Union bread and butter business. However, the internet has caused a paradigm shift in how Members research, buy and finance cars. Credit Unions are losing out to dealers and the internet! Many CU's have a car buying service or links on their website to help members with their vehicle purchase, but this is not a comprehensive solution.

The average member spends more than 13 hours researching a car online before making a purchase. During those 13 hours, members are inundated with sophisticated, well-designed advertisements from fin tech companies offering pre-approval in a matter of minutes. That's one tempting click of the mouse for someone dreaming of a new set of wheels! In a matter of minutes, your longtime member's loan could be lost without you even realizing they were in the market for a vehicle.

So how can you compete with these Goliath fin tech companies and their savvy marketing?

That's where Auto Link comes in. We help you increase auto loan revenue by engaging members in the new digital world.

Our turnkey solution integrates seamlessly with your website(in 10 minutes) and is customized to reflect your credit union's brand. Auto Link gives your members a way to research cars without being distracted by competitors. From your website, members will be able to browse cars, pull vehicle history reports, compare pricing, and even take virtual test drives!

Your credit union will get loan leads and reports showing you exactly who is in the market for a vehicle as members browse your site.

The benefits don't stop once the loan is booked! Your members will also receive a membership to My EZCarCare, which is loaded with discounts, and an Electronic Glove Box®app for desktop and mobile with your credit union's branding.

Visit us online at www.BookMoreAutoLoans.com and contact us for a free demo at 504-273-0337.

Industry Updates

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

Postal News

[U.S. Postal Service Reports Fiscal Year 2017 Second Quarter Results](#)

[U.S. Postal Service Recognized as 2017 Top Federal Agency for Supplier Diversity](#)

Industry Trends

[Digital Marketing: Make Mobile Your Priority](#)

[Facility Solutions: Robo Branches, the Next Big Thing?](#)

Economic

[Strong Credit Union Loan Growth in 2017](#)

[Boosting Lending With Digital Prequalification](#)

Regulatory

[NCUA Updates Policy on Audit Report Access for Examiners](#)

[Berger Urges Cordray to Delay HMDA Rule](#)

Fraud Prevention

[Tales from the CryptoLocker: Dealing with Ransomware](#)

[Beyond Fraud: 5 Ways Machine Learning Makes Your Credit Union Smarter](#)

Postscripts

Buddy Livingston Retires from NCPCU Board



Buddy Livingston started his career with the postal service in 1966 as a mail clerk and worked his way up to being a Postmaster in Harrisburg, North Carolina. He retired in 2001 but continued to serve on his credit union's board until this year. After eight years of service on the NCPCU Board, Buddy announced his retirement at the 34th Annual Conference in National Harbor.

Jason Smith Appointed to NCPCU Board



Jason Smith, CEO of Lansing Postal Community Credit Union, was appointed by the NCPCU Board of Directors to fill Buddy Livingston's unexpired term. Jason has been the CEO/General Manager of Lansing Postal Community Credit Union and a member of NCPCU since 2003. Jason also serves on the Michigan Credit Union League's Capitol Area Chapter of Credit Unions Executive Committee and Chapter Golf Committee and has raised over \$100,000 for local

charities.

Eagle-Image Plastic EMV Cards Available

To be included in the next bulk order for EMV plastic cards, contact the Council by the order deadline listed below. To receive a quote for debit/ATM and credit cards, please email your request to ncpcu@ncpcu.org, or call 858-792-3883.



Order Deadlines:	Estimated Shipping On:
June 30, 2017	July 28, 2017
September 29, 2017	October 27, 2017
December 22, 2017	January, 19, 2018



Mark your calendar for NCPKU's 35th Annual Conference

April 29 - May 1, 2018
Renaissance Tampa International Plaza Hotel