There's a new campaign that will not only promote the credit union difference, it's going to donate up to $105,000 to several credit unions' favorite charities. Yours could be one!

Share the Love is a joint campaign between CU Solutions Group, its member rewards program Love My Credit Union Rewards, and the Credit Union National Association (CUNA). This industry-wide initiative invites credit unions to create a video that showcases the good work they do in their community for a chance to win thousands of dollars for the charities of their choosing*. During the course of this campaign, nine credit unions will each be awarded a $10,000 donation to give to a charity of choice on their behalf and the grand prize winner will win an extra $15,000. These donations can do wonders for a charity and a community – and you could be part of it! $10,000 can make a huge impact toward:

- College scholarships
- Life-saving medical treatments
- Meals for the hungry

How it works:
1. Visit LoveMyCreditUnion.org/CUSharetheLove for easy steps to create a video that captures some of the wonderful work your credit union has done.
2. Upload your video to LoveMyCreditUnion.org/CUSharetheLove
3. Consumers and members will be invited to vote on their favorite videos beginning October 1st.
4. Credit union videos that receive the most votes in each asset category – small, medium and large – will each be awarded a $10,000 donation to give to a charity of choice on their behalf.

Everyone has a chance to win! Entry Deadline is December 24, 2015.

It's time to get inspired. Pick up your camera, capture your great work and join the movement today!

Complete submission guidelines and Share the Love campaign details can be found at: www.LoveMyCreditUnion.org/CUSharetheLove .

*Charity of choice must be a 501c3.

ATM programs are a key component of successful member acquisition and retention strategies. The Member’s ATM Alliance assists credit unions in the deployment and maintenance of their entire fleet. MAA allows credit unions to retain their Georgia identity while dramatically increasing their opportunity to expand an existing distribution channel, reduce the cost of ATM operations and strengthen the relationship between the credit union and its members.

Products and Services
- ATM Terminal Driving
- New and Enhanced Transaction Types
- Transaction Switching
- Communications
- ATM Monitoring / Dispatching
- Cash Management / Balancing
- Deposit Processing
- Regulation ‘E’ Claims
- First Line Maintenance
- Software Maintenance (Second Line Maintenance)
- Hardware Maintenance (Second Line Maintenance)
- Marketing and Screen Management
- Alarm Installation and Management
- Regulatory Compliance

For more information, contact John Kerley at Johnk@gcua.org or Kyle Fowler at Kylef@gcua.org
One of the most important assets of any credit union is its human resources. Georgia Credit Union Services Inc. (GCUS) provides credit unions with solutions to simplify administrative tasks, control costs, select the right talent and offer top-level employee benefits. GCUS provides Georgia credit unions with the Shared Human Resources Program. This program offers full HR administration, recruiting and consultative services. It assists credit unions with their HR responsibilities and provides an easy and stress-free program to help minimize cost and workload responsibilities at credit unions.

The role of an HR professional can be extremely demanding and sometimes overwhelming. Through the Shared HR Program, credit unions can outsource HR responsibilities to GCUS at an affordable cost and feel comfortable knowing that GCUS has the expertise, resources and staff to keep the credit union compliant with the ever-changing regulatory issues, confusing complexities of benefits administration and the record keeping headaches.

The program assists with:

- Benefits Plans
- Payroll and Tax Reporting
- Employee Handbook
- Position Descriptions
- Performance Appraisals
- Salary Ranges/Analysis
- Recruiting
- Termination Paperwork and Exit Interviews
- Unemployment Claim Defense
- HR Training

**Education Calendar**

**Small CU Discounts:** CUs under $10 million in assets receive a 25% discount by entering promotion code 0925CU on the “Complete Checkout” page. Only one discount applies. Affiliation with CUNA/League is required for attendance.

To learn about additional educational opportunities go to the educational calendar on the GCUA website www.gcua.org.

For registration questions, call 800-356-9655, ext. 4400, or e-mail reginfo@cuna.coop

**Lending Workshop**
October 21, 2015
Duluth, GA

HOLIDAY INN GWINNETT CENTER
6310 Sugarloaf Pkwy
Duluth, GA 30097-4334
Phone: (770) 510-1805 Fax: (770) 510-1808

**Tuition**
Registration is $269 per attendee or $219 each for multiple attendees from the same credit union. To receive the multiple attendee discount, all registrations must be processed in the same order.

**BSA/OFAC Workshop**
November 12, 2015
Atlanta, GA

ATLANTA POSTAL CU
400 Tradeport Blvd Ste 401
Atlanta, GA 30354-2911

**Tuition**
Registration is $229 per attendee or $179 each for multiple attendees from the same credit union. To receive the multiple attendee discount, all registrations must be processed in the same order.

**Council Meetings**

- **Georgia Marketing Council Fall Conference**
  October 23, 2015
  Georgia United Credit Union
  Duluth, GA

- **Georgia Human Resources Council Meeting**
  November 5, 2015
  Delta Community Credit Union
  Atlanta, GA

- **Georgia Trainers Roundtable Meeting**
  November 19, 2015
  Robins Federal Credit Union
  Warner Robins, GA

**SAVE THE DATE**

**GRASSROOTS Academy**
January 26, 2016
9:30 a.m. – 3:00 p.m.
James H. “Sloppy” Floyd Building – Empire Room
Atlanta, GA

More information coming soon at www.gcua.org

**GCUS Human Resources Shared Service Program**

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- HR Training
Meet Philip Patrick, the new VP of IT at GCUA. Philip is originally from Antigo, WI and has lived in the Atlanta area for the past 28 years.

Philip has worked in the financial services industry for the past 10 years and has spent the past 25 years in a professional services delivery role. His experience in service delivery will be an asset to the entire GCUA family. Philip has plans to grow the IT services offerings that CUIT Pro offers to help facilitate the ever expanding infrastructure and compliance needs of credit unions.

You can reach Philip at philipp@gcua.org or 800-768-4282.
Catalyst Corporate turns four

Catalyst Corporate is celebrating its four-year anniversary! In four years, Catalyst Corporate has seen its membership grow to more than 1,300 capitalizing credit unions. “Since its last anniversary, Catalyst Corporate has placed a priority on enhancing its existing services, while adding new services that can benefit both credit unions and their members,” said Kathy Garner, President/CEO of Catalyst Corporate.

During the past year, Catalyst Corporate has introduced Checking with Benefits and Visible Equity Analytics Services, and is introducing Picture Pay, all while implementing dozens of enhancements to the services already on offer.

Checking with Benefits is a rewards program that can help make a credit union’s checking accounts more attractive to members and potential members while generating fee income. The product, called BaZing, enhances a checking program with a powerful menu of benefits, delivered by a mobile app, including: local and national retailer discounts, travel accident insurance, cell phone protection, 24-hour roadside assistance, personal identity theft protection, and pharmacy, vision, and hearing discounts.

Visible equity, offered through the Catalyst Strategic Solutions CUSO, provides credit unions with access to a wide variety of data analyses that support operations, regulatory compliance and marketing.

Catalyst Corporate’s new Picture Pay mobile photo bill pay service allows credit union members to pay bills using the camera on their mobile devices. “Catalyst Corporate has achieved many successes in its first four years,” Garner said. “We are working to be responsive to our members’ needs and are pleased that they are taking advantage of what we have to offer. We look forward to continued success in the coming year.”

For more information about Catalyst Corporate and its services, visit www.catalystcorp.org.

TranZact SimpliCD Portal – Self-Serve Success

Catalyst Corporate’s TranZact SimpliCD portal, introduced a year ago, has been well received. The portal enables credit unions to place self-service orders for certificates of deposit in the SimpliCD program. In its first year, CD purchases through the portal totaled $62 million from 309 trades with 45 credit unions. Sales volume from the portal accounted for about 10 percent of Catalyst Corporate’s SimpliCD total sales volume.

With the SimpliCD portal:
• Authorized users can view all CDs in the SimpliCD program that are available for purchase.
• Offerings are grouped by maturity date, with rates sorted from high to low.
• The amount the credit union can purchase is clearly visible, with built-in controls that prevent purchasing a larger CD than is legally permissible.
• The system generates an automatic “order placed” email, followed by a purchase confirmation from the Catalyst Corporate investment representative.

In addition to self-service purchase of CDs, the new program organizes the credit unions’ SimpliCD holdings in one place. The list of holdings can be copied to Excel for easy transfer to the credit unions’ data processing system. The system also houses SimpliCD purchase confirmations with performance reviews. These convenient benefits, delivered through TranZact, are available to credit unions at no additional cost.

To learn more, contact a National Sales Executive at investmentsinfo@catalystcorp.org or call 800.301.6196.

Upcoming Webinars

Catalyst Corporate offers a variety of educational webinars throughout the year. For more information, visit the Learning Center at www.catalystcorp.org.

October 14 – Deposit Chek Reports on TranZact
October 21 – ACH Risk Management
October 28 – Lending Analysis Best Practices
November 4 – Share Drafts & Corporate Checking Services
November 17 – Comprehensive Financial Management & Strategic Positioning
November 18 – ACH – The Annual Audit
December 9 – Details of TranZact Administration
December 15 – Bond Accounting
December 16 – TranZact Basics for the User