The 2017 NACUSO Network Conference will be held April 10 – 13 at the Disney Beach Club Resort in Florida and the question is, should you attend? The answer is probably not unless one or more of the reasons below change your mind.

**Finding Out What is New**
NACUSO is the gateway that connects credit union decision-makers with the entrepreneurs and innovators inside and outside of credit unions. New ideas are introduced and vetted. Some succeed and some do not but that is the process of innovation. Our Next Big Idea Competition is a fun way to introduce the most interesting new innovative services.

Dennis Dollar will provide his insider knowledge on how changes in Washington politics and regulation will affect your credit union and CUSO. NCUA Board Member Rick Metsger will also...
speak. In the break-out sessions, the challenges and opportunities of serving the cannabis industry will be discussed and FICO representatives will present their insights in market positioning in their workshop.

**Finding Like Minded Partners**
Who can you partner with to help you achieve your goals? People tell us that the networking at NACUSO Conferences has led to the formation of many new relationships and the benefits they bring. Attendees at NACUSO tend to be the most forward-thinking people in the industry and that is fertile ground for collaborations. NACUSO has a partner connection session to facilitate the ability of attendees to find potential partners.

**Finding Solutions for Our Technology Challenges**
Are you looking for the means to more effectively compete with the Fintech providers in payments and loans? Are you looking to find the resources to boost your cyber-security? You should be asking these questions if you want your credit union to be able to compete in the ever-changing, very competitive world of financial services. There will be FinTech experts to provide their insight. There will be cyber-security experts with experience at the highest levels of the federal government who will explain how CUSOs might be used to provide a senior-level Cyber Information Security Officer services at an affordable cost.

**Developing Additional Revenue Streams with Investment and Insurance Services**
We live in the post margin spread era. We also live in an era where any Tom, Dick and Harry can start an on-line financial service company and join the thousands of other competitors. Finding additional revenue streams can be critical to the financial health of your credit union and to your future. There will be break-out sessions for investment services and insurance services that will educate you on how to successfully offer those services to members. There are many credit unions that earn in excess of $1 million per year in non-interest income by providing a valuable financial service to their members. A big advantage of fee income from investments and insurance services is the relatively low capital needs to generate the income as compared to loans and the lack of credit risk. Credit unions that do not have an effective investment and insurance services program are leaving money on the table. Those who have unsuccessful programs should not be discouraged. Your programs can be successful. Come learn from the experts, who will share their insights into how to successfully grow these profitable programs.

**Keeping Current with Mortgage Lending and Business Lending**
Mortgage lending and business lending are highly regulated and require specialized expertise. Many credit unions use CUSOs to share the costs, obtain a high level of expertise and ensure they are compliant with the latest regulations. Credit union and CUSO experts share their knowledge in multiple break-out sessions.
Increasing Expertise in Operations While Lowering Costs
There are credit unions that have formed CUSOs that provide significant savings in operational costs while increasing the level of expertise. More and more credit unions are looking at the back-office collaboration model. You can network with those who are walking down this path to see if it is the right option for you.

Creating and Working with CUSOs
Some attendees are new to CUSOs and we offer advice on the basics. For the experienced CUSO folks, there are sessions on governance and the strategic considerations in the collaborative model. Some credit unions and CUSOs bring their boards and include a planning session before or after the meeting ... you won't find a more beautiful place.

Oh, and There is Dan Marino and Mickey
With the sponsorship of Mastercard, we are blessed to have Dan Marino of Pitt and Dolphins fame open the conference. Dan always gave his offensive line Christmas presents. Dan knows a thing or two about the collaborative model. Those offensive linemen enabled Dan to be one of the best pro quarterbacks of all time. Platinum Partner PSCU is bringing Disney Institute magic to the main stage. May we also suggest that you take time for a bit of Mickey’s magic; maybe with children and grandchildren?

Hang with Cool People and Have Fun
There is a lot to be depressed about when considering the competitive landscape and the future of credit unions. But unlike other credit union conferences, NACUSO offers exciting new opportunities to strengthen credit unions and serve members more effectively. At NACUSO Conferences, the glass is always half full. Innovation and collaboration are powerful problem solving tools. We hope you decide to come and see for yourself. We know you’ll love the venue and the beautiful weather.

NACUSO Network Conference info is available at www.nacusonetwork.com
Can Too Much Threat Information Be a Threat? – By Gene Fredriksen

Yes, this seems to be a question with built in conflict, but I believe it is a valid question. This is not a question of whether or not those supplying the threat intelligence are doing a good job. Their mission is to provide a complete as possible threat feed. It is definitely a question of whether or not recipients or recipient organizations are able to convert the flood of threats into actionable intelligence.

This is particularly the case in the Credit Union space. The majority of Credit Unions today have very limited staff and tools in the information security and compliance areas. Many CU’s do not have a Security Information and Event Management (SIEM) or other automated threat system to ingest the feeds. If a single analyst, without automation, tries to drink from the “fire hose” of a massive threat feed, things will be missed, perhaps critical threats that should be mitigated. If that happens, too much threat information has become a threat to the CU.

In large part boiling the data down to an actionable level is sector, or sub-sector specific. In the Financial Services Sector, the largest banks with thousands of locations may face significantly different threats than small to mid-size credit unions with only a few locations. Credit Unions are typically tied to a geographic area which may be seeing specific types of phishing, social engineering or fraud attacks. Timely notification of issues such as these may make a huge difference to a credit union seeing these attacks. With difference in threat profiles, manpower, and tools, receiving consistent, actionable threat feeds becomes a critical issue for credit unions.

Work with your peers to develop threat sharing capabilities, particularly at the local level. Look for and join organizations that specifically address CU issues and threats such as the National Credit Union ISAO. As with everything we buy, it must be of high quality and provide value, threat feeds are no different. Your business may depend on it.

Gene Fredriksen, Executive Director
National Credit Union – Information Sharing & Analysis Organization

NCU-ISA0 will be a part of an exciting panel discussion on Cyber Security: The Anatomy of a Data Breach at the 2017 NACUSO Network Conference April 10-13, 2017 at the Disney Beach Club Resort in Orlando, Florida.
Advisory Board Member Profile: Amanda Smith, Messick & Lauer P.C.

Mortgage CUSOs are one of the most heavily regulated members of NACUSO. With Federal, state and local laws to follow, compliance often seems an insurmountable task. To say the mortgage lending landscape is changing is an understatement. The Mortgage Services Advisory Board strives to provide its members with resources and information to allow them to address their unique needs and concerns. By holding quarterly phone meetings and creating tailored content for the NACUSO Network Conference, the MSAB provides its members with timely and relevant information.

Mortgage CUSOs have spent the recent years battling an onslaught of regulations. The MSAB advocated for its members and participated in the rule-making process by submitting comment letters voicing concerns unique to CUSOs. The MSAB and its members also worked together to assist each other in compliance efforts through education and idea sharing. There will still be regulations to address this year, including “tweaks” to the 2013 Mortgage Servicing Rule and of course HMDA; however, this year, in addition to the standard regulatory and market concerns, we have a new threat of uncertainty looming.

How will the new administration affect the industry and how will the market respond to the new administration? Only time will answer these questions. While we wait, maintaining a network through groups like NACUSO and the MSAB will allow members to stay informed and reactive. Whether it is a means to commiserate our woes or brainstorm for solutions, MSAB seeks to bring together likeminded and similarly situated individuals for the benefit of all.

The Mortgage Services Advisory Board is most effective with the input of its members, so please get involved. Anyone interested in joining and participating can contact me at asmith@cusolaw.com. We are always looking for fresh perspectives.

ABOUT THE AUTHOR: Amanda is a partner with the law firm of Messick & Lauer, P.C. Her practice includes the representation of credit unions and credit union service organizations.

Amanda focuses her practice in the area of regulatory compliance and is especially experienced in the consumer compliance regulations. Amanda has spoken on a variety of credit union topics, such as Regulation Z, SAFE Act, RESPA and regulations issued by the CFPB. She is also a founding member of the Mortgage Services Advisory Board for NACUSO where she serves as the resident mortgage regulation expert.

Amanda attended Villanova University School of Law and received a Juris Doctorate degree in 2004. She is a member of the Bar in both Pennsylvania and New Jersey.

How can you get involved? The NACUSO Network Conference is a fantastic opportunity to participate in the association, network with other industry leaders, speak on topics where you are an expert and learn about new services available to your credit union. If you are a CUSO, or looking to provide services to other credit unions you won’t want to miss the Partner Connection Sessions at the conference. We will have a Mortgage Services track where you can meet Amanda and other Credit Unions and CUSO owners who share their wisdom, frustrations and victories.