Following the 2017 NACUSO Network Conference, we collaborated with the Member Experience Management tool CloudCherry to run a survey for all the participants to gather insights on their experience at the event. This survey comprised the NPS question, which was asked to understand the likelihood of them recommending the event to their friends and colleagues, rating questions for each of the speakers at the event, etc.

Out of the 169 responses collected over a period of 22 days, here are some key take-aways from the survey:

We asked the ultimate question, “How likely are you to recommend?” “Were you satisfied?” is the wrong question because we believe that sets the bar too low. We want to create delighted members.
• The overall Net Promoter Score for the conference was 87 of which 88% were Promoters, 11% were Passives and only 1% were detractors. This is a world class score!
• The most liked aspect of the event for all the participants was the “Disney Institute Presentation”. For the individual ratings of each speaker, 61% of the participants gave the Disney Institute a 5 out of 5
• Dennis Dollar and Guy Messick both got a 5 out of 5 from 47% of the participants.
• 55% of the participants answered “YES” when asked if they would participate in the 2018 NACUSO Network Conference to be held in Anaheim.
• When asked to choose from 7 suggested venues for the 2019 NACUSO Network Conference, Nashville and San Diego were voted the top two locations.

CloudCherry is a NACUSO Gold partner, exhibited at the 2017 NACUSO Network Conference and offered their software for free to conduct this survey for us. We are very appreciative of their hard work and love the results! Please check them out at www.getcloudcherry.com

SAVE THE DATE!

2018 NACUSO Network Conference
Discover Opportunities and Partners

April 16-19, 2018
Disneyland Hotel in Anaheim, CA
Credit Unions as Citadels of Integrity

BY GUY A. MESSICK

If you have not noticed, our institutions are being assaulted every day. Fake news, hyperbole, name calling and nastiness is a daily event. Our institutions are under assault. The media, government, large corporations and banks are vilified; mostly unjustly to serve the personal ends of the people attacking them. People are losing confidence in the traditional institutions that hold our nation together. People are eager to find institutions they can believe in, institutions that have credibility and integrity and people in those institutions who care about their well-being.

As member owned cooperatives, the very structure of credit unions supports the creation of mutual trust. A member is not cynical that a credit union is working for shareholders and not members. If credit unions keep their eye on the ball and work for the common good of their members, the message runs counter to the image of a world of sleazy self-interest.

It is highly dangerous to the stability of our country for our institutions to be damaged but until this self-destructive period ends, credit unions can be citadels of integrity that people take comfort in. Let them see that there are institutions that they can continue to believe in. Remind people that credit unions are designed solely and specifically to benefit the well-being of members and you can trust credit unions to “have your back.” If I were a credit union CEO, that would be a core message to communicate and a message to live through your actions. It is good for credit unions and it is good for the country to have a positive message in this sea of negativity.

Welcome Bill Beardsley to the NACUSO Board!

Last month at the 2017 NACUSO Network Conference we were excited to announce that Bill Beardsley will be joining the NACUSO Board of Directors for a 3 year term.

After nearly a 20 year banking career in Michigan, Bill led the launch of Michigan Business Connection, LC in March 2004 and serves as its president and chief lending officer. MBC is a collaborative effort by credit unions throughout the State of Michigan to provide small business and commercial real estate financing. The MBC business model enhances sustainable lending capacity by allowing credit union lenders to share the risks and costs of commercial loan program management while collaboratively providing capital critical to Michigan’s economic prosperity. Since inception, MBC has helped the credit unions originate and manage more than a half billion in financing for Michigan business owners and real estate investors. The company is headquartered in Ann Arbor, Michigan.
CUSO Facts: Cooperation among cooperatives by the numbers

When the NCUA CUSO Registry was complete last year we finally had some idea about the number of CUSOs. But in analyzing the data it felt incomplete. Last year we partnered with Callahan & Associates to build the CUSO Analyzer database. Callahan is the leader in research analytics, networking and consulting solutions.

After several months of research, verification and validation, the result is a robust database that allows you to search by owners, investors and types of CUSOs. You can narrow your search by geographic locations and industry specific solutions. It should be a valuable tool for analyzing opportunities, growing, investing in and/or starting a CUSO.

The CUSO Analyzer is only available to NACUSO members. Not a NACUSO member? For a limited time you can join for 50% off your first year’s membership. Click here to join and enter NACUSOSPECIAL to receive your discount.

Callahan also helped create the 2017 CUSO Directory: A Guide to CUSOs & Their Partners that lists CUSOs by size, owners, participating credit unions and services offered. The infographic to the left is just a sample of some of the fun facts the Directory contains. Click here to download a complimentary pdf.
What’s the Doughboy Afraid of?

In case you missed it, last month we told a classic David and Goliath story that got quite a bit of attention and is the most read blog of 2017. Specifically, CUProdigy (David), a 20-person CUSO, was “uninvited” to speak about Cloud Managed Services at the 2017 SymEast and SymWest conferences because Jack Henry & Associates (Goliath) didn’t want competition. Organizers were pressured to remove CUProdigy or risk backlash.

Similar to the David and Goliath match up between Ben & Jerry’s and Haagen Dazs’ parent company Pillsbury, Anthony Montgomery, CEO of CU Prodigy decided to fight back with a t-shirt campaign. We love the t-shirt because of the message #CUSOLOVER. If you’d like to support one of our Platinum partners there’s still time to buy the t-shirt.

Send $10 to:
CUProdigy, LLC
Attn: “You Don’t Know Jack!”
209 E. Gordon Ave.
Layton, UT  84041

Welcome new NACUSO Members!

My Member Insurance Agency, LLC
www.mymemberinsurance.com
Eric Neumeyer, CEO

rkGoBig, LLC
www.rkgobig.org
Peter Barnard, CEO

rkGoBig is comprised of six credit unions in Pennsylvania, Maryland and Washington DC with a common goal of reducing expenses through synchronized operations while maintaining the unique identity of each CU. “As part of our global back office convergence, one of our first steps was to identify a common core platform,” said Peter Barnard, rkGoBig CEO. “CU*Answers just gets it. CU*Answers’ shared credit union-owned platforms, intelligently and inexpensively deployed, allow rkGoBig to make real the vision of a new model.”
1988 is calling, it wants its core platform back.

**CORP** vs **CUSO**

### Hardware-based

- Yesterday’s outdated technology: AS/400 (1988), DB2 database (1970’s), and EBCDIC data extracts (1960’s).
- Requires CU to buy server hardware.
- Closed proprietary software.
- Expensive, limited integrations.
- No Sunday processing (what?!)
- Hefty add-on data recovery fees.
- Slow service and support.
- Opaque, complex pricing with nickel & dime fees.

### Cloud-based

- Today’s advanced, member-centric, secure, private cloud technologies.
- No server hardware to buy or maintain.
- No proprietary software needed.
- Open API, FREE Integrations.
- 24/7 processing.
- FREE data recovery and backups.
- Built and supported by CUs, for CUs.
- Transparent, easy-to-understand pricing of $1 per member per month.

### Costly, confusing & outdated

**The Clear Winner!**
Contact us to see how CUProdigy can update your credit union.

801.451.9101
elevate@CUPRODIGY.COM
CUPRODIGY.COM

Celebrating 25 Years of Innovating Technology