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*A publication of Credit Professionals International*

**November 2017**



# THE CREDIT CONNECTION

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## Message from the President

Cheryl Burleson-Davis, ACE/PCE

President - Credit Professionals International 2017-2018

It's been a busy time these past few months. We had a well-attended Strategic Planning Meeting in October; launched our first fundraiser; conducted a survey of all members to get your input; and, with the team of Publications Chairman Linda Bridgeford, CCCE/MPCE; Education Chairman Connie Hamilton; and editor Charlotte Rancilio, published the Fall 2017 issue of The Credit Professional magazine.



**“At the Strategic Planning Meeting, we had some lively discussions.”**

**Cheryl Burleson-Davis**

*The Credit Connection is a publication of Credit Professionals International, P. O. Box 220714, St. Louis MO 63122. Phone: 314/821-9393. Fax: 314/821-7171. Email: [creditpro@creditprofessionals.org](mailto:creditpro@creditprofessionals.org). Website: [www.creditprofessionals.org](http://www.creditprofessionals.org)*

Thank you to Strategic Planning Co-Chairmen Cindy Westenhofer, MPCE, and Sue Heusing, MCE, along with Charlotte Rancilio, for planning an excellent meeting in St. Louis. We had some lively discussions regarding the Banzai project, fundraising and the future of our organization.

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I hope everyone has taken the time to respond to the survey. We did have a good response and we appreciate your input. We hope to have the results out to the membership by the first of the year and move forward from there.

Unfortunately, we received notice from Joyce Rider, PCE, that the members of the Goshen, IN chapter have decided to disband their local association. We understand that this was a difficult decision and hope some of the members will rejoin as members at large.

Have you sent in your registration for International Conference? The Charlotte and North Carolina Associations, along with members of District III & IV, are working hard to make this an excellent conference. Remember, registration goes up January 1!

I would like to take this opportunity to wish you all a joyous holiday season! May the blessings and joys of the season be with you and your loved ones!

Cheryl



**Cheryl Burleson-Davis, ACE/MPCE**

**Marylyn Tack**

**Sheila Edwards**

**Linda Simbeck, CFE/MPCE**

# How To Grow CPI Membership

By Marylyn Tack

CPI Vice President and Membership Chairman

In today's fast-paced world of instant communication, where almost everyone is fixated on their phone screens, it may seem impossible to get their attention, much less sell them on the value of belonging to a professional organization.

Well, it's not. Every day, you interact with business people who would benefit from joining CPI. They include bank employees, small business owners, accountants, investment advisors, law firm employees, bookkeepers, and more. So how do you, as a CPI member, convince them to join?

Simply inviting someone to your local association meeting is not likely to work. Before you offer that invitation, you must, over a period of time, convince your potential member of the value of belonging to a professional association. In other words, you need to answer their unasked question: "What's in it for me?"

Here are selling points you can use to convince your potential member of the value of CPI membership to her or him.

- **Enhance your network:** Networking is key for movers and shakers. Making connections is critical and, as a CPI member, you will have opportunities to connect with people in your field on local, state and national levels. Creating professional relationships is important and, by joining a group, you gain a sense of security and trust in your fellow members. As a result, you are able to support and help one another in reaching your professional goals. You may, for example, learn of a great job opportunity through a fellow CPI member.
- **Broaden your knowledge:** At national, district and local levels, CPI offers lectures to keep members up to date on the latest information and trends in the credit industry. CPI also publishes a biannual magazine filled with articles related to developments in the credit industry. In addition, it publishes a quarterly newsletter which provides members with association news and short educational articles for members.
- **Be a leader:** CPI gives you the opportunity to chair committees and hold office at local, district and national levels. This enables you to develop your leadership skills, which is important not only for your personal growth but for your growth in your job.
- **Become a mentor:** As you grow in knowledge and in your career, CPI gives you the opportunity to help new members benefit, as you did, from CPI membership.
- **Make new friends:** CPI enables you to meet new people and make new friends not only in your city but also throughout the country.



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# Three Key Strategies For Acquiring and Retaining Millennial Customers

By Kedran Whitten

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Today, understanding millennials' complicated financial needs is a top priority for banks. But, how do they gain this kind of knowledge?

Much of the existing information surrounding millennials points vaguely to new technologies and innovations, void of any concrete avenues for the engagement and retention of the largest generation of customers in America today.

In noticing this lack of useable data, CSI, in partnership with The Center for Generational Kinetics, conducted a national study to learn about the habits, behaviors and needs of millennial banking customers. The results of this study offer an important step toward demystifying the path ahead for banking leadership where millennials (as well as baby boomers and Gen Xers) are concerned, and provide practical and data-driven solutions and strategies.

Below are three actionable strategies to aid in your acquisition—and more importantly retention—of millennial banking customers.

## 1. Execute—But Also Communicate—Your Security Efforts

While bank customers of every age, including millennials, appreciate face-to-face communication with their institutions, online banking has become nearly universal.

However, in consumers' eyes, online banking is not without its faults. At the top of the list of concerns for our study's respondents is anxiety



regarding online banking security. This is true even for millennials, who are noted for their wide acceptance of, and admiration for, technology. In fact, the **study found that 44% of millennials say security concerns are the main disadvantage of online banking.**

But concerns about security don't have to be the end of the story. Banks can take action to alleviate these issues and increase usage of their online tools and platforms in the process. **Our study found that 47% of Gen X, 41% of baby boomers and 29% of millennials say improved security measures and fraud protection would cause them to use their financial institution's website or mobile app more frequently.**

Clearly, security concerns are more than just customer complaints; they profoundly affect the bottom line for financial institutions, because customers are altering their behavior in response to them. Making continual strides toward providing the best security and fraud protection—and adequately articulating those efforts—won't just keep current customers

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happy, it's the key differentiator in attracting millennial customers. In this age of digital banking, making strides to improve security and fraud protection is more than just an engaging idea—it's a revenue generator.

## **2. Millennials Are Constant Bankers, So Provide a Constant Experience**

There was a time when a trip to the bank involved planning, time and travel, but that's no longer the case. With the advent of remote and digital banking technologies, customers carry a bank around in their purse or pocket at all times. A quick tap on the bank's mobile app, and a host of transactions—which once required that trip to the branch—can be completed in an instant.

This new reality has not only made financial transactions easier, but also made them continual. According to our study, **31% of millennials check their account balance daily.**

In fact, this is the No. 1 activity on mobile banking apps, followed by transferring funds: **51% of millennials say they prefer to check their account balance with their bank's mobile app and 39% prefer to use it to transfer funds.**

Since millennial customers are using these services so frequently, it's imperative that banks of every size have a top-notch mobile interface.

## **3. Reward, Reward, Reward**

Millennials already use online banking services in great numbers. We know they want these tools—but is it possible to further move the needle and increase usage? Definitely.

One factor can drive the most usage with millennials: rewards!

According to our study, rewards programs are the No. 1 way to increase millennials' online banking usage—ahead of increased security. The results showed that **46% of millennials say they would absolutely use their bank's online services more often if the institution had a rewards program for usage.**



Programs that increase customer savings, like prize-linked accounts or gamification to help customers meet their financial goals, are already gaining traction. Strategies like these foster a connection with millennial customers and engage them beyond the traditional bank-to-customer relationship.

Looking ahead, millennials will continue to dominate the conversation surrounding customer acquisition and retention.

By implementing these three strategic initiatives, your institution can forge a clear path forward. For even more insight on the banking habits of millennials and other generations, download CSI's full report:

### **Banking Trends through a Millennial Lens**

#### **About the Author:**

*Kedran Whitten is chief marketing officer for CSI. She has more than 20 years of marketing leadership experience, and her background includes driving revenue growth, customer satisfaction, brand awareness, product pricing and competitive positioning.*

## U.S. Government News

### Consumer Financial Protection Bureau Adopts Rules to Protect Pre-paid Debit Card Users

Recent supervisory actions taken by the Consumer Financial Protection Bureau (CFPB) have resulted in \$14 million in relief to more than 104,000 harmed consumers from January through June 2017.

The CFPB found that some banks misled consumers about checking account fees or overdraft coverage and that some credit card companies deceived consumers about pay-by-phone fees. The CFPB also found that some auto lenders had wrongly repossessed consumers' vehicles and that some debt collectors improperly communicated with consumers about debts. In addition, CFPB examiners found some companies did not follow the Know Before You Owe mortgage rules and some servicers failed to follow steps required by the CFPB's mortgage servicing rule to work with borrowers trying to avoid foreclosure.

### Congress Proposes Legislation to Reign in the Consumer Financial Protection Bureau

The U.S. House of Representatives has passed legislation now being considered by the U.S. Senate, that would reign in the power and authority of the Consumer Financial Protection Bureau (CFPB). The proposed legislation, dubbed the Financial Choice Act (FCA), would change the bureau's name to the Consumer Law Enforcement Agency (CLEA) and limit its responsibilities only to prosecuting enforcement actions. It would be an independent agency but would be subject to congressional oversight.



Many have questioned the constitutionality of the CFPB due to its unchecked authority to exercise executive power through its investigative and enforcement authority; legislative power through its rulemaking authority; and judicial power through its authority to rule on enforcement actions with any appeals on such actions being taken to the director of the CFPB.

If the FCA is enacted, it would address and cure the separation of powers issue by giving Congress direct oversight over the regulations that are being promulgated by the CFPB and other financial agencies.

### State News:

**California:** State Senator Bob Wieckowski has introduced a bill that would prevent debt collection agencies from completely emptying a person's bank account to reclaim debts. The bill may also provide some relief to people who are mistakenly targeted by collectors, sometimes because identity thieves rack up debt in their names. The bill would automatically exempt up to \$2,250 per debtor from bank levies, when a judge gives a creditor approval to seize money from an account. The new bill wouldn't cancel anyone's debt but it could give low-income Californians relief while they repay what they owe.

- **Build a better resume:** Listing your association membership on your resume is impressive to current or future employers. It shows that you are dedicated to staying connected in your profession.
- **Strength in numbers:** You may have some great ideas for credit-related events or programs in your community (such as a program to give engaged couples advice on merging their finances) but not feel up to shouldering all the responsibility to organize and present it. Within CPI, however, you have access to an established support system of experienced people who are motivated to get things done and will jump right in and help you.
- **Stay inspired and stay motivated:** In today's fast-paced and hectic world, you may sometimes feel a bit down or just plain tired. When that happens, you can connect with a fellow CPI member to help lift your spirits and rejuvenate you.



**GET READY NOW**

**FOR THESE**

**2018 CREDIT EDUCATION EVENTS**

**America Saves Week**

**(February 26-March 3, 2018)**

*(sponsored by the Consumer Federation of America and the American Savings Education Council)*

**National Consumer Protection Week**

**(March 4-10, 2018)**

*(sponsored by a number of federal government agencies)*

**Credit Education Month**

**(March 1-31, 2018)**

*(sponsored by Credit Professionals International and the Credit Education Resources Foundation)*

**Financial Literacy Month (**

**April 1-30, 2018)**

*(sponsored by the Financial Literacy and Education Commission)*



# MyRA

## A New Retirement Savings Account

Saving for retirement seems like a no-brainer for millions of Americans but, according to a recent Federal Reserve Report, 31 percent of non-retired people say they have no retirement savings or pension whatsoever.

The U. S. Treasury has come to their rescue with a program, dubbed myRA®, that makes it easy for people to start saving for the future. It is designed for people who don't have access to a retirement savings plan at work; lack other options to save; and, while wanting to save, haven't found an easy way to get started. The program is open to people who earn an annual income below \$132,000 if single or \$194,000, if married filing jointly.

### Why it is a good option

**It's simple.** Participants set up automatic contributions. The account stays with them if they change jobs. If necessary, they can withdraw money they deposited at any time without paying tax and penalty.

**It's safe.** The investment is backed by the United States Treasury. Accounts earn interest at the same rate as investments in the Government Securities Fund, which earned 1.82 percent in 2016 and had an average annual return of 2.63 percent over the ten-year period ending December 2016.

**It's affordable.** It costs nothing to open and has no fees. Participants can contribute an amount they choose--\$2, \$20, \$200—whatever fits their budget. They may contribute up to \$5,500 per year (or \$6,500 per year for individuals 50 years of age or older at the end of the year).

**It's flexible.** At any time, participants can transfer or roll over their myRA to a private-sector Roth IRA. Or they can wait until their myRA savings reach \$15,000 before transferring to a private-sector Roth IRA.



### How to start saving with myRA.

- Open a myRA account at myRA.gov or by calling 855-406-6972. To sign up, you will need your Social Security number; your driver's license, state ID, U.S. passport or military ID; and the name and birth date of your beneficiary.
- Fund the account from a paycheck, checking or savings account or a federal tax refund.
- Access the account online to view savings and to manage your account.

There are several ways to start funding a myRA account.

- **From a paycheck.** Savers can set up automatic direct deposit to their myRA with their employer.
- **From a checking or savings account.** Savers can set up recurring or one-time contributions to their myRA from a savings or checking account.
- **From a federal tax refund.** At tax time, savers can direct some or all of their federal tax refund to their myRA.

In collaboration with the U. S. Treasury Department, tax preparation software providers

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TaxAct, TaxSlayer and TurboTax are encouraging tax filers to start saving for retirement with myRA®. The firms will help tax filers by linking them directly to [www.myRA.gov](http://www.myRA.gov), where they can learn more and open a myRA account. Taxpayers can choose to save by transferring funds from their bank account, their paycheck, or by direct depositing all or some of their tax refund into their myRA account during the filing process.

“For many hard-working Americans, the hardest part about saving is simply taking that first step,” said Rob Gettemy, chief operating officer at TaxAct. “With myRA, it’s easy and safe for people to get started. The tax refund is the biggest pay check of the year for many taxpayers. Helping them use that money for a better financial future, with no risk, is an incredible opportunity.”

### **International Conference Hotel Reservation Information**

Make your room reservations for the International Conference directly with the Crown Plaza Hotel. Call:

704-527-9650

Room rates are \$119.00 plus taxes. Single and double rooms are available. Be sure to tell them you are with CPI to receive the special rate. There are a limited number of rooms available at this rate, so make your reservations as soon as possible. Check-in time is 4:00 p.m. Check-out time is 11:00 a.m. Shuttle is available from the airport.

**Deadline for hotel reservations is  
May 20, 2018**

# **INTERNATIONAL CONFERENCE**

## **Credit Professionals International**

**June 21-24, 2018**

**Crown Plaza Hotel**

**Charlotte, North Carolina**

**EDUCATION—BUSINESS—SOCIAL NETWORKING**

Registration: \$350.00

For registration information and the Conference Agenda, see the CPI website:

## STUDENT CORNER

# 31 Money Saving Tricks for Students

By Elizabeth Hoy

Do you have fine wine tastes on a cheap beer budget? It's ok—most college students are living on a budget. If not, they're likely students getting themselves into a cycle of debt.

While neither is fun or easy, you can become smarter about the way you spend your money. Keep in mind that the key to financial success is being aware of how you're spending your money.

Also, know that there's a difference between being cheap and having spending savvy. There's nothing wrong with living within your means, rather than beyond.

Stretch your dollar further with the following money-saving tips:

1. Buy or rent used textbooks and sell last semester's books back.
2. Don't make impulse purchases.
3. Never go grocery shopping when you're hungry.
4. Limit the number of times you eat out monthly.
5. Cut out vices—smoking and binge drinking are terrible for you **and** expensive.
6. Always pay bills on time to avoid late fees.
7. If you have a credit card, pay it off as quickly as possible. (It's good to establish credit, but a bad credit score follows you everywhere.)
8. Walk, use public transportation or ride a bike instead of having a car.
9. Live with others so you can split rent and utilities.
10. Cut out expensive cable packages you don't need.
11. Consider more basic phone packages or plans that include unlimited texting with free incoming calls
12. Don't buy the most expensive college meal plans. Figure out what you actually consume and get the correlating package.
13. Shop where they offer student discounts. There are so many places that offer discounts to students with a school ID.
14. Look into a campus gym versus a gym in town. Many colleges offer memberships for free or at a reduced rate for students.
15. When planning meals, make dinner with friends and split the cost of groceries. Often times, you'll be cooking too much for one person anyway!
16. Sell what you no longer use or need. There are plenty of stores and web sites, like Poshmark and Craigslist, where you can sell your used clothing, furniture or tech items.



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17. Don't buy unnecessary school supplies. Why buy cumbersome notebooks when you can type on your laptop? It's better for the earth anyway!
18. Don't buy books you will only need for a short period of time. Check them out from the library instead.
19. Take advantage of what your campus has to offer in terms of activities, rather than spending money on going out. Many campuses have an array of museums, offer movie nights and other social events for cheaper or, sometimes, for free.
20. Skip expensive spring break and summer trips—look into alternatives, like volunteering, instead.
21. Wait to get a pet until after college—a pet can become very expensive. Not only do you have another mouth to feed, but veterinary bills are costly. If you love animals, there are plenty of shelters that need volunteers.
22. Go to class. You're paying for it and skipping is like throwing money out the window!
23. Drink water. It's free and better for you, anyway.
24. Make your own coffee. While coffee shops are convenient, they charge hefty prices that really add up over time.
25. Open a savings account that earns interest. Credit unions have fewer fees and are great for students.
26. Use a free tool, like FinAid's Student Budget Calculator or the one offered by Mint.com, to keep track of your finances. It's harder to be frivolous when you see where your money is going.

27. Never take out a loan for anything that's unrelated to your education.
28. Don't buy music. Use the free services like Spotify or Pandora.
29. Look into class requirements and the options for testing out of classes. Why pay for a class you could easily test out of?
30. Consider becoming a resident advisor. Many get free room and board.
31. Avoid buying name brand items. Purchase generic items whenever possible. They are exactly the same item, at a highly reduced price. You can even check the ingredients to make sure!

### **Need Money to Pay for College?**

Every semester, Fastweb helps thousands of students pay for school by matching them to scholarships, grants, and internships, for which they actually qualify.

You'll find high value scholarships like VIP Voice's \$5,000 Scholarship, and easy to enter scholarships like Niche \$2,000 No Essay Scholarship, and internships with companies like Apple, Google, Dreamworks, and even NASA! Join today to get matched to scholarships or internships for you!





# International Walk-A-Thon

Charlotte, North Carolina

June 22, 2018

We Walk For the Children



**Sponsored by: Credit Professionals International  
Credit Education Resources Foundation  
National Center for Missing and Exploited Children**



### **Amber Hopkins**

Female. **DOB:** 12/6/1998. Missing 10/3/2016 from Poteau, OK. Native American. Brown hair. Hazel eyes. Ht. 5' 7" Wt.: 135 lbs. Amber is an engendered runaway. She has pierced ears. She also has tattoos on her wrist, right forearm and left calf. When she was last seen, her hair was dyed auburn. She may use these alias last names: Broadhead or Thomas.

### **Gerson Yovani Lajuj Teyul**

Male. **DOB:** 10/27/1999. Missing: 9/22/2016 from Little Rock, AR. Hispanic. Brown hair. Brown eyes. Ht. 5'6" Wt.: 150 lbs.

Gerson was last seen at 9:30 p.m. on September 22, 2016. Contact: Little Rock, AR, Police Department. 501-371-4829.

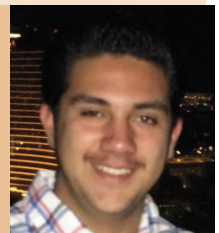


### **Erica Nichol**

Female. **DOB:** 1/18/2000. Missing: 7/19/2016 from Dallas, TX. Biracial. Blonde hair. Blue eyes. Ht. 5'5". Wt: 130 lbs. Erica may be in the local Dallas area or she may have traveled to San Antonio, TX. Erica is biracial—White and American Indian. She has pierced ears. When last seen, Erica's hair was dyed black. She may go by the alias name, Jayden Rico. Contact: Dallas Police Department (Texas). 214-744-4444

### **Luis Palafox**

Male. **DOB:** 6/21/2000. Missing: 9/10/2016 from Las Vegas, NV. Hispanic. Black hair. Brown eyes. Ht. 5'7" Wt: 180 lbs. Luis was last seen on September 10, 2016. He may still be in the local area or he may travel to Texas or Mexico. Contact Las Vegas Metropolitan Police Department (Nevada) 702-828-3111.



**ANY ONE HAVING INFORMATION SHOULD CONTACT:  
The National Center for Missing and Exploited Children  
1-800-843-5678 (1-800-THE LOST)**

**Child Find Canada—1-800-513-3463**