

NEWSLETTER

Volume 56 2nd Quarter 2013



Bradford-Scott data corporation

The latest **technology**
More products and **service**
Faster deployment of new **products**

what's inside...

Sharetec Selected by Bar-Cons FCU

"Bar-Cons Federal Credit Union reviewed vendors in hopes of finding a partner in business that can provide up-to-date technology, reliability in service, and training support. We chose Bradford-Scott because we feel the Sharetec system will provide us those services. We are trying to manage too many third party vendors but we need to add services for our members. We feel very comfortable combining these services with Sharetec," remarks Karen Allen, CEO of Bar-Cons Federal Credit Union in Columbus, IN.

Matt Isger, Regional Manager at Bradford-Scott says, "The team at Bar-Cons wanted a partner with quality service, personal attention, and flexibility to think outside the box. The Sharetec System can provide those needs and the new services the credit union desires to give their members."

ISU Credit Union Chooses Sharetec Core

Thom Ewen, CEO of ISU Credit Union, located in Normal, IL, says, "When we called the references, they were all so strong and positive about their experience with Bradford-Scott. But we didn't base our decision only on the level of service. Technology is an important part of our growth strategy, and we liked Sharetec the best because it has the most robust offering out of all the systems we looked at."

"With their projected growth, we are excited to help ISU CU get to double their size. This was a lengthy evaluation process, and ISU Credit Union had several rounds of in-depth demonstrations, including a military type matrix for grading. We are proud to have been selected as their partner," commented Matt Isger, Regional Manager for Bradford-Scott Data Corporation.

RiverWood-Maritime CU Selects Sharetec

"Choosing a new data processor was a difficult but critical decision for us. After speaking to other Bradford-Scott customers and seeing what Sharetec has to offer our credit union, especially around ease of use with member service and additional income possibilities, we knew it was the right direction for us," remarks Bonnie Timm, President of RiverWood-Maritime Credit Union in Two Rivers, WI.

Keane Kulak, Regional Director at Bradford-Scott says, "With over 20 credit union customers in Wisconsin, we are excited to add another. We are confident that the partnership we are about to form with RiverWood-Maritime Credit Union will provide them great success and growth for many years to come."

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Our goal is to provide exceptional training to you and your staff within the comforts of your office.

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2013 New Core Conversion Slots all Booked

Bradford-Scott's 2013 new core conversion slots have all been filled and we are now scheduling conversions for 2014! Despite the difficult economic environment, the increasing number of credit union mergers, and the mega companies buying up many of the core processors, Sharetec stands out in the crowd for continued growth and technology. The result is a 67% growth in spite of all those factors, a real success story.

"New technology and tightly integrated solutions has led the way for our success. We look forward to the rest of the year, bringing on these credit unions that have partnered with us to provide them one very robust core solution," remarks Matt Isger, Regional Manager for Bradford-Scott Data Corporation.

2013 Cyber Security Predictions by: Josh Bishir

With so many new devices, software, and applications available, what do you need to be aware of this year?

The Cyber Security article last quarter presented information about Distributed Denial of Service Attacks (DDoS). If you haven't had a chance to read that article, you can find it in Volume 55 on our website under the "News & Events" menu. The Cyber Security focus in this article is Malware/Viruses and Cloud Services. Malware is software intended to damage or disable PCs or entire computer systems. Viruses are programs or programming code that is loaded onto a computer (usually without knowledge or consent) and is capable of reproducing itself while harming files or other programs. Cloud Services can be defined as services made available to users via the Internet from a cloud computing provider's equipment rather than from a company's own server. Cloud Services are designed to provide easy, scalable access to applications, resources and services, and are fully managed by a Cloud Services provider.



Malware/Viruses - Security vendors predict that malware developers will continue to pose a big threat by refining attack methods that fool antivirus solutions. These malware creation tools have been around the industry long enough now that security vendors are already coming out with newer releases of their tools to keep your PCs and systems protected. For example, Blackhole Exploit kit (BHEK) 2.0 is now available after its successful efforts in detecting spam using BHEK 1.x.

Crafting specific attacks that reach only intended victims will allow attackers to not arouse suspicion in the work place and continue creating malware/virus issues for businesses. Small and medium sized credit unions may be hit harder as they are viewed as easier targets since most do not have a full time IT team or security department. To help guard against malware and virus threats, be sure to install antivirus solutions that can auto scan, auto update, and even email daily/weekly/monthly reports.

Cloud Services - With so many new applications for mobile devices, the abuse of cloud services will only grow. For cybercriminals, cloud computing is merely another tool for their attacks. Facebook, Twitter, and blogs have been used to send attacks from command and control (C&C) servers. Google docs, dropbox, and pastebin are free storage services that can be used as drop zones for stolen data for cybercriminals.

The volume of malicious and high-risk Android apps will hit a million in 2013. With small businesses now going mobile, the use of iPads and other tablets to take orders while walking around with customers is more common. Some businesses are even allowing their employees to bring in their personal mobile devices to the work place. With so many different mobile devices and apps, securing them for the workplace will become a lot harder and IT staff will have to become familiar with not only the threats that are out there but with what is needed to keep their businesses safe.

Contact Bradford-Scott for an evaluation of your systems and learn what is offered to safeguard your credit union from these costly and time consuming attacks.

Bradford-Scott Office Source is a one-stop shop for all your credit union's paper and supply needs! We at Bradford-Scott appreciate your business. It is our goal to offer you the very best in quality products and service, and as part of that service, our Office Source department offers you a variety of forms and supplies at very competitive pricing.



These forms and supplies include:

- Laser Check Stock - **New Pricing!**
- Continuous Checks
- Blank & Custom Envelopes
- Coupon Paper
- Receipt Rolls
- Continuous Vouchers
- Toner and Backup Media
- ART Cards - Fully Customizable
- Home Banking Brochures - Fully Customizable
- Statement Paper

Call or email **Michelle Beaman** today for a free quote! Our Office Source department looks forward to doing business with you! **Phone** (317) 713-2065 **Fax** (317) 713-2071 **Email** thesource@bradfordscott.com.



Check out our Conference website packed with information about what is to come this year at the 2013 Annual Sharetec Users Conference.

<http://www.bradfordscott.com/conf/generalinfo.html>

Below is a summary of what you get with each click on the website:

Speakers Dr. Michael Hudson (MichaelHudson.com) will be our Keynote Speaker as well as host a special Management session!

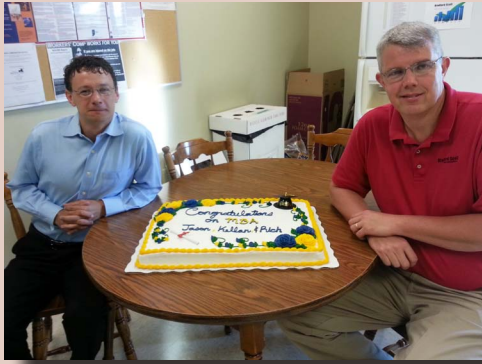
Events Read up on our entertainment plans - Tincaps Baseball Fireworks Game and Dueling Piano Entertainment.

Education Topics Most important page – Plan your schedule in advance by viewing a summary of each Workshop and Hands-on Lab.

Make a Payment Guides you through payment options.

Hotel & Directions Links to the Hilton hotel and driving directions from Indy, Chicago, and Columbus.

For more information, email Carrie at check@bradfordscott.com or visit our conference website and click on the **CU Registration** tab.



Party Time Kellan, Jason, and Rich Graduate with an MBA

Kellan Scheiber (left), Jason Pesetski (not pictured), and Rich Cook (right) recently graduated with their **MBA** from IPFW. This was a long road for each of them and took much dedication and effort. Kellan, Jason, and Rich each received a graduation gift from Bradford-Scott and were presented with a cake to celebrate! Join us in congratulating these guys on their hard-earned accomplishment!

Your Resource for **Improving** Credit Union Strategy, Leadership and Culture

Dr. Michael Hudson, Ph.D. will be speaking at the **2013 Annual Sharetec Users Conference** on how to help credit union professionals improve performance.

There are three fundamentals that drive credit union performance: Strategy, leadership and culture. Credit Union Strategy was created by Dr. Michael Hudson as a resource for credit union professionals and board members who want to improve these three areas and the overall performance of their credit union.

A credit union member for almost 50 years, Dr. Hudson is a frequent speaker at credit union conferences and conventions across the country. He works with individual credit unions to identify and implement strategies, design and deliver leadership programs, and create and conduct culture building programs.

Since 1984 Dr. Hudson has worked with over 1,000 growing businesses, government agencies, credit unions, and non-profit organizations in a broad spectrum of industries, helping them define and implement strategies for growth, leadership development, and employee engagement.

Michael engages, enthuses, and energizes his clients by challenging them to discover and reveal the true potential of their businesses and their people. He combines his knowledge of diverse industries with his awareness of popular trends and approaches to craft powerful, dynamic programs that help businesses define and capture their unique position in the marketplace.



Customer Center Download training videos, best practice guides, procedures, or other documents from our Customer Center website. Hands-on users are jumping on this site on a daily basis to get the information they need to drive their Sharetec System in the most efficient way.

Customer Center can be accessed at www.bradfordscott.com/login_cu.php. A non-disclosure agreement must be completed in advance of receiving the login information for this “customer only” site. If you are interested, please contact Jason Pesetski at jpesetski@bradfordscott.com or call (260) 625-5107 for the sign-up form.

Bradford-Scott Social Media

Connect with us on Facebook, Twitter and LinkedIn for news and product updates.

Your input is always important to us and we'd love to know **what you think** of our social media pages, products, tips, or questions.

Facebook: Bradford-Scott Data Corporation

Twitter: @bradfordscott_1

LinkedIn: Bradford-Scott Data Corporation, a Sharetec provider

Blog: creditunioncoresystem.wordpress.com



Social Media for Credit Unions

People are frustrated by their relationship with banks and turning to credit unions for a more personal experience. This is your chance to connect with them through Social Media. It's a cost-effective way to stand out and meet the needs of new and existing members.

- **Member Service:** Questions and complaints can be addressed promptly with personal attention, allowing other members to see. They will value the information and use the resources provided.
- **Community Engagement:** Offer promotions of interest to the community and members.
- **Member Growth:** Influence members to recommend your credit union and inform them of special offers.

When utilized correctly, Social Media can improve your member relationships and improve your growth.



Tamara with Bensenville Community Credit Union

received an **iPad4** from BSDC, presented by Matt Isger, BSDC Regional Manager, when she attended April's ICUL convention. During BSDC's Social Media Sweepstakes, Tamara connected with us on Facebook and LinkedIn and became our very first sweepstakes winner. Congrats Tamara!

The winner of our **Tweet for Truffles** sweepstakes in April was Kay Radloff with **Avestar Credit Union**. Congrats, we hope you enjoyed your delicious box of truffles from Daniela's Chocolates!

tip of the week e-mails...

These TIPS are great for tellers, loan officers, or any Sharetec user! These helpful tips include hints, procedures, best practices, and miscellaneous items. To sign-up to get this weekly e-mail, please e-mail **Bonnie Doolittle** at bdoolittle@bradfordscott.com with your name and e-mail address or like us on Facebook by searching for **Bradford-Scott Data Corporation, a Sharetec provider**.

Listed below is a sample of tips e-mailed or posted in the past that are still useful today!

- When adding a relationship record (relations tab in central information), it is important to remember to fill out all address and contact information. Some programs in Sharetec look to those records in order to print that information in reports and forms. To use the data in an existing member record, click the look button next to the Joint Member # field to search for the member account to fill in many of the fields in the relation record.
- If you offer a promotional CD rate and/or want to automatically convert a CD to another type at maturity, go to the Administration Workspace and update the CD type in Share Products. Set the renewal code to Convert and set the Convert Type to the CD product that you want to change to. At maturity, the CD posting program will renew the CD to the new type with a new CD number.
- When a certificate is closed during the grace period and you do not wish to pay dividends to the member for those few days, the CA-Close Account transaction should be effective dated for the date the certificate matured. This will properly handle the accruals and avoid the application of early withdrawal penalties. If you want to waive the early withdrawal penalty and pay dividends during the grace period, it is important that the proper options are set on the Dividend/Penalty Update Screen. Mark both the option to Pay Thru Effective Date and Pay Dividends. Given no effective date on the transaction, the system will calculate an EWD Penalty. The EWD Penalty will need to be cleared manually.
- To change the dividend rate for an entire period, go to the Administration Workspace, select Share Products, and then select the deposit type that needs changed. Make sure the Div-Recalculate field is set to Re-calc in order to recalculate dividends at the new rate for the entire period.



Health Care Payments via ACH by: Sam Kaufman

The Electronic Payments Association adopted a new health care payments rule as part of the NACHA Operating Rules. These changes include processing enhancements that address requests made by the health care industry, as well as specific transaction identification and formatting requirements for health care claim payments. This amendment allows any health care provider with a bank account to be able to receive a health care electronic funds transfer (EFT) via ACH, just like a Direct Deposit.



Effective on September 20, 2013, the NACHA Rule will help ensure that financial institutions are ready to send and receive health care payments for health plans and health care providers using the health care EFT standard by the January 1, 2014, compliance deadline established under the Patient Protection and Affordable Care Act.

Sharetec has been made aware of these mandated regulations and is researching to see if any software changes are needed. If determined so, we will be installing these changes no later than the January 1, 2014 compliance deadline. Your credit union will be notified when this update is complete.

PowerUsers Around 50% of our Sharetec customers participate in daily discussions using our free e-mail list serve, PowerUsers@bradfordscott.com. To be a part of PowerUsers@bradfordscott.com, please e-mail Bonnie Doolittle at bdoolittle@bradfordscott.com to sign up today.

Business Accounts Plan and Processing 8.2 by: Dawn Gerber

As the economy changes, many credit unions are looking for other avenues of income and Bradford-Scott has the perfect solution with the new **Business Accounts Plan and Processing in 8.2**. Sharetec's Business Accounts module offers the option to charge fees to business accounts based on balance requirements for specific account types as well as allowing credit unions to setup analysis plans that will automatically post service fees for eligible business accounts through a monthly posting report.

Credit unions have the ability to utilize existing business account types or set up new products and then organize an analysis to define how best to create income for the credit union, while providing impeccable customer service to their business members with a specialized monthly fee plan.

By implementing the New Business Accounts Module, for example, a Bradford-Scott customer can set up fees designed to charge a fee when members reach a specific low balance amount, as well as those charged for any deposit or paid items (these can be created as additional fees, separate from the low balance fee) and then earnings credits can offset specific fees that are pending and even refund fees that have already been charged to the account (account balances are multiplied by the earnings credit and this amount is then used to offset any fees that have been charged). The earning credit is a benefit to the member but also benefits the credit union as it brings increased activity to the credit union as well and additional potential revenue.



Employee spotlight is on Daniel Puff...

Daniel came to Bradford-Scott in 2010 as a Tier I Conversion Analyst. After successfully leading the systems conversion for 2 new customers, Daniel was promoted to Tier II Conversion Analyst.

During his 2 years of working as a Tier II Lead, Daniel has proven himself over and over again and has earned yet another promotion. Daniel has recently accepted our offer for the position of Quality Analyst and is currently in training for that position while wrapping up his duties as Tier II Lead.

The majority of Daniel's free time is spent with his wife of 8 years, Heather and their 2 adorable children, Norah who is 4, and Miles who is 18 months. Daniel and Heather are also expecting baby #3 in July. Daniel enjoys participating in most sports and is also a fan of the Dallas Cowboys, Chicago Cubs, and the Chicago Blackhawks. As well, Heather and Daniel are both thrill seekers and enjoy riding roller coasters at amusement parks.



Congratulations to Daniel on his 2nd promotion in just 3.5 years and thank you for all of attention to detail which is his biggest strength in his career. We are looking forward to meeting baby #3 and learning the name that Heather and Daniel choose.

After Hours Pager Support

If pager support is needed during the pager hours listed below and one of the following situations applies, there will be no charge for the pager call:

1. Issue would prevent your credit union from opening for business and can be resolved remotely.
2. Issue occurs during normal credit union business hours and can be resolved remotely.



Normal Pager Support

Monday through Friday:

7:00 a.m. EST to 8:00 a.m. EST
5:00 p.m. EST to 9:00 p.m. EST (6-9 for Software)

Saturday:

9:00 a.m. EST to 1:00 p.m. EST
\$180/hr for normal pager hours, if billable.

Month-end Support

Weekday:

No pager. Office hours extended until 9:00 p.m. EST

Extended Saturday pager hours:

1:00 p.m. EST - 5:00 p.m. EST
\$240/hr for extended Saturday pager hours, if billable.

Calls placed outside pager hours will be returned at 7:00 a.m. EST on Monday through Friday or 9:00 a.m. EST on Saturday. If the page cannot be handled remotely, charges for travel and labor will apply. If page is deemed billable, it will be subject to a minimum 1-hour charge.



Quarterly Webinar Schedule

Our goal is to provide exceptional training to you and your staff within the comforts of your own office. The process is quick and easy! Simply e-mail **Jason Pesetski** in the Training department at jpesetski@bradfordscott.com with each user name and e-mail address. He will send out a confirmation with complete instructions for joining each webinar, as well as a list of training materials that need to be downloaded prior to the webinar. Webinar classes are small and are on a first come/first served basis. They will start at the time listed each day in Eastern Standard Time and will last approximately one hour. Classes fill up very quickly, so please e-mail Jason at jpesetski@bradfordscott.com to sign up! If you have questions, feel free to call Jason at 260-625-5107.

Please note If you sign up for a class and **CANNOT** attend, we ask that you notify us at least **24** hours in advance of the webinar start time so that we may give away that spot to someone else. There is a \$25.00 cancellation fee if you do not provide notification in advance and miss the webinar.

Scheduling Results Reports

07/09/2013 @ 10:00 am EST
07/11/2013 @ 2:00 pm EST

Understanding e-Notices

8/20/2013 @ 10:00 am EST
8/22/2013 @ 2:00 pm EST

Working w/ Electronic Loan Documents

07/16/2013 @ 10:00 am EST
07/18/2013 @ 2:00 pm EST

Benefits of Virtualization

09/10/2013 @ 10:00 am EST
09/12/2013 @ 2:00 pm EST

Document Scanning

08/06/2013 @ 10:00 am EST
08/08/2013 @ 2:00 pm EST

Online ATM Balancing

09/24/2013 @ 10:00 am EST
09/26/2013 @ 2:00 pm EST