A Message from MY CU Services’ president/CEO, Drew Kishbaugh

It seems unimaginable that we’re approaching the third quarter of 2015, but here we are. With all of the things MY CU Services has going on, it’s no wonder that time has slipped away.

As is our summer tradition, MY CU Services recently participated in Mid-Atlantic Corporate’s annual charity golf tournament to benefit Children’s Miracle Network (CMN) Hospitals. The tournament was just one of the great events at the 2015 Family Reunion, accompanied by comedy night, education sessions and a closing session by James Marshall of the Filene Research Institute.

Chief culture officer, Joe Bertotto, MC’d comedy night and employees from MY CU Services, myself included, gave presentations on a variety of topics. Overall, the 2015 Family Reunion was a wonderfully successful event and we were proud to be a part of it.

We’re also continuing to host MY CU Services luncheons with credit unions throughout the summer. We may even stop in a town near you, so come out and see what products and services MY CU Services has to improve your operations.

Speaking of stops, we will resume traveling on the Mid-Atlantic Corporate Road Tour in the fall. We’ll be visiting Baltimore, Pittsburgh and the Richmond, Va., area in the coming months, so get a head start and sign up now!
In the meantime, take a look at our exciting back-up promotion, going on now through the end of August. As a financial institution, you always need access to your information, which makes having system back-ups a necessity. In order to keep you protected, we’re offering a reduced setup and installation fee for back-up equipment. For more information, read the article below.

Enjoy the rest of your summer! See you next quarter.

Limited-Time Offer

**You know that back-up system you’ve been talking about getting for a while now? Here is your chance to make it happen!**

For a limited time, MY CU Services is offering a promotion to make your back-up system more than just a thought – we’ll make it a reality.

Sign a contract with MY CU Services for our back-up solution by August 31, 2015, and we’ll set up and install all the equipment for a reduced price of just $1,000!

This includes setup and installation of your system to an appliance that will transfer updated information from your servers to ours and act as your virtual server.

With our back-up promotion, you’ll receive the recoverable data solution you need at an affordable price!

If you’re interested in this money-saving offer, contact a member of our sales team at (888) 985-7280 or email sales@mycuservices.com.

Bickering Employees

**Ask Joe!**

The "Ask Joe" column is written by Joe Bertotto, chief culture officer for MY CU Services, and provides advice, opinion and commentary on your workplace leadership problems.

Have a concern and need a second opinion? Send your questions to askjoe@mycuservices.com.
Dear Joe,

I have two employees that are fantastic workers – they are extremely productive and real go-getters. The problem is that I need them to work together on a lot of projects, but they are always fighting. They have two totally different personalities and ways of doing things. The constant bickering needs to end, as it’s become not just disruptive, but also a damper on morale. What can I do to stop the arguing before it escalates to World War III?

-Bickering Employees

Dear Bickering Employees,

As managers, we should always look first to our role in any conflict. I once asked a friend of mine who was a high school teacher how his students were behaving. His reply was one that draws parallels for all managers: “It’s a good group. If they’re not, that’s my fault.” As a manager, if you allow and accept bad behavior, you should expect it. It’s as simple as that.

To solve this problem, managers should do three things:

1. **Set clear behavioral expectations.** Every position likely has performance objectives, goals that are required to be met or exceeded for success in the position. The same thing applies to behavioral objectives, ways of interacting with colleagues that are required for success in the credit union. These behavioral objectives are commonly known as Core Values. Examples of these behavioral objectives might include, “Treat each person with importance” or “Be a helpful teammate.”

2. **Spend time appreciating the differences.** People are very different. We look different and we act different. Managers need to spend time moving people from intolerance to tolerance to appreciation and then to celebrating team members. Getting into disagreements over the way another person does something damages morale and wastes time. Understanding and appreciating the differences and figuring out how to leverage them is the key to team success. Managers need to find ways of creating appreciation among the team and lead the way by demonstrating this behavior daily.

3. **Hold people (including yourself) accountable.** Managers need to hold people accountable to behave in ways that create a productive and pleasant work environment. Poor performance follows poor behavior. If a manager has one piece of software that isn’t communicating with another piece of software, he or she will strategize a solution. It should work the same with “human systems.” A credit...
union’s biggest asset is its people. Achieving excellent performance out of each person is a must.

If you focus your attention as a manager on appreciation, teamwork and performance, things will soon go more smoothly. Work toward it, live it and enjoy it...

Stay Positive - **Joe B.**

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**Strategic Planning**

**Where do you see your institution in a year? What about three years?**

Strategic planning is essential in helping to answer these questions. The purpose of strategic planning is not only to ensure that your credit union can realistically set and reach goals, but also to move your organization forward.

That being said, a feasible strategic plan isn’t always the easiest thing to accomplish. There are so many considerations – ALM, economic trends, management’s vision, market conditions, etc.

In order to make strategic planning easier for credit unions, MY CU Services has partnered with fellow Mid-Atlantic Corporate CUSO, ATON Financial Management, to provide strategic planning services.

As part of these services, we’ll evaluate your current financial and market position to help set reasonable goals to improve your credit union. We’ll also consider all the necessary components and incorporate your team’s vision to create multi-year plans complete with specific targets and room for adjustments.

Your institution’s future is not something that should be left to chance. Let MY CU Services and ATON Financial Management help mold the future you want with our strategic planning services.

For more information, please contact MY CU Services at (888) 985-7280 or email sales@mycuservices.com.