



## Stay in Touch!



## CEO Message

Greetings from the Bahamas! Actually, I'm sad to say that I'm not on a white sandy beach writing this, but a guy can dream right? Wherever you are, I hope you're enjoying the summer as much as we are at MY CU Services.

Later this month, we'll be participating the first of many Lunch & Learn events put on by Vizo Financial. The Lunch & Learns will be three-hour events, during which MY CU Services will be speaking about our newest products and services, top trends in the payments and technology fields and our plans for the future. In addition, lunch will be provided and we'll have some time to talk one-on-one with credit unions.

The first event will take place in Williamsport, Pa., on July 26, 2017. Two more Lunch & Learns have been scheduled for the third quarter: Hershey, PA on August 24, 2017, and Greenbelt, MD on September 27, 2017.

Also happening on July 26 is the "How Culture Impacts Talent, Engagement, Revenue & Profit Webinar" by our chief culture officer, Joe Bertotto. Joe is the king of workplace culture, and I highly

## Product Spotlight: Managed IT Services

Close your eyes and just listen. What do you hear? Typing on a keyboard, the clicking of a mouse, the printing of receipts? These are the sounds of technology in everything we do.

With technology being the root of all credit union functions, it makes sense to have a resource in your corner with expertise in IT. That resource is MY CU Services.

We offer a wide variety of IT services to help you when issues arise, or when you're looking to update your technology and operations. Here is a list of just some of the many services we provide:

- Analysis of your IT infrastructure
- Implementation of upgrades and patches to your software
- Data back-up/virtual server
- Troubleshooting system issues
- Installing telephone and Internet systems

recommend attending this webinar. If you want to register for the webinar, [click here](#).

Finally, we're very excited to be a part of Vizo Financial's 2017 IT & Security Conference. It's a huge event that provides truly invaluable education on the latest in technology and security. As the CEO of an organization that deals with technology, I can't stress enough what an informative and enjoyable conference this is. You can register for the IT and Security Conference at Vizo Financial's website, [www.vfccu.org](http://www.vfccu.org).

Enjoy the rest of your summer, and I'll see you next quarter!

- Disaster recovery
- Firewall installation and maintenance
- And more

In addition to performing these services for your credit union, our managed IT services are quite flexible. How so? Our staff is available to assist you with projects from start to finish, or you can simply purchase blocks of time to call on us when needed. We can even provide services in-person or remotely.

As for our team, we're proud to bring you a diverse group of certified experts to meet your needs. Collectively, our IT staff holds certifications such as CompTIA A+ and Network +, VMware VCP 5 and 6, ITIL Foundation Certificates, Microsoft MSCE and more.

Your credit union relies on technology. MY CU Services is here to help you keep it running smoothly, so that your business does too.

For more information on MY CU Services' managed IT services, please contact our sales team at [sales@mycuservices.com](mailto:sales@mycuservices.com).

## Ask Joe!

*Dear Joe,*

*The summer seems like a good time to hold an employee appreciation event. Do you have any suggestions for a fun and engaging way to celebrate our hardworking employees?*

*-Employee Appreciation*

### **Dear Employee Appreciation,**

Showing appreciation for others can rarely be overdone and an employee appreciation event can serve as a good way to build camaraderie and commitment. There are a multitude of things you can do, but one of the most thoughtful can be for the management team to serve food to the rest of the employees. Whether that's cooking breakfast or firing up a barbecue, this approach shows the team that you are serving their needs just like they serve the needs of the members. With that idea in mind, here are a few guidelines to consider when it comes to employee appreciation events:

- Employee appreciation can't just be an event. If appreciation only happens once a year, the event is likely to draw more criticism than enjoyment. Knowing how each person likes to be appreciated and delivering "doses" of personalized appreciation throughout the year is critical to driving engagement.
- Ask a few employees for their thoughts about a meaningful event. Involving people is a key to increasing overall commitment and specifically for this event. One organization I worked with formed a Spirit Committee. The function of this committee was to plan events throughout the year. The committee was comprised of employees at all levels of the company and from all functional areas. Each voice held equal weight and everyone shared in the work. They planned great events and enjoyed a highly engaged workforce.
- Make it an "event." Go all out to deliver a memorable celebration that energizes people. Often planning and carrying out these events is viewed as one more thing to do on a never ending to-do list. In a busy world, most people don't need "one more thing to do," but if you aim for "memorable and energizing," you're likely to achieve an outcome that you want and everyone can be proud of.

Keep the appreciation flowing in a way that is meaningful to employees. After all, I've never heard of anyone leaving their credit union because they were over-appreciated. Have you?

- Joe B.

## **The Great Transaction Challenge: Halfway There!**

Can you believe we're more than halfway through 2017? What does that mean for the Great Transaction Challenge?

It means that we've hit a milestone in the competition, and credit unions are ramping up their efforts to increase their EBP transactions in the final months of the year.

We've still got some time before the winner is crowned, but here's a look at the top 10 credit unions as of the midway point:

- 1. Stanwood Area FCU
- 2. Sabattus Regional CU
- 3. Sweet Home FCU
- 4. Oakdale CU
- 5. North Penn FCU
- 6. Masters, Mates & Pilots FCU
- 7. First Capital FCU
- 8. Mountain Laurel FCU
- 9. Grove City Area FCU
- 10. Reliance FCU
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As a reminder, the credit union that increases their total transaction usage by the largest percentage in 2017 over 2016 will win FREE BILL PAYMENT in 2018 (not to exceed \$5,000)!

We encourage participating credit unions to take advantage of the free marketing materials in our [resource center](#) to help promote EBP to your members. And don't forget about our [bill payment commercials](#) to showcase the Person-to-Person (P2P) payments, gift check and donation check features.

We're halfway there...great work everybody!

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