



Wednesday, June 9

PRE-CONFERENCE PROGRAM: DIRECTO A MEXICO

10:00 am

P1: Overview of Directo A Mexico:

Panelists:

Elizabeth McQuerry, Assistant Vice President Retail Payments Office, Federal Reserve Bank of Atlanta

Alberto Mendoza, Especialista en Sistemas de Pagos, BANXICO

Session Description:

In response to the Partnership for Prosperity “Action Plan” in 2001 between Mexico and the United States, the Banco de México and the U.S. Federal Reserve Bank agreed to link up both countries payments systems by creating an efficient, interbank mechanism that would be available to all financial institutions in the US and Mexico. In October 2003, this mechanism started operations mainly to send government pension payments to recipients in Mexico. Since July 2005, this payment channel has been registered with the name “Directo a México”, representing the most affordable mechanism for Mexican immigrants living in the United States to send money to relatives in Mexico, while providing a strong incentive for immigrants to join the US banking system. Directo a Mexico counts with the participation of a growing number of credit unions which access the ACH system either directly through the Fed or through the interface developed by the Corporate Credit Unions. The panelists will provide an overview of the program as well as enhancements.

10:30 am

P2: Maximizing the potential of Directo a Mexico to serve Immigrant

Populations: Best Practices

Panelists:

Elizabeth McQuerry, Assistant Vice President Retail Payments Office, Federal Reserve Bank of Atlanta

Annie Carrillo Soubic, Directora de Asuntos Económicos y Red de Talentos
Instituto de los Mexicanos en el Exterior (IME)

Alberto Mendoza, Especialista en Sistemas de Pagos, BANXICO

Session Description:

Mexico received in 2009 more than 21 billion dollars in remittances. It is the first receiver in Latin America and the third at a global level only after India and China. Directo a México offers the possibility of accessing this market providing both your credit union and your client a very efficient and cost effective service. Directo a México has been promoted both in the United States and in Mexico allowing financial institutions in both countries, especially credit unions, to work with migrants and their families in a coordinated effort. Mexican and US institutions will share their experience in creating financial corridors, best practices will be exposed and you will learn about the support your credit union can receive to implement this program.



6th LATINO CREDIT UNION CONFERENCE PROGRAM:

1:30 pm

P1: Welcoming Remarks and Keynote Speech:

Maria Martinez: Chair, Network of Latino Credit Unions and Professionals

Winona Nava: President and CEO, Guadalupe Credit Union; Board member and Chair Hispanic Task Force, CUNA

Keynote Speaker:

Gigi Hyland, NCUA Board Member

2:15 pm

P2: The Pursuit of financial inclusion: A cross-border perspective:

Panelists:

Jose Cisneros: San Francisco City Treasurer

Carlos Garcia de Alba Zepeda, Ambassador of Mexico and Executive Director Instituto de los Mexicanos en el Exterior (IME)

Description:

The number of unbanked or underbanked people has significantly increased over the last decade and as a result of the financial crisis it is now estimated at a staggering 50 million. Mainstream financial institutions have failed to see the business opportunity that these underserved markets represent and have left a widening gap in the market place. As a result, a multibillion dollar industry has emerged to profit from the needs of this population and check cashers, payday lenders and other fringe financial services providers are now ubiquitous in low and moderate income communities across the nation, representing a burden that perpetuates and exacerbates economic disparities and lack of opportunities. Local governments have initiated efforts to address this situation and help communities retain their wealth. San Francisco was first in launching a citywide initiative to connect the unbanked with financial institutions, particularly credit unions. On the other side of the border, the Mexican government has engaged in a number of initiatives to expand access to financial services in low income communities and rural areas and to leverage the impact of the remittance flow that comes into the country. In addition, through its growing network of consulates in the US, it's seeking to link immigrant Mexicans with financial institutions in the US.



Thursday, June 10

8:30 am

P3: The Economics of Immigration Reform:

Panelists:

Clarissa Martinez De Castro, Director, Immigration and National Campaigns, NCLR Dr. Raul Hinojosa- Ojeda is an Associate Professor of The UCLA Department of Chicana and Chicano Studies and the César E. Chávez Center For Interdisciplinary Instruction

Description:

Immigration reform is a controversial topic that goes beyond political beliefs as it has a clear economic impact. What's the real contribution of immigrants to the American economy? According to a recent study, comprehensive immigration reform could generate an increase in U.S. GDP of at least 0.84 percent. Summed over 10 years, this amounts to a cumulative \$1.5 trillion in additional GDP! It also boosts wages for both native-born and newly legalized immigrant workers. On the other hand mass deportation reduces U.S. GDP by 1.46 percent. This amounts to \$2.6 trillion in cumulative lost GDP over 10 years, not including the actual cost of deportation. In addition, wages would rise for less-skilled native-born workers, but would diminish for higher-skilled natives, and would lead to widespread job loss

2:00 pm

P4: Marketing and Branding Strategies that work in Latino communities

Presenters:

Lionel Sosa, Marketing Consultant and founder of Sosa, Bromley, Aguilar & Associates

Description:

Lionel Sosa's career started in the early 80's and with the help of partners, Ernest Bromley and Al Aguilar, he built the largest Hispanic ad agency in the country -Sosa and Associates (now Bromley Communications). They represented the top brands in the world; Coca-Cola, Burger King, Budweiser, Bud Light, Proctor and Gamble, American Airlines, Sprint, etc. Each of these clients taught Lionel something meaningful. Their ad agencies were great teachers, too. He borrowed techniques and strategies from each of them and created his own unique approach to branding and marketing. This approach works like magic because it takes the ambiguity out of the marketing planning process. The process is focused, uncomplicated and fast. It refuses to waste time on the inconsequential. It centers only on matters of substance. Best of all, it sells. And selling is what it's all about. The speaker will provide insights on building the credit union brand in Latino communities.



Friday, June 11

9:00am

P5: Economic Trends and Implications for Latino Communities

Presenters:

Bill Hampel, Senior Vice President of Research and Policy Analysis and Chief Economist for the Credit Union National Association (CUNA)

Barbara Robles, Senior Research Liaison, Division of Consumer and Community Affairs
Board of Governors of the Federal Reserve System

Description:

The financial crisis eroded the public confidence in the banking system and credit unions emerged as the trusted and equitable alternative for consumers. Credit unions were poised to capitalize in this unique opportunity when the corporate credit union meltdown hit. What's the state of the union of the credit union system? Looking at the growth rate, do credit unions have what it takes to tap into the huge market of unbanked and underserved consumers? What are about the Latino market? Given the diversity and complexity of these demographics, what are the considerations that credit unions must take into account? Although by the most part Latinos respond to the same variables that determine consumer behavior and choices as it relates to financial services (product, convenience, price and service) there are some important distinctions that financial institutions must understand to effectively meet the needs of the different segments within the Latino market.

10:00 am

P6: The Imperative and Opportunity of Serving the Latino Market:

Panelists:

Maria Martinez: Chair, Network of Latino Credit Unions and Professionals

Deyanira Del Rio: Board Member and Chair of Latino Task Force, National Federation of Community Development Credit Unions

Winona Nava: President and CEO, Guadalupe Credit Union; Board member and Chair Hispanic Task Force, CUNA

Description:

Latinos represent more than 15% of the U.S. population and are the fastest growing ethnicity in this country. Hispanic purchasing power surpassed the \$1 trillion in 2009, and as a result they control more disposable income than any other U.S. minority group. Still, Latinos remain a largely underserved and untapped market in terms of access to financial services. On the other hand, the credit union system is historically rooted in providing services to new waves of Americans that first were excluded from the traditional financial system. Given the size of the Latino market and its growing needs for affordable and responsible financial services the future and relevance of the credit union system may very well be determined by how effectively it meets the needs of this fast growing market segment. This panel will highlight opportunities for credit unions to take a leading role in connecting Latinos to the financial services system.



A1: Bringing the unbanked to the financial mainstream: Lessons from Mexico (La Red de la Gente)

Session Description:

The most recent report issued by the Federal Reserve indicates that the percentage of “unbanked” in the US has reached 25% of the total population. In Latino communities, and as a result of the strong immigration trends, this percentage is even higher. Unbanked consumers are apprehensive about using financial institutions due to a lack of understanding of their value and often are fearful of their perceived complexity. A growing number of consumers remain unbanked or are increasingly dissatisfied with mainstream financial institutions. The reasons behind this alienation will be explored as well as effective solutions for reaching this community. La RED de la Gente has instituted effective strategies for working with the “unbanked” in Mexico which have direct application to local Latino communities. The workshop will explore these strategies and others that can assist your credit union to successfully reach out to “unbanked” residents and to incorporate them into your credit unions as valued members.

A2: Building the trust factor: Partnering with consular offices and Hispanic chambers of commerce:

Description:

Consular offices are a valuable resource to reach out to immigrant communities as they play a key role in supporting their nationals in an increasingly wider spectrum of issues. For instance, the Mexican government operates more than 50 consular offices throughout the US and a top priority is to facilitate the linking of their communities with the financial system. Likewise, Hispanic chambers of commerce offer a unique platform to connect your credit union with the Latino market. The session will focus on practical examples and successful experiences implemented by credit unions. Presenters: San Antonio Chamber of Commerce and Coalition of Consular Offices



B1: Se Habla Español: Overcoming the language barrier at your credit union:

Description:

Reaching out to a large ethnic group in your field of membership means that you'll have to make some internal changes to adapt your institution to the particular needs of that target population, such as signage, communication and culture. How do you meet the need of your members when you don't have enough bilingual employees? Do you translate all of your services to Spanish? What can you do to equip your staff to overcome language barriers? The workshop will explore the importance of language and culture in promoting a customer centered organizational culture, and will examine strategies that will allow you to overcome these barriers.

B2: Lending and Latino consumers: Credit cards and ITIN loans

Description:

Given the diversity and dimension of the Latino market, the needs for particular financial services and the way Latino consumers interact with financial institutions vary by market segment, both from a traditional perspective (income and education) as well as from their degree of assimilation. The panelists will speak about two specific products that are catered to immigrants communities: a) ITIN loans, which many studies show that they perform better than many "prime" borrowers; and b) credit cards, which in spite of their massive acceptance, continue to be inaccessible to many immigrants.

C1: "Mi casa es su casa: creating a welcoming environment for new demographics":

Description:

It's now common knowledge that ethnic communities represent the true element of growth within our society. As such, they also represent a great opportunity to the credit union industry for future growth. In fact, the Latino community now represents one trillion dollars in buying powers. Developing branching strategies to reach out to Latino is good business sense. With approximately 35% of credit unions having a distinct ethnic community within its field of membership it's apparent that many credit unions are not taking advantage of this opportunity. The workshop will review the benefits of developing branching strategies, their benefits and impact to your credit union's bottom line.

C2: Getting the internal buy in!

Description:

Objections, resistance, and doubt often stand in the way of commitment to serving the Hispanic market. This session explores the most common objections and tactics you can use to overcome them



D1: “Si Se Puede: Leveraging external resources to serve Latino Communities”

Description:

Successful initiatives in low- and moderate-income communities demand an understanding of their cultural differences and dynamics as well as their product and service needs. The session will focus on the resources available to help credit unions strengthen their capacity to serve these communities and implement successful and viable programs. The presenters will speak about Federal initiatives such as the CDFI Fund, SBA and HUD that provide resources and assistance to increase access to critical financial services and credit for Latino businesses and consumers.

D2: Meeting the Need and growing your bottom line: Developing alternative income streams:

Description:

Credit unions can increase their bottom line by identifying particular needs in the Latino community. For instance, the insurance needs of Latinos are similar to those of other communities, although the demand for specific products will depend on the specific characteristics of the target market. In addition, access to affordable and reputable providers is greatly limited in Latino communities, which provides an opportunity for financial institutions to offer insurance products that complement their offering of financial services to help them establish a presence and a relationship in these communities. Tax preparation services provide another huge opportunity that is also a natural fit for financial institutions to provide. The panelists will provide concrete examples of products that can be easily integrated to the core services offered by your credit union.

E1: “Envios de dinero: Remittance approaches: a bridge to bringing Latinos to your CU”

Description:

At almost \$60 billion, remittances from the US to Latin American countries represent a huge market, yet less than 10% of that volume is channeled through financial institutions. Remittances are a powerful tool to establish a relationship with immigrant communities and position your credit union to meet the growing needs for financial services this population requires. How can you be more effective in marketing this product? The panelists will talk about lessons learnt, proven strategies and best practices to make your remittance program really successful. Remittance programs also serve as a “bridge” to the Latino community both domestically and internationally, demonstrating the true difference of the credit union model, and opportunities for international cooperation. The workshop will explore the value of remittance programs to credit unions, and will answer the what, when and how such a program can be implemented locally. You’ll learn about how the program can impact your credit union’s bottom line, and its innate value to expanding membership in underserved communities. You’ll have your questions regarding BSA and other legal and regulatory constraints answered by the experts. If you’ve been thinking about offering this product to your members or are looking for avenues to improve performance, don’t miss this workshop.



E2: Myths and Truths about Serving New Americans “Understanding the Regulatory Environment”

Description:

Credit unions have grown increasingly apprehensive regarding serving the immigrant community. While early inroads were made into serving members with a Matricula Consular or ITIN the increasing complex regulatory atmosphere has enhanced confusion, and concern as to what is actually legally viable. Changes in such high stake regulations such as BSA, Red Flag regulations, Social Security have further complicated the process. The workshop will review the present state of affairs as to what, how, and when we can serve immigrant communities, what are the current “actual” legal constraints, and how you can assure that your credit union can withstand due diligence reviews.

This session will provide an overview of the legislative and regulatory landscape as it affects credit unions, and particularly credit unions that serve immigrant communities. Hear from experts on issues such as Bank Secrecy Act compliance, regulation of financial institutions in the wake of the subprime lending and foreclosure crises. This session will also address local, state and federal policies that threaten immigrants' economic security, and make the case for why mission-driven financial institutions should seek to serve these communities, now more than ever.