



FOR IMMEDIATE RELEASE

**JMFA Executive Discusses Challenges of Reg E “Opt In”
at CUNA’s Governmental Affairs Conference**

BAYTOWN, TX (Monday, March 1, 2010) – Cheryl Lawson, executive vice president of compliance review for John M. Floyd & Associates (JMFA), was invited to participate as a panelist at the 2010 CUNA Governmental Affairs Conference in Washington, D. C., February 21-25. During a break-out session entitled, *Overdrafts, Part I: Challenges Posed by the Fed’s Reg E Rule and How to Overcome Them*, Lawson provided insight, to a standing room-only crowd, into how the opt-in requirement of Reg E will affect consumers and what credit unions can do to ensure their members maintain control of their finances during these challenging economic times.

According to Lawson, Reg E amendments, which will prohibit financial institutions from charging overdraft fees for ATM withdrawals and one-time debit card transactions, unless the consumer has “opted in” to the overdraft service, takes effect August 15. This gives credit unions a brief window of opportunity to educate their members about the opt-in requirement and the details and fees associated with their overdraft protection programs.

In her presentation, Lawson explained how easily mistakes can be made when consumers reconcile their electronic transactions; outlined the strategies credit unions can put into place to educate their members on the benefits of overdraft protection and simplify the opt-in process; and stressed the importance of implementing a fully disclosed overdraft solution that is based on in-depth knowledge of the current regulatory and legislative environments.

She also stressed to the audience that credit unions can provide a valuable service to their members by giving them the information they need to make more responsible financial decisions. “An educated member who understands the value of an overdraft protection safety net and has a convenient method for opting in is far more likely to participate in this service than someone who is misinformed by hearsay or inaccurate media reports,” she said.

“Unfortunately,” Lawson continued, “credit unions who don’t act now to educate their members and incorporate an “opt-in” program could not only lose much-needed income but risk losing business when account holders experience the loss of debit card privileges and look to competitors to provide them with the safety net they need to maintain financial stability.”

Lawson, who has been with JMFA since 2001, currently serves as compliance liaison for overdraft privilege and other profitability programs. She has more than 30 years experience in financial operations, training and project management, global information technology and communications. She has presented educational sessions on regulatory compliance regarding overdraft programs to state credit union leagues and associations throughout the United States.

Other participants in the session panel were Dana Miller, senior attorney, Federal Reserve Board; Tom Gandre, chief debit officer, PSCU; Ryan Donovan, vice president legislative affairs, CUNA; and Luke Martone, regulatory counsel, CUNA. Jeff Bloch, CUNA general counsel served as the moderator.

About JMFA

John M. Floyd & Associates (JMFA), a Strategic Alliance Provider for CUNA Strategic Services, is a profitability and performance improvement consulting firm, serving more than 2,000 financial institutions in all 50 states and Central America. With more than 30 years of experience, JMFA has the compliance expertise to make sense of regulatory changes regarding overdraft programs and the products to help clients maintain 100 percent compliance with all other state and federal regulations. As a direct result of its programs, JMFA has helped thousands of clients dramatically improve their performance and their bottom line

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FOR MORE INFORMATION OR INTERVIEWS:

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