



# ALLOYA UPDATE

MARCH 2021 |



## Honoring Women's History

March is Women's History Month, and life since last March has been historic, to say the least. In honor of the occasion and the incredible things women have done and continue to do, Alloya has invited two powerhouse women to lead our Link events this month!



### The "Not-so-Secret" Secret About Confidence

Thursday, March 11 at 1:00 pm CT

Nicole Kalil, Confidence Sherpa

How do you build your confidence? What's the secret? The key is understanding both what generates confidence and what chips away at it. Join Nicole Kalil as she blasts through five limiting beliefs and "derailers" and shares the "secret" that will boost your confidence instantly.



### It's Time to Redefine Success

Thursday, March 25 at 1:00 pm CT

Alix Patterson, Chief Experience Officer, Callahan & Associates

As we approach the anniversary of the pandemic's arrival, there are still a great number of unknowns, and any analysis is full of assumptions. With that being said, it's clear that the traditional financial measures of success will be declining for the foreseeable future and credit unions will need to adapt. Join Alix Patterson for an insightful and inspiring discussion about our industry's ability to serve our members in this time of need.

Register today at [www.alloyacorp.org/linkwithalloya](http://www.alloyacorp.org/linkwithalloya). Both sessions are free of charge and offer a CPE credit.

# Times of Change

## Nacha Rules – Friday, March 19, 2021

Later this month, two Nacha rule changes will take effect for ACH processing. Save the date and prep your ACH professionals!

### *Expanding Same Day ACH*

Effective March 19, Nacha is expanding Same Day ACH by adding a new settlement window and two additional hours of Same Day ACH availability. As a result, Alloya will add another file distribution to the Fed every business day.

### *WEB Debit Validation Takes Effect*

On March 19, the WEB Debit Account Validation Rule will take effect. Currently, originators of WEB debit entries are required to use a commercially reasonable fraudulent transaction detection system to screen WEB debits for fraud. With this new rule in place, the existing screening requirement will be supplemented to make it explicit that account validation is part of a commercially reasonable fraudulent detection system.

Visit the ACH page of Premier View for additional details.

## Operating Hours – Monday, March 8, 2021

On Monday, March 8, the Federal Reserve Banks will expand the operating hours for the Fedwire® Funds Service and National Settlement Service to accommodate the later settlement window for Same Day ACH, which is effective March 19, 2021.

Alloya will also be expanding its operating hours to accommodate this new schedule. Effective Monday, March 8, Alloya's hours will adjust as follows.

Service	Previous Cutoff Time	New Cutoff Time
Wire Outs	5:00 pm ET	6:00 pm ET
Wire Ins	6:00 pm ET	6:30 pm ET
EBA/Share Transfers	5:00 pm ET	6:00 pm ET

These changes to Alloya's schedule and the additional ACH processing window will result in items being posted to your credit union's account later than you are accustomed to. We anticipate that the expansion to our EBA/Share Transfers operations will ease reconciling burdens later in the day.

For additional details about the upcoming changes at the Federal Reserve, please visit the Federal Reserve's website. For additional information about changes to Alloya's hours of operation, please contact our Member Services Department at [memberservices@alloyacorp.org](mailto:memberservices@alloyacorp.org).



## Retracing (y)our steps.

Throughout 2021, we are retracing our steps down memory lane to commemorate the growth and success we have collectively achieved over the last 10 years. Let's begin by taking it way back to where it all started.



On October 24, 2011, the charter was signed, and the doors were opened. Over 1,000 credit unions came together to contribute \$70 million in capital to found Alloya Corporate FCU, the first new corporate to be formed in almost 20 years.



By mid-2012, Alloya had nearly met its net income goal for the year, and year-end net income reached \$5.8 million. Members rated Alloya 4.5 out of 5 on our first Member Survey. Seven new products and services were launched, including Remote Deposit Capture and the Supplemental Line of Credit.



CenCorp and Alloya completed a strategic merger on April 30, 2013. Net income reached \$9.0 million, total capital topped \$212 million and total assets surpassed \$2.3 billion. The membership in aggregate realized an annual return of an estimated \$59 million on their \$162 million capital investment.



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