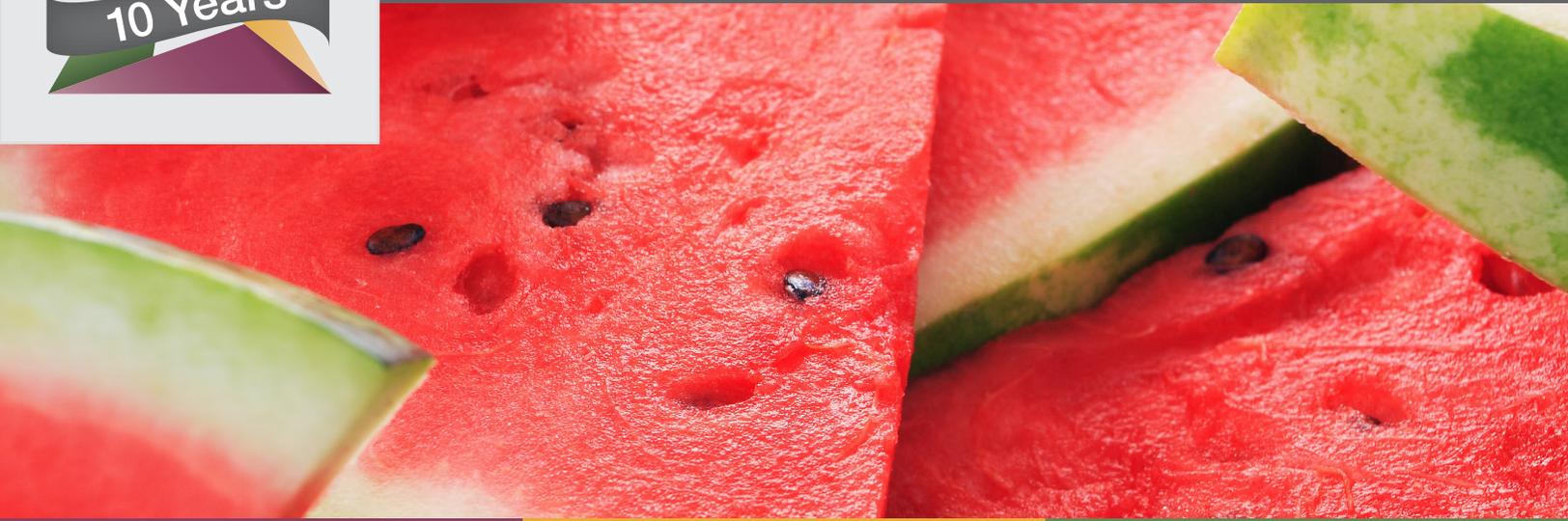




# ALLOYA UPDATE

SUMMER 2021 |



## Summer Scam Alert: Help Stop Fraud

Summertime is practically here, which means financial institutions are likely to see increased wire activity for common seasonal purchases such as boats, RVs, ATVs, pop-up campers and other types of recreational accessories. However, not all these purchases are legitimate. Now more than ever, fraudsters are selling fake boats and RVs online due to the increased demand.



What can you do to reduce the chance of your members falling victim to a scam?

1. Ask your member how they became acquainted with the seller. Was the seller found online or through a personal recommendation?
2. Conduct a quick web search of the wire beneficiary's name and address. Look for a website and check for complaints or negative reviews. Confirm the seller is registered with the State if they are a business.
3. If you have the business URL, check the domain age of the website using [www.whois.com/whois](http://www.whois.com/whois). If the age of the website is less than 12 months, there is more risk for fraud.
4. Request to see an invoice or contract.

If you suspect fraud or a suspicious wire, contact Member Services at [memberservices@alloyacorp.org](mailto:memberservices@alloyacorp.org).

## The Truth About ITMs



“Why meet virtually if you could just as easily meet in-person?” Pre-2020, you likely wouldn't. Post-2020, everyone does.

In today's world, it's common to meet virtually on a video conferencing platform with colleagues, clients, board members and grandparents alike. Odds are your credit union team has shared many remote interactions with members over the last 18 months, perhaps even for a mortgage closing.

Is this a temporary practice or here to stay? Only time will tell, but since most people have found their bearings in this virtual world, it's looking likely that video meetings will be added to the rolodex of options for member communication.

That is certainly the case for financial institutions like Consumers Credit Union in Kalamazoo, Mich., who replaced all their teller lines, drive thrus and ATMs with Interactive Teller Machines (ITMs) or as Consumers calls them, TellerPlus+ stations. With over 100 TellerPlus+ stations up and running, Consumers is a front-runner in ITM usage.

WANT TO BE A FRONT-RUNNER?

Visit [www.alloyacorp.org/the-truth-about-itms](http://www.alloyacorp.org/the-truth-about-itms) to continue reading this article and learn how you, too, can become a front-runner of innovation and ITM usage.

# Keynote Closeup: Get to Know Daymond John



Alloya recently announced its opening keynote speaker for the seventh Credit Union Executive Leadership Symposium: Daymond John! Widely known as “The People’s Shark” from ABC’s hit TV show *Shark Tank*, Daymond is the CEO and Founder of FUBU, a \$6 billion global lifestyle brand, Presidential Ambassador for Global Entrepreneurship, and CEO of The Shark Group.

Get to know our opening keynote in this Keynote Closeup with Daymond himself!

## **A: How did you get your start as an entrepreneur?**

Daymond: Entrepreneurship has been in my blood since I was just a kid. But I tend to think my career really began in the basement of my mother’s house in Queens, NY. I took out a \$100,000 mortgage on the house, set up shop and started making hats to sell at concerts and neighborhood festivals. This is where FUBU originated.

## **A: What is FUBU?**

D: Launched in 1992 with the help of three friends, FUBU was created with a vision to defy the odds and create a line of sportswear by the people who wore it. FUBU, which stands for “For Us, By Us,” ignited the streetwear industry we know today. Just recently, the brand eclipsed more than \$6 billion in global retail sales.

## **A: How did you wind up on ABC’s *Shark Tank*?**

D: In 2009, I was approached by TV producer Mark Burnett to join the cast of the upcoming business-reality show, *Shark Tank*. Twelve seasons later, most people are familiar with the concept, but for those who aren’t, the show features a panel of investors called “sharks” who decide whether to invest in products and companies pitched by rising entrepreneurs. While sharks are compensated for our roles as cast members, the money invested is entirely our own. I saw the opportunity as a new challenge, so I didn’t think twice before accepting Mark’s invitation.

## **A: Why do they call you “The People’s Shark”?**

D: I am proud to share the story of where I came from, and so many of the rising entrepreneurs that come across the panel remind me of myself and my journey to achieve success. I certainly did not achieve success overnight, nor without the help of others. If I’m the right match for an aspiring entrepreneur’s company or product, then I am honored to play a part in their growth and success. I suppose that’s why I’ve earned the moniker “The People’s Shark.”

## **A: More recently you’ve added “New York Times Bestselling Author” to your list of accolades. Tell us a bit about your writing pursuits.**

D: I published my first book in 2007, and most recently published a fifth in 2020, titled *Powershift*. I’ve discovered a real passion for storytelling through writing and helping people through books. While I am proud of many of my accomplishments, my books are especially meaningful due to my struggles with dyslexia.

## **A: To wrap up, what would you consider to be your greatest accomplishment?**

D: My ongoing fight against dyslexia is truly one of my greatest. I struggled tremendously with spelling and reading when I was in school, and even in my career, dyslexia has posed its challenges. But I never let that stop me from dreaming big and thinking bigger, as my mom always encouraged me to do.



To hear more of Daymond John’s story, register now for the Leadership Symposium, happening September 8-10, 2021 in Las Vegas, NV. Attendees can attend in-person or virtually to experience Daymond’s keynote address and receive a complimentary signed copy of his latest book, *Powershift: Transform Any Situation, Close Any Deal, and Achieve Any Outcome*. To register, visit [www.alloyacorp.org/symposium2021](http://www.alloyacorp.org/symposium2021).