



# GENERAL BULLETIN

CONNECTICUT  
BANKERS  
ASSOCIATION  
10 Waterside Drive  
Farmington, CT 06032-3083  
(860) 677-5060  
FAX: (860) 677-5066

2009 – 148

August 4, 2009

SENT TO:

TO THE CHIEF EXECUTIVE OFFICER  
OR INDIVIDUAL ADDRESSED

CEO, CEO+, CLO, CRO,  
Compliance, Loan &  
Marketing Specialists

**RE: CBA Web Seminar - Regulation Z - New Advertising Rules**  
Thursday, September 3, 2009 - 2:30 p.m. - 4:30 p.m.

The new advertising rules need your immediate attention. On July 14, 2008 the Federal Reserve Board published final revisions to Regulation Z, which, for the most part, take effect on October 1, 2009. While all of the revisions are important, the new advertising rules need immediate attention. The changes impact ads for loan products that are broadcasted or distributed in any manner on or after October 1, 2009. The ads you are currently running may need to be retooled if they are run after October 1, 2009. And any new ads that run on or after the October 1st effective date must comply with the new requirements. This web seminar will bring you up to date with the recent changes to Regulation Z's advertising rules and help you anticipate the impact to your 2009 marketing program.

Other provisions of Regulation Z will be covered in future web seminars: Higher-Priced Mortgage Loans - September 10<sup>th</sup> and Escrow Requirements - September 11<sup>th</sup>. Separate notices for those web seminars will be forthcoming.

## SEMINAR HIGHLIGHTS

- New rules for home equity plan rules including:
  - Rules for promotional rates and payments;
  - Tax implications disclosure;
  - Clear and conspicuous requirements including:
    - Various media - Internet, television, radio, or other;
    - Prominence and proximity rules;
  - Requirements for a reasonably current index and margin.
- New rules for closed-end credit including:
  - Rules for discounted variable rates;
  - Clear and conspicuous requirements including:
    - Various media - Internet, television, radio, or other;
    - Prominence and proximity rules
  - Requirements for a reasonably current index and margin
  - Tax implications disclosure;
  - Prohibition on misleading disclosures including:
    - Misleading advertising of fixed rates and payments;
    - Misleading comparisons;
    - Misrepresentations about government endorsements;
    - Misleading use of the current lender's name;
    - Misleading claims of debt elimination;
    - Misleading use of the term counselor; and
    - Misleading foreign language ads.

## AUDIENCE

The program is designed for marketing officers, compliance officers and others involved in marketing/advertising loan products. **CE Applied:** 2.5 hours towards the CRCM/CLBB/CPB/CFMP designations with the Institute of Certified Bankers, an affiliate of the American Bankers Association.

## SPEAKER

Jack Holzknecht, Pegasus Educational Services, LLC

## WHAT IS A WEB SEMINAR?

A web seminar is an enhanced telephone seminar. The audio portion is delivered by speaker phone. However, you may now view a corresponding PowerPoint presentation using a PC or PC connected to an A/V projector. No special hardware is needed. You may still participate by phone only. The program consists of 90 minutes of instruction and 30 minutes live Q&A. Each registration provides one connection to the web seminar, materials and 30 days access to the online seminar. You may have unlimited listeners on your connection by speaker phone and PC. You will receive a confirmation with your PIN, materials and instructions. If you do not receive a confirmation within two days of the event call 888-262-7701. You may also purchase the CD and materials.

Free 30-Day Replay - Within five working days after the broadcast, you will receive a URL providing unlimited access to a recorded copy of the presentation for 30 days. This enables you to participate in the live web seminar, train additional staff and review the material as needed.

Transmission, retransmission or republishing of the audio portion of the web seminar is prohibited. Your registration entitles you to one connection at one location with permission to make copies of materials for participants. Please complete one registration per location.

The **On-Demand Web Seminar** is a live web seminar that has been recorded and then streamed to your computer to watch at your convenience. The program can be viewed anytime 24/7. You can watch a portion, come back and pick up where you left off! Anyone at your branch may access the program from a computer using the login and password. When purchasing an On-Demand Web Seminar, you have unlimited access to the program for 6 months from the date of purchase.

## REGISTRATION INFORMATION

Registrations are requested to be submitted three days prior to the date of the web seminar. On-line registrations can be made at <http://www.bankersed.com/CTBANKERS/>. For all other registrations, please complete the attached registration form and send directly to Bankers Ed in advance of the program. Fee information for this program is listed on the registration form. **Payment is expected at the time of registration unless other arrangements are made prior to the event with the CBA.**

**Late Registration:** Registrations are accepted until the program starts. To ensure timely delivery of materials, etc., please register online when registering **two working days prior** to the broadcast (credit cards, e-checks and invoices accepted). If you would like assistance with online registration, contact 888-262-7701.

Please do not hesitate to contact either Kathy Parks or me if you have any questions about this web seminar.

Very truly yours,

LINDSEY R. PINKHAM  
Senior Vice President & Secretary

## CBA WEB SEMINAR

### **REGULATION Z – NEW ADVERTISING RULES**

Thursday, September 3, 2009

2:30 p.m. - 4:30 p.m. (EST)

**REGISTER** (Each registration entitles you to one connection at one location where an unlimited number of listeners may participate):

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

#### **FOUR WAYS TO REGISTER FOR CBA WEB SEMINARS:**

##### **Prior to August 27<sup>th</sup>**

Mail: Complete this form, include payment and mail it to: Bankers Ed: 5700 S. Mopac, #C310, Austin, TX 78749

##### **Anytime Prior to the Program**

On-line: Register on-line at <http://www.bankersed.com/CTBANKERS/>

Fax: Complete the registration and credit card information below and fax to: 512-381-1571

Phone: Call 888-262-7701 with credit card information

#### **CBA WEB SEMINAR -- REGULATION Z-NEW ADVERTISING RULES**

**Thursday, September 3, 2009** - (Seminar code: SW2-1208)

Web Seminar/Materials (live hookup)  \$255 member  \$510 non-member

On-Demand Web Seminar/Materials  \$275 member  \$550 non-member

#### **METHOD OF PAYMENT** (check one):

**Check made payable to: Bankers Ed**

Discover Card

MasterCard

Visa

AMEX

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Security Code (3 or 4 digits on back of card) \_\_\_\_\_

Signature \_\_\_\_\_ Amount \$ \_\_\_\_\_

For registration questions, please contact Bankers Ed customer support at 877-880-1335 or Kathy Parks at the Connecticut Bankers Association parks@ctbank.com or 860-677-5060.

**\*\*\*Registrations must be sent to Bankers Ed\*\*\***

(Seminar code: SW2-1208)