



AMERICA'S MUTUAL BANKS

701 8TH STREET NW SUITE 700. WASHINGTON, D.C. 20001

March 5, 2014

Mr. Christopher Banks
Consumer Financial Protection Bureau
1700 G Street N.W., 6111 E-B
Washington, DC 20552

Re: Recommendation of Nomination of Candidates to Serve on the CFPB Community Bank Advisory Council

Dear Mr. Banks:

Pursuant to the notice published in the Federal Register on January 15, 2014 (Fed. Reg.Doc. 2014-00635), I am pleased and have the distinct honor on behalf of America's Mutual Banks to recommend the nomination of two of our members to serve on the CFPB's Community Bank Advisory Council.

America's Mutual Banks is a national association of FDIC insured federal and state chartered depository institutions organized in the mutual form. Unlike any other national or state trade association, our members are composed exclusively of mutual banks located throughout the USA and are all community banks (i.e. all have assets below \$10 billion).

We support the CFPB for its action in establishing and maintaining a Community Bank Advisory Council during this time of transition. During this period of economic and regulatory uncertainty, we believe it is essential that the CFPB formalize channels of communication with mutual banks, both state and federally chartered. These channels will enable the regulator and regulated banks to work toward a common goal--the preservation and promotion of strong community mutual banks whose constituency is exclusively the community as consumers. We note the absence of a mutual bank representative on the Council and hope the CFPB will take this opportunity to cure this omission and recognize this important segment of the community bank constituency by appointing one of our recommended nominees to the Council. Accordingly, we have chosen two nominees from among our members throughout the nation who are eminently qualified in meeting the stated criteria for membership on the Council and represent some of the finest examples of mutuality from our industry. They are an invaluable resource in determining the best practices in meeting consumer needs of community mutual FDIC insured banks throughout the USA. We are confident their service on the Council will be of significant assistance to the CFPB and a credit to the many banks they represent.

The names of our recommended nominees, each of whom have consented to our support, with a brief description of their background, follow:

Roberto Rey

Mr. Rey is a Director, President and CEO of NVE Bank, Englewood, New Jersey and 2nd Vice Chairman of America's Mutual Banks. He also is a Director of the New Jersey Bankers Association and a Director on the New Jersey Bankers Mutual Committee. Prior to becoming an

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officer at NVE Bank, he was CFO at Mellon Bank F.S.B. between 1995-97 and CFO at Union City Savings Bank in 1994. His bank is a state chartered mutual bank. Mr. Rey's experience as a community banker has been exemplary. He is responsible for instituting the bank's community based initiatives which resulted in the bank being awarded the 2011 NJ Bankers Community Service Award. His experience in developing the bank's community business model is a valuable resource for the Council. He also has broad experience with regulation, having served as an FHLBB and OTS examiner, rising from an examiner in 1985 to caseload examiner in 1993. He is active in industry and community activities.

Jeane M. Coyle

Ms. Coyle is President and CEO of First Federal of Bucks County, Bristol, Pennsylvania and a member of America's Mutual Banks. Prior to her appointment as CEO, she has served in various positions at a number of institutions such as Citizens Bank, Plymouth Meeting, Pennsylvania, Harleysville National Corporation and Progress Financial Corporation to name the most recent. In most, if not all cases, her responsibilities included serving as an executive responsible for designing and implementing retail sales strategy. Her extensive skills with respect to sales management, pricing and profitability, market research, delivery strategy, E-business and customer retention are an ideal resource for the CFPB to learn from her practical experience with serving consumer needs.

I have attached copies of resumes for each of the recommended nominees. The membership of America's Mutual Banks strongly endorses Ms. Coyle and Mr. Rey as our recommended nominees. Our members communicate regularly with our nominees and look forward to be able to share their best practices with the nominees for consideration by the CFPB. Please advise me of any further information you may need. I would appreciate receiving a copy of any communications to our recommended nominees regarding their candidacy.

Very truly yours,


Charles J. Boulter III
Chairman

Robert Rey
650 Coleman Place
Westfield, New Jersey 07090
(908) 232-3220

Experience:

NVE Bank, Englewood, New Jersey

**2012-Present
2011**

**Chief Executive Officer/President
President**

- Responsible for instituting community based initiatives, which resulted in the bank being awarded the 2011 NJ Bankers Community Service Award.
- Increased business development by expanding relationship based lending.
- Increased community based lending by 300 % during 2011-2014.
- Successfully implemented changes that led to an increase in recurring earnings of \$3.7 million in 2014.
- Improved management process leading to improved FDIC Consumer Compliance rating in 2014.

**2006-Present
1998 – 2010**

**Elected Member of Board of Directors
Executive Vice President- COO and CFO**

- Direct areas of oversight responsibility include the finance department, retail banking division, marketing division, investment activities, and regulatory compliance. Indirect supervisory responsibility for approximately 80% of total organization staff.
- Serves as Chairman of Interest Rate Risk Management Committee formulating strategic initiatives to manage the IRR and earnings of the institution.
- Serves as the investment officer responsible for managing a \$250 million investment portfolio.
- Developed and implemented staff incentive programs to reinforce a sales and relationship development.

1996-1997

Mellon/Dreyfus Bank F.S.B.

Senior Vice President & Chief Financial Officer

- Developed financial strategies and supervise the accounting and operation functions. Responsible for oversight of the retail

- deposit function. Reported directly to the President and Chief Financial Officer of the holding company (Mellon Bank, N.A)
- Managed the securities portfolio and implemented Mellon's transfer pricing methodology establishing discipline in the pricing of deposit and loan products.
- Developed a cost accounting reporting system, enhanced the quality of financial reports, and developed departmental and branch profitability systems.

1984-1995

Office of Thrift Supervision/Federal Home Loan Bank of NY
**Caseload Manager/Field Supervisor/
 Senior Bank Examiner/Examiner**

- Responsible for the supervision of 25 financial institutions, ranging from \$100 million in asset size up to \$8 billion.
- Supervisory responsibility for evaluation the financial soundness of depository institutions through regulatory examinations.

Education:

Wharton School of Business-University of Pennsylvania
 Leadership Development Program (2010)

Rutgers University, New Jersey
 M.B.A./Finance--Degree: 1985
 B.A./Microbiology-- Degree: 1980 (Dean's List)

Other:

N.J. Bankers Association-Board of Directors-2012 to present
American's Mutual Banks (AMB 2nd Vice Chairman)
Mutual Bank Council-Director- (ICBA)- 2014
North Jersey Bankers Association (Officer)--2011 to present
NJ Bankers Service Corporation-Director- (2012 to present)
NJ Bankers-Mutual Committee-Director-2013
NJ Bankers-Government Relations Committee-2012
Bergen Performing Arts Center -Trustee- 2010 to present
Bergen County College-Foundation Board Member 2012 to present
Financial Manager's Society -President- NY/NJ (2006-2007)
And Officer (2003-2007)

Recipient of Dept. of U.S. Treasury Excellence Cert. (OTS)
Commissioned Bank Regulator
Securities and Exchange Commission
 Series 7 and Series 63 Licensed (1996)
Completion of Society of Real Estate Appraiser Certification

JEANE M. COYLE
31 Bailey Drive
Washington Crossing, PA 18977
215-321-0429
Jeane.coyle@gmail.com

SUMMARY

Experienced Executive Manager in the Financial Services industry with a proven record of profitability and performance. Strong background in all phases of retail and small business bank management and strategic marketing. High degree of personal and professional integrity.

SKILLS

Financial Services Marketing
Budget Planning
Sales Management
Process Integration

Strategic Planning
Pricing and Profitability
Market Research
Delivery Strategy

E-Business
Team Management
Customer Retention
Operations Management

PROFESSIONAL EXPERIENCE

President & CEO

First Federal of Bucks County, Bristol, Pennsylvania
July, 2013 - Present

Executive Vice President, Chief Administrative Officer

First Federal of Bucks County, Bristol, Pennsylvania
December, 2011 – June, 2013

Managed the 11 bank Branch Network, Back Office Operations, Marketing, Human Resources, and Consumer and Residential Mortgage Lending. Also serve as a member of the Office of the President, participating in all high-level decisions for the entire bank, including a leadership role in the development and oversight of the three year strategic plan.

Senior Vice President, Head of Retail Banking

First Federal of Bucks County, Bristol, Pennsylvania
August 2006 – November 2011

Managed the turnaround of Retail Banking – moving the 9 bank branch network from slow decline of customers to growth. Total deposits grew 37% from December 2008 through December 2011, while improving profitability. Also managed Back Office Operations, Marketing, and Human Resources.

Senior Vice President, Branch Rationalization and Retail Sales Incentive Strategy

Citizens Bank, Plymouth Meeting, Pennsylvania
May 2005 – August 2006

Managed two distinct functions within the Mid-States Region overseeing eight states and 1,100 branches.

- Had oversight for strategic development, planning and implementation of programs for branch network. Included management of capital budget, new market development, branch closures, lease renewals and property improvement. Managed four project managers and liaison relationships with broad real estate functions.
- Managed \$30 million retail sales incentive budget and strategies for deployment. Directed a staff of 10 who managed, processed and delivered incentive programs.
- Redesigned branch location selection process and lease renewal process to enhance real estate decisions.
- Directed 55 branch openings and closings

Senior Vice President, Sales Director

Harleysville National Corporation

Harleysville, Pennsylvania, January 2002 – May 2005

Reporting to the CEO, designed and directed transition to coordinated corporate sales culture across all line functions of \$2.2 billion bank.

- Generated organic growth of sales and revenue.
- Coordinated sales activities of branch network, internet, call center, commercial lending, wealth management and investment areas.
- Built foundation for future sales initiatives, corporate goal setting and behavior profiles for hiring sales personnel.
- Redefined job functions and measures for branch personnel.
- Reviewed and implemented enhancements to business processes, employee skill sets, technology, products, marketing and expansion planning.
- Directed design and rollout of Platform Automation system.
- Created incentive models that increased sales of key products and stimulated sales in critical market opportunities.
- Increased referrals to Investment Management and Trust division helping to surpass its annual sales goals.

Senior Vice President, Strategic Development and E-Business Director

Progress Financial Corporation

Blue Bell, Pennsylvania, August 1999 – December 2001

Reporting to the CEO, managed E-Business initiatives and strategic planning for Progress Bank, an \$850 million financial institution, and all subsidiaries.

- Created and implemented Progress Internet Banking strategy. Included strategic positioning, vendor selection and web development. Introduced online transactional banking in June 2000.
- Directed strategic decision and sale of Procall Teleservices, a 110-seat Call Center subsidiary involved in business-to-business telemarketing. Closed sale to produce a \$1.5 million net gain for Progress.
- Designed and directed annual and quarterly corporate strategic planning for Board of Directors and Management. Developed three-year plan and short-term strategic goals, and monitored subsequent performance for the bank and its subsidiaries.
- Served as Chairperson of Information Technology Steering Committee.
- Served on Strategic Direction Committee of Fiserv CBS, the core system provider to Progress.

Senior Vice President, Director of Marketing & Strategic Development

American Business Financial Services, Inc.

Bala Cynwyd, Pennsylvania, February 1998 – July 1999

Reporting to the CEO, directed marketing staff of 12 for diverse financial services holding company with five subsidiaries operating 43 states.

- Responsibilities included marketing, strategic planning, research, product and market development, E-Business initiatives, advertising, public relations and direct response activities to support aggressive growth of loans and subordinated investment notes.
- Redesigned marketing process, staff allocation, and budget plan to meet aggressive growth goals. Reduced annual marketing expenditure from \$25 million to \$22 million while increasing leads by 30%, resulting in increased revenue for the Company.
- Introduced the Holding Company's first website.

Senior Vice President, Head of Retail Banking

Progress Bank

Blue Bell, Pennsylvania, July 1996 – February 1998

Reporting to the CEO, reorganized and managed Retail Bank for a \$350 million financial institution.

- Responsibilities included oversight of operations, marketing, consumer and small business lending, and 100-employee retail delivery system.
- Reorganized retail division over a six-month period to respond to urgent market opportunities. Reconfigured resources and systems in consumer lending, operations, marketing and branch delivery.
- Recruited, negotiated and introduced a third-party brokerage program for the bank.
- Introduced the following bank firsts: Debit Card product, bank website, formal sales program, and numerous fee income tactics to achieve corporate financial objectives.

Vice President, Strategic Information Services

Meridian Bancorp, Inc.

Reading, Pennsylvania

1995 - 1996

Managed staff of 16 in upgrade of corporate customer information aimed at promoting actionable database marketing.

- Created the Strategic Information Services function, a combination of traditional research services and actionable database marketing.
- Designed job profiles, recruited staff and restructured work functions to generate revenue generating, information-based initiatives for Meridian.
- Established profitability models, market share measures and market-responsive research services.
- Created and monitored database marketing programs for retail and commercial banking.

Vice President, Consumer Lending Product Manager

Meridian Bancorp, Inc. 1988 - 1995

Managed a staff of seven and a consumer loan portfolio, which grew from under \$1 billion to \$2.2 billion. Responsibilities included profitability, pricing, positioning, promotions, merger transitions, and systems management for all consumer lending groups. Accomplishments included:

- Oversight of a cooperative marketing program with NASCAR Racing. Managed the development and implementation of a targeted promotion for indirect lending, which resulted in a 200% increase in loan volume over a three -month period.
- Completion of a \$50 million securitization of the indirect loan portfolio.
- Successful conversion from an in-house application system for all of Consumer Lending to a third- party provider.

Marketing and Advertising Manager

Meridian Bancorp, Inc.

1983 - 1994

Hired by First National Bank of Allentown as Advertising Manager and joined Meridian through its acquisition of First National. Managed programs in retail Advertising and Direct Marketing.

EDUCATION

- MBA, 2004. Saint Joseph's University, Philadelphia, PA
- B.A. in Business Administration, 1983. Muhlenberg College, Allentown, PA

COMMUNITY

- Board of Directors, Bucks County Opportunity Council – 2012 - Present
- Co-Chair, United Way of Bucks County's Self Sufficiency Funding Panel - 2008 - Present
- Board of Directors, United Way of Montgomery County - 2002-2005