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THANK YOU—GAC 2017 Had Record-Breaking Attendance!

In February, 5,000 credit union advocates congregated in Washington, DC for another successful CUNA Governmental Affairs Conference (GAC). With representation from all 50 states and the District of Columbia, the 2017 CUNA GAC was another record-breaking conference with more than 600 of the 5,000 attendees participating for the first time!

As the largest credit union advocacy event, this year's conference did not

disappoint. Whether it was CUNA leadership discussing the current credit union and political environment, keynote speakers inspiring the attendees, members of Congress discussing the new administration, or breakout sessions on hard-hitting topics—attendees took part in important conversations and learned a great deal from the presentations and networking with each other throughout the entire four days in Washington, DC!

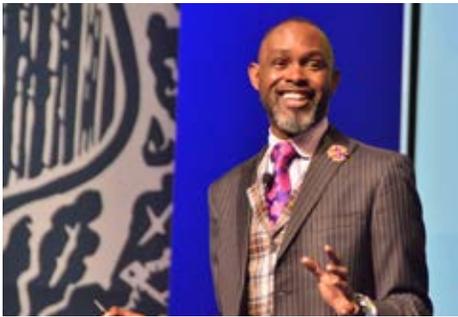
The attendees heard quite a bit about the Campaign for Common-Sense Regulation, which was launched in partnership with the Leagues in early January. At CUNA GAC, the Leagues took the lead scheduling and participating in more than 600 meetings with members of Congress and regulators. Without this team effort between CUNA, state Leagues, and credit unions, our story about the need for common-sense regulation would not have been spread nearly as far across Capitol Hill.

2017 CUNA GAC Highlights

On the mainstage, attendees heard from:



Bob Schieffer—Former CBS News Chief & Washington Correspondent



Derreck Kayongo—Founder of the Global Soap Project



Kat Cole—Group President of FOCUS Brands

Political Advocacy— Did you know...?

- CULAC raised more in **five days** during the CUNA GAC—nearly **\$194,000**—than any other national credit union PAC raised in all of 2016.
- CULAC, the PAC of Credit Union National Association and the premier political action committee (PAC) of the credit union system, raised a record **\$5.1 million for the 2015-2016 election cycle**.
- CULAC ranked **fifth nationally among trade association PACs** in contributions to federal candidates in the 2016 elections, and **10th overall out of more than 16,000 PACs**.

Sources: Federal Election Commission filings, www.fec.gov; Center for Responsive Politics,



Jim Nussle appeared on CNBC's **Squawk on the Street** [watch via Link](#)

- Jim's appearance on CNBC during CUNA GAC gained traction on social media from CNBC's reporters Kayla Tausche and Carl Quintanilla on March 1.



Giving Back

This year, attendees gave back to the Washington, D.C., area by participating in a resource drive and fundraiser for Bright Beginnings, a local organization providing support to homeless children in the area. More than 18,000 items were donated totaling \$20,000—with \$16,500 coming from individual attendees—were collected on behalf of America's Credit Unions!



Campaign for Common-Sense Regulation

In partnership with the Leagues, CUNA launched the Campaign for Common-Sense Regulation in early January. The campaign aims to bring together the full credit union movement—CUNA, Leagues, credit unions, and their members—to aggressively fight to reduce onerous, one-size-fits-all regulations.

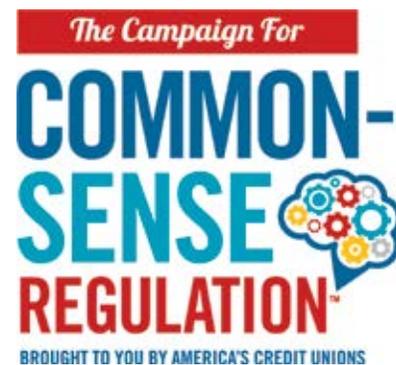
With a new Congress and administration aligned on the goal of reducing regulations, credit unions have a great opportunity to make right what the CFPB has gotten wrong.

At the GAC credit unions were asked to enroll in the CUNA Member Activation Program (MAP) to start educating their

members about how regulations affect them directly. Since the launch of the campaign, more than 60 credit unions have enrolled in the program. There are now over 430 credit unions enrolled in MAP.

Now it's time to keep the conversation going with these lawmakers during events like GAC, League Hill Hikes, and other advocacy events. CUNA also encourages credit unions to continue educating members and the public about the problems caused by overregulation.

Learn more and get involved by visiting cuna.org/commonsensereg or check out the consumer-facing website at

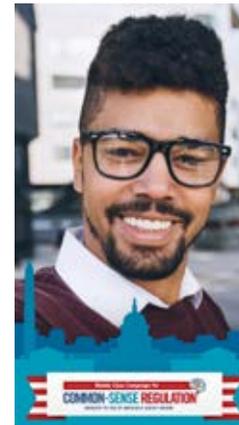


www.commonsenseregulations.com.

If you have questions about the Member Activation Program, reach out to Adam Engelman, Grassroots Manager at aengelman@cuna.coop

#CUNAGAC, Facebook Live & Snapchat filters

- CUNA utilized Facebook Live for the first time, broadcasting President/CEO Jim Nussle's keynote address to more than 3,400 people!
- #CUNAGAC trended nationally on Twitter on two consecutive days, spreading the reach of not only the conference but of credit unions well beyond the beltway!
- CUNA featured two Snapchat filters during GAC – the first time CUNA has engaged with Snapchat on this level.



CUNA's Project Zip Code hits 90 million members!

CUNA's Project Zip Code (PZC) program, which allows credit union advocates like you to show lawmakers the total number of credit union members in their districts, continues to flourish. Recently, this important advocacy tool matched its 90 millionth member to his or her congressional district, strengthening its accuracy and enhancing its value as part of our Campaign for Common-Sense Regulation. Check out the PZC website for more information.



Update: The Credit Union Awareness Initiative

What do consumers actually know about credit unions?

The Credit Union Awareness Initiative is a research-driven project to create top-of-mind consumer awareness of the credit union category in financial services. The Creating Awareness Advisory Group, made up of industry leaders from across the country, presented the progress of the initiative at GAC.

The Awareness Problem: There is widespread confusion among consumers around the term credit union. Are credit unions not-for-profit? Cooperatives? Democratically-controlled? And do any of these terms matter to consumers? If credit unions can't clearly define themselves, consumers will continue to misunderstand, suppressing both awareness and growth.

The Awareness Solution: By creating a high-level definition, or "brand platform," for the credit union category, credit unions can leverage that value by communicating in a unified, clear, and compelling way—this will simplify and clarify the credit union identity in the market.

As a first step in creating a brand platform for the industry, the Advisory Group sponsored a research program to help understand and define the awareness gap around credit unions and to offer insights about consumer preferences in financial services.

The Advisory Group, CUNA and the Leagues look forward to the next phases of this campaign: building out a brand platform and engaging with the industry.

The National Credit Union Foundation: 29th Annual Herb Wegner Memorial Awards

In conjunction with CUNA GAC, the National Credit Union Foundation presented the winners of the 29th Annual Herb Wegner Memorial Awards – recognizing the credit union movement's highest national honors for Outstanding Individual Achievement and Outstanding Program.

At the record-breaking event, with more than 900 credit union leaders and supporters in attendance, the following honors were celebrated:

- **Outstanding Individual Achievement:** Stan Hollen, retired president/CEO of CO-OP Financial Services;
- **Outstanding Individual Achievement:** Maria Martinez, president/CEO of Border Federal Credit Union
- **Outstanding Program:** The Cooperative Trust from Filene Research Institute.

This year's winners joined an elite group of 61 individuals and 26 organizations, whose efforts over the past 29 years have earned them the recognition of Herb Wegner Memorial Awards.

To learn more about the 2017 Herb Wegner Award Winners please visit <https://www.ncuf.coop/events/foundation-dinner/>



Stan Hollen



Maria Martinez



Get involved!

In 2016 the National Credit Union Foundation...

- Granted more than \$75,000 to credit union organizations for Biz Kid\$ financial education activities, reaching over 5,000 students and teachers
- Held 4 trainings with 178 credit union professionals becoming Credit Union Development Educators (CUEs)
- Granted more than \$150,000 to credit union organizations for experiential learning programs, reaching over 26,000 youth and adults
- Raised more than \$300,000 to help 430 credit union employees affected by the flooding in Louisiana



Compliance Corner

The Compliance Community is an incredibly useful resource for credit unions and was highlighted at the GAC. Since its inception 16 months ago, there are now more than 3,700 members, 8,850 posts, 2,720 threads and more than 55,900 file downloads! In keeping with the community theme, the CUNA Compliance Team hosted a Compliance Networking Lunch at the GAC, allowing more than 40 credit union and league professionals to network with CUNA Compliance staff and one another.

Already in 2017 the Compliance Team has...

- Provided solutions to more than **285 compliance-related challenges** for credit unions and state credit union associations nationwide
- Hosted two **Compliance Community Tour webinars**
- Posted **47 blogs** updating members on the latest developments
- Presented an **Military Lending Act (MLA)** post-implementation issues webinar
- Spoken at multiple **legislative and regulatory affairs** conferences

The Compliance team is here to help you and your credit union with any questions you may have. Please reach out at CUNAComply@cuna.org.

Small CU Community Launch

CUNA continues to connect small credit union leaders with the resources they need to thrive, as it recently launched the Small Credit Union Community. Similar to the other Communities, this online space allows small credit unions to network, share knowledge, and find resources created specifically for the smallest segment of our market. Please take advantage of this member benefit!



CUNA president/CEO Jim Nussle and NWCUA president/CEO Troy Stang presented Susan Streifel, president/CEO of Woodstone Credit Union (Federal Way, WA) the Credit Union House Hall of Leaders award at the Credit Union House annual LLC meeting.

Fighting to Protect CUs from Breaches

A settlement negotiated between credit unions and Home Depot for the massive breach Home Depot sustained in 2014 will allow credit unions to recoup a large chunk of the costs they were forced to bear as a result of the breach. While CUNA and the Leagues continue to fight in Congress for stricter cybersecurity standards for merchants, the strength of our 360-degree advocacy approach should not be overlooked, as the industry came together as plaintiffs on this case to protect credit union interests.



In Case You Missed It...

- **#CUNAGAC** was used in **4,424 tweets** during GAC!
- CUNA is tracking more than **1,800 credit union-related bills** and are closely monitoring **65 bills**
- *National Journal* named the CUNA/League system the **most effective advocacy organization** in financial services, and **sixth among the 44** it studied.
- The CUNA GAC had an economic impact on the Washington, D.C. area of over **\$17.5 million**
- CUNA Councils have **6,400 members** across all **7 Councils**
- CUNA CEO Council already has **400 members**, representing credit unions from **\$10 Million—\$34 billion in assets**

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For more information on CUNA/League Membership, please contact Greg Michlig, CUNA Deputy Chief Engagement Officer, at GMichlig@cuna.coop or 608-231-4090.