



Louisiana
Credit Union League

It's More Than a Membership...



CREDIT UNION & LEAGUE
PARTNERSHIP



ADVOCACY



LCUL's Advocacy team works each day to provide an operating environment that is favorable for Louisiana credit unions. Our lobbying efforts ensure the CU perspective is preserved and promoted. Count on us to research issues, identify CU-friendly officials, and to execute grassroots efforts when needed.

Your membership dollars pay **ADAMS & REESE, LLC** to lobby on our behalf, constantly monitoring the legislative environment.



Your **CULAC** support is recognized on a national platform and allows us to contribute to credit union friendly candidates

REGULATORY & COMPLIANCE



Keeping up with regulations is increasingly challenging. Fortunately, your dues dollars ensure your credit union access to a compliance encyclopedia (**Compliance Infosight**), an all-encompassing customizable policy manual (**CU PolicyPro**), and a networking compliance and fraud prevention e-mail group (**Lagniappe Listserv**).

Your membership allows us to offer a **Compliance Hotline** answered by attorneys with KRP Law LLC who answer questions about compliance and operational issues.



RESEARCH & INFORMATION

LCUL's Research & Information Department helps member credit unions keep up with the latest research and data on current industry hot topics.

CALLAHAN
& ASSOCIATES
the credit union company

Your membership includes unlimited access for all volunteers and staff to Callahan's **CUAnalyzer** financial analysis software.

PROFESSIONAL DEVELOPMENT



Louisiana's education department offers conferences, workshops, distance learning, and networking to encourage professional development and increased awareness of the industry's latest trends and technology. With a wide range of topics and venues, LCUL offers a variety educational and networking opportunities at conferences, schools and certificate programs, both online and in-person.

Louisiana has more than **220** professionals that have earned their Certified Credit Union Financial Counselor (CCUFC) designation through LCUL's Ficep Program, allowing them to help members better prepare for their future and to assist when they are faced with financial difficulties.



COMMUNICATION & PUBLIC RELATIONS

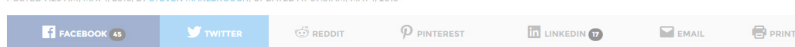


LCUL's communications team understands your need for real-time information and effective outreach strategies. We exist to distribute the latest insights, community activities, breaking advocacy and compliance news, and to grow awareness of Louisiana services and resources.



National financial literacy campaign promotes smarter money management

POSTED 7:30 AM, MAY 1, 2016, BY STEVEN MARLBROUGH, UPDATED AT 07:51AM, MAY 1, 2016



For more, just log on to: <http://asmarterchoice.org>

and <http://www.lcul.com/>



YOU MAY LIKE

Sponsored Links by Taboola



To assist with relief efforts, LCUL issued the **#LACUSTRONG** Challenge nationwide. Media coverage included more than 34 different news outlets reporting on the Challenge. On Facebook alone, there was an estimated **30,447 views** of #LACUStrong videos posted.



COLLABORATION

Small CU Development Program

includes discounted registration for education programs, assistance with grant applications, and field consulting.

Chapter Programs across the nine state regions offer education and networking.

Peer Group Program promotes professional development, a community approach to credit union challenges, and meaningful connections in the areas of:

Compliance

Marketing/Business Development

Member Business Services

Young Professionals Network



Illustrating the uniqueness of credit unions, LCUL offers **CU Lunch Local** each year in support of local businesses. A collaboration with the Member Business Services Peer Group, the program has given back more than **\$74,000** to local businesses since 2013.



LOUISIANA CU FOUNDATION

The Louisiana Foundation provides financial assistance for statewide disaster relief efforts and educational opportunities for member credit union professionals.

Individually we can all have an impact, but when we combine our resources, that impact dramatically expands. Together, we can help others on a scale that wouldn't be possible alone.

During the 'Great Flood' in August 2016, the Foundation raised over **\$300,000** to help **430** credit union employees affected. Quick cash grants were disbursed within **5 days** after the flooding.

CREDIT UNION/LEAGUE PARTNERSHIP



"Being a small credit union, we rely on our League for a number of things. One of the biggest things for us is staying compliant, so we rely heavily on the League's compliance resources on a daily basis. We know there are other resources available, but it's always nice to be able to send a quick email or make a phone call to someone who knows me, knows my credit union, and can offer the best advice for our size and situation.

Also, the league is my primary resource when it comes to networking. The opportunity to develop professional relationships on a level where I can bounce ideas or get feedback would not have been possible without the networking opportunities provided by the league."

Lindsay D. Risinger
Barton Plant Employees' FCU
Luling, LA

"Credit unions serve an important role in that at our core – we are here for the individual member. We continue to put our membership first in a financial world that puts everything before their 'customers'. The League plays a vital role because their efforts allow us to put members first.

The League provides many services to aid in the day-to-day aspects of running a credit union. Some services include invaluable education through training; vetting of vendors for services; and lobbying for credit unions in the Legislative realm. For these reasons, and many more, I believe the League is crucial to the success of the movement in Louisiana."

Chris Chelette
Valex FCU
Alexandria, LA

"Our vision is to create people of purpose; a culture dedicated to changing the lives of our employees and the members we serve. Our affiliation with the League continues to provide us the tools and skills necessary to help our credit union realize that vision.

As over half of our staff was devastated by the Great Flood of 2016, one can imagine the depths of sorrow experienced as a family and as community. We are forever grateful for the leadership and compassion demonstrated by the league and its staff during this critical time. From the visits and phone calls, to fund raising on our behalf, the League helped us realize that despite the circumstances, we are credit union strong. BRECO FCU is proud to be affiliated with the League, and look forward to working together in building the future of movement here in Louisiana."

Joshua Poole
BRECO FCU
Baton Rouge, LA



Louisiana
Credit Union League