



WE NEED YOU!

The CUNA/League system introduced a new targeted advocacy campaign, *Campaign for Common-Sense Regulation*, to rein in excessive regulations on credit unions in a major way.

The campaign aims to take advantage of a favorable political climate for carving out regulatory relief by unifying CUNA, the Leagues, and credit unions in our advocacy work and activating credit union members to get involved in the fight. As everyone gears up for the campaign, credit unions will be asked to do three things leading up to the full launch:

- Enroll in a credit union grassroots program immediately—either the [CUNA Member Activation Program](#) or one offered by LCUL—to begin the process of educating members about how regulations affect them directly;
- LCUL is gearing up to meet with members of Louisiana delegation. Contact the Governmental Affairs department if you are interested in attending any events;
- Look at your calendar over the next few days and dedicate time next year for participating in CUNA

IN THIS ISSUE...

SAVE the Date: Louisiana GAC
CUAnalyzer: Introduction Webinar
First-ever Reverse CRASH
Louisiana CUs at Work

Governmental Affairs Conference, the Louisiana GAC and other meetings, including Hike the Hills.

Excessive Washington regulations are squeezing an already-burdened American Middle Class with regulations that don't work for America's credit unions and the members they serve. The CUNA/League System needs you, please get involved!



CUNA'S 2017 GAC: LOUISIANA-SPECIFIC ACTIVITIES

During the CUNA GAC (February 26 - March 2), the League will be hosting the following activities for Louisiana attendees:



Sunday, February 26 (5:00 p.m. - 7:00 p.m.): Welcome Reception in the LCUL's Hospitality Suite at the Grand Hyatt Hotel (suite number announced closer to conference date)

Monday, February 27 (11:30 a.m. - 1:00 p.m.): Group Lunch & Legislative Briefing with Jeff Brooks, Adams & Reese LLP, at Acadiana Restaurant (901 New York Ave., NW). *Acadiana Restaurant is located across the street from the Convention Center.*

Tuesday, February 28: Happy Mardi Gras! Join us in the suite for a king cake party in honor of Fat Tuesday. Wear your purple, green, and gold to show off your hometown spirit with the rest of the conference attendees. Those dressing with the carnival theme will be entered into a special drawing during the evening suite hours.

Wednesday, March 1 (12:00 p.m. - 4:00 p.m.): Capitol Visitors Center (Room SVC209) Please note that the Capitol Visitors Center offers food court/cafeteria style dining options if you wish to arrive prior to visits and have lunch.

Louisiana Credit Union Hospitality Suite: Various Dates/Times (will be posted for attendees)

For more information or questions, please contact [Angela Gervais](#).

IT'S THAT TIME AGAIN... ANNUAL CANDY SALE IS UNDERWAY!



The 2017 CULAC candy sale is underway! Credit unions can now place orders online through our web portal. The deadline for the first round of orders has passed, but there is still time to get in on the action.

Don't forget to share the love by offering your members special holiday candy wraps. You can download the files for the Valentine's Day candy wraps from the League's website. Additional promotional material can

also be found on the links portion on the left side of the webpage.

Remember, selling candy is a simple way for your credit union to support CULAC. If you did not sell candy last year and are interested, please contact [Angela Gervais](#) for more

information.

[Click here](#) to visit the page on our website and access the candy order form, promotional flyer for your lobby/drive-thru, and promotional candy wraps.

A couple of reminders:

- There will be a new addition of \$1 Variety Pack Bars as an option this year;
- The next order will be placed February 17;
- If you are going to order fifty boxes or more, we can have them shipped to you directly;
- Almonds and Bars will be available however, special types such as Raisins, Mints, Crisps, Variety Pack, or Caramels cannot be returned;



SAVE THE DATE...



GAC LOUISIANA

NEW FACES. NEW OPPORTUNITIES.

APRIL 25 & 26

BATON ROUGE



2016: That's a Wrap!

CUNA and the Leagues have spent extensive time on Capitol Hill meeting with regulators and lawmakers to fight for credit union priorities. The CUNA/ League system's unmatched political action work and CUNA's 360-degree advocacy approach in the fourth quarter have set up the credit union industry for a very strong 2017.

Removing Barriers with the NCUA

Field of Membership: Months of CUNA/League advocacy work led to the NCUA approving its final field-of-membership rule.

Exams: With strong CUNA/League support, the NCUA's exam working group recommended extending the exam cycle for CUs with less than \$1 billion in assets starting in January.

NCUA budget: Despite NCUA's recent commitment to budgetary transparency, we continue to work with the agency to help find efficiencies and reduce the burden on the credit unions.

NCUSIF premium: Bill Hampel, CUNA Chief Policy Officer, authored a white paper on CUNA's estimates for the appropriate National Credit Union Share Insurance Fund premium for 2017-18 for credit unions.

Stabilization fund: CUNA continues to urge NCUA to find a way to begin refunding credit unions as early as 2017 from the Temporary Corporate Credit Union Stabilization Fund.

CFPB & Credit Unions

CFPB should halt rulemaking: CUNA called for the CFPB to cease all rulemaking until the new administration and Congress take office. The new administration and Congress should weigh in on the role of the CFPB moving forward.

CFPB needs more than a lone director: CUNA partnered with other industry trade groups on a letter to Senate leadership calling for the implementation of a five-person commission at the CFPB. The current structure was ruled unconstitutional and simply does not work for credit unions and members.

Legislative Advocacy

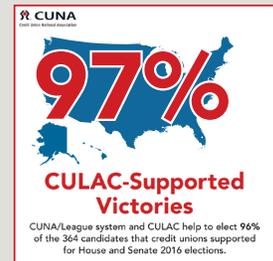
- CUNA is actively encouraging Congress to hold hearings and pass legislation to modernize the Telephone Consumer Protection Act.
CUNA and the Leagues applauded a U.S. district court judge's decision to block implementation of the Department of Labor's (DOL) overtime rule.
CUNA staff and several credit unions met with CFPB Director Richard Cordray to express concerns with the cost of complying with the CFPB's regulations.
CUNA pressed for more guidance from the Department of Defense on changes to the Military Lending Act (MLA) beyond the clarifications the department released.

ELECTION OUTCOMES - WHAT A YEAR

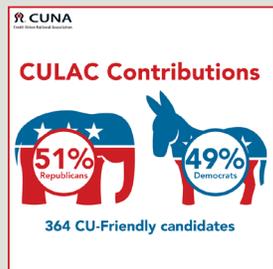
The long and drawn out campaign season finally came to a close. While there were a few surprises, the great success of our CULAC-backed candidates was not one of them!

Pro-CU majority in Congress: CUNA

and the Leagues' unmatched political activity enabled credit union-friendly candidates to win 97% of the 364 congressional campaigns supported through CULAC and the National



Advocacy Fund. CUNA's political action committee contributed nearly \$6 million to congressional campaigns at a rate of 51% to Republicans and 49% to Democrats, making CULAC the largest



and most bipartisan PAC in financial services.

President-elect Trump: Jim Nussle congratulated President-elect Donald Trump and Vice President-elect Mike Pence, with whom he served in Congress for six years, for their victory. CUNA believes the incoming administration's priorities align with credit union needs, particularly when it comes to easing the regulatory burden hurting credit unions and consumers.

White paper: CUNA put together a thorough analysis of how the election results will reshape credit union advocacy, detailing CUNA/League participation in the elections. Read the white paper here.



MEMBER BUSINESS SERVICES COUNCIL *Shares Best Practices*

Over the past year, credit unions offering business services have been working to implement new NCUA rules that increase flexibility through an easing of requirements, yet create some implementation challenges.

In response to the new rules and other operational issues facing credit unions, the MBSC established monthly networking calls where members can brainstorm and share resources.

Topics covered during the latest peer call include:

- Ways to get your business loan members to submit financial statements timely
- Resources for valuing business loan collateral such as heavy duty construction vehicles and brewery equipment
- Overview of commercial and business loan section of NCUA Examiner Guide

Overall strategy for the MBSC is set by the Advisory Committee (pictured). The MBSC is open to league-member credit unions in Louisiana, Texas, Oklahoma, and Arkansas. Members receive discounts on regional training, access to the MBSC on-line peer forum, webpage, and more.

If you are interested in joining the council, visit the [MBSC webpage](#) for more information.



From L to R: Eddie Vollenweider (Neighbors FCU), Cami Crouchet (LCUL), Jay Noel (Campus FCU), Jacob Gwin (Louisiana FCU), Deanna Geissler (Barksdale FCU), Scott Humphreys (Amplify FCU), and Janine McBee (Cornerstone CUL)

Louisiana CUs Now Have Access to Callahan's CUAnalyzer Through League Membership

The Louisiana CU League has partnered with Callahan and Associates to provide member credit unions with a FREE web-based financial analysis tool called CUAnalyzer. Designed specifically to make data analysis educational for all levels of your organization, CUAnalyzer will help your volunteers and employees better understand your credit union's financial performance while improving their financial knowledge. Now, yearlong learning and analysis possible for everyone at your credit union!

[Click here to access CUAnalyzer](#)

Your Log In Information:

User Name: email address

Password: welcome1

If you are already a CUAnalyzer user, your log in information has not changed.



REGISTER NOW! Introduction Webinar To CUAnalyzer For Louisiana Credit Unions

Callahan & Associates and the Louisiana Credit Union League are hosting two CUAnalyzer trainings that we recommend. Register now for our [Thursday, February 16th](#) event, at 2:00 pm CT or our [Friday, February 17th](#) event, at 10:00 am CT.

We'll walk through the features and benefits of CUAnalyzer and how Louisiana credit unions can benchmark their credit union versus other credit unions in Louisiana or across the country.

CUAnalyzer is open to all employees and volunteers at affiliated credit unions. Unlike other financial analysis tools that presume a high degree of financial literacy, CUAnalyzer's charts and graphs combined with its 5-star performance rating system, analytical text, and ratio definitions put performance in context. For more information, contact [Lacey H. Weaver](#), VP of Communications & Public Relations.





UP FOR THE CHALLENGE?

Take Part in the First-ever Reverse CRASH Program

Much can be learned when you combine the experience and expertise of industry leaders and the new generation of credit union professionals, which is why we are hosting the first-ever reverse CRASH program during the YPN's Annual Workshop! The program is opened to all "seasoned" credit union employees and volunteers that are 41 and older.

[Click here for more information!](#)

BACK TO BASICS

LCUL's YPN 6th Annual Workshop

LCUL's 6th Annual Young Professionals Workshop is being held on March 24 & March 25 in Alexandria. This year, we are going back to basics at our workshop, which is designed to compel young professionals to get involved in the movement, connect them with other young professionals, and encourage collaboration that will create long-term success for our movement.

[Click here for more information!](#)



CREDIT UNIONS HIT THE HIGH SEAS Highlights from the LCUL/MCUA Leadership Cruise

Last October, more than 260 credit union professionals, volunteers, and their guests took to the high seas onboard the Carnival Triumph for International Credit Union Week. This was much more than just a celebration of credit unions with attendees participating in a full-scale leadership conference at sea. Hosted by the Louisiana and Mississippi Leagues, six separate educational sessions were held with a broad focus applicable to everyone no matter their role at the credit union. Additionally, participants enjoyed networking in a relaxed and informal environment.



LCUL Senior Vice President Susie Fair led two thought provoking sessions on embracing and dealing with change- regardless of the environment. While change is difficult to embrace, all agreed that how you adapt is key and will keep our credit unions thriving into the future. Robert Jarosinisk of CUNA Mutual presented two eye-opening sessions on Emerging Risks and Safeguarding our Branches, Employees and Members.

Laura Parrish with the Kentucky CU League started her session by asking, "Who in the room wants to increase membership?" A unanimous show of hands led to discussion of how to use financial education to strengthen our relationship with existing members as well as attracting new members and leveraging the competition.

Laura's second session focused on thinking in the future tense. Participants formed teams and brainstormed about what things will look like in 20 years. Attendees first looked at various aspects of the future in general such as healthcare, education and technological advances. They started to focus in on the credit union movement and their vision for the future, facilitating the flow of ideas. "Everyone enjoyed thinking outside the box and left with an enthusiasm for bringing those futuristic ideas closer to fruition," commented Jody Brooks, LCUL Director of Education.





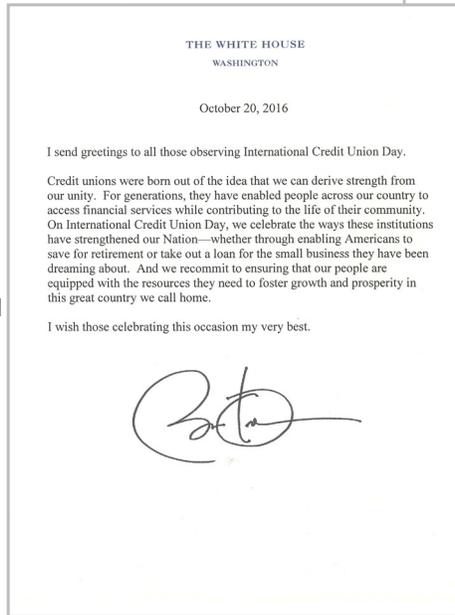
What is CUNA/LCUL Doing To Create More Credit Union Awareness?

Credit Union Awareness Initiative update

CUNA embarked on new broad-based consumer research as the first phase of the effort to define the credit union category in financial services. Firmly defining the category, based on consumer preferences, will help Leagues and credit unions talk about credit unions in a clear, compelling, and unified way.

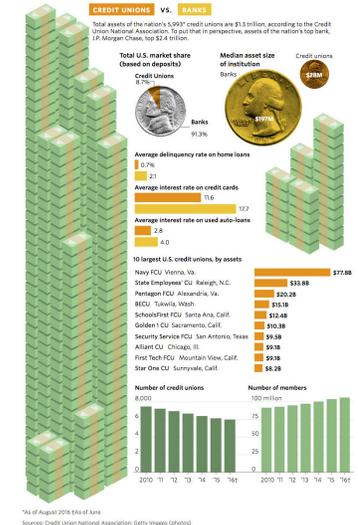
International Credit Union Day

President Obama recognized the credit union movement and [The Wall Street Journal published a graphic](#) illustrating the difference between banks and credit unions on International Credit Union Day!



THE WALL STREET JOURNAL. Are Banks the Only Places to Park Your Money?

Nonprofit credit unions provide an alternative for many Americans. By DAVID CROOK and JESS KURONEN. Updated Oct. 19, 2016 9:13 p.m. ET. The big banks began reporting better-than-expected third-quarter earnings last week. Another sliver of the money realm that also is chugging along nicely—nonprofit credit unions. One in three Americans are members. Thursday has been designated International Credit Union Day by the World Council of Credit Unions, which offers an opportunity to take a look at these little near-banks. Some numbers:



LCUL Touts Louisiana CUs' Commitment to Community, Recognized in Local Media

LCUL distributed a press release to discuss the impact of credit unions in the communities they serve. The release was recently published in the Daily Biz Minute. [Click here to view the featured article.](#)

Additionally, a story featured in the Greater Baton Rouge Business Report talked about the growth of credit unions. [Click here to view the article.](#)

CU LUNCH LOCAL Which Louisiana CUs Came Out on Top?

Congratulations and a huge thank you to ALL Louisiana credit unions that participated in our 3rd Annual CU Lunch Local. The week-long event was designed to encourage credit unions to support local businesses and increase community awareness of credit unions. The following were CU Lunch Local Leaders, which had the highest percentage of employee participation:

- St. Tammany FCU (Asset: Less than \$25 mil)
- Post Office Emp. CU (Assets: \$25 to \$100 mil)
- Campus Federal CU (Assets: \$100 mil +)



"Individually, credit unions do amazing things. Collectively, the impact is even greater. Since launching CU Lunch Local, credit unions have given back over \$40,000 during the week-long event, something we are extremely proud of," said Lacey H. Weaver, VP of Communications & PR.





PARFAIT APPOINTED TO CULAC TRUSTEE BOARD FOR 2017-18

The 2016 Credit Union Legislative Action Council (CULAC) Executive Committee confirmed nominees for the 2017-18 class of CULAC trustees. Sidney Parfait, President/CEO of **Post Office ECU**, will once again represent Louisiana. Under Parfait's guidance and leadership, Louisiana's CULAC program has transformed into one of the top performing states in the nation, winning numerous awards each year for top dollars raised and highest percentage raised. The Board of Trustees serve 2-year terms and are made up of one Trustee from each state and DC, nominated by their respective leagues.



THREE LOUISIANA PROFESSIONALS NAMED CU ROCKSTARS

Credit Union Magazine revealed the 2016 Credit Union Rock Stars, a collection of professionals and volunteers selected for their outstanding innovations, service and achievements. We are proud to report that three Louisiana professionals made the cut:



- Lauren Davis**, Lafayette Schools CU
- Melissa Ott**, Pelican State CU
- Mia Perez**, Louisiana FCU

Representing 28 states, the 2016 Credit Union Rock Stars encompass a wide range of fields, including marketing, lending, operations, strategic planning and video production. Colleagues and peers nominated the Credit Union Rock Stars, and a panel of credit union industry veterans selected the winners.

Veteran's Day Celebration with Ouachita Valley FCU

Ouachita Valley participated in a Veteran's Day celebration on November 11. This celebration was held at the Ike Hamilton Expo Center in West Monroe. Throughout the day, the crowd enjoyed music by local musicians, activities for kids, a parade and vendors throughout the fairgrounds. Ouachita Valley FCU is a proud supporter of past and present Veterans that serve this great country and were excited to participate in the event.



BRECO FCU Aims to Fight Hunger in the Community

BRECO FCU members and employees are on a mission to help feed those in need. During the month of December, monetary donations were accepted at participating credit union locations, and used to purchase family meal bags. These, as well as other food donations, were delivered to the Greater Baton Rouge Food Bank. "BRECO was proud to be a part of the Baton Rouge Food Bank Feed a Family this Christmas" stated Charlotte Matthews, Member Service Representative for BRECO. "It warms my heart that our employees, members, and community helped to make this a success."



University of Louisiana FCU Funding App Wins National Innovation Competition

Team Cajun Power from **University of Louisiana FCU** is the winner of KnockOut 2016. This 24-hour collaboration event is hosted by PSCU with a goal of helping solve a problem in the payments industry. The winning idea from Team Cajun Power is an instant online loan decisioning and funding app that can simplify the credit union lending process. "The inspiration for the winning idea was derived from the need to help our members with their small loan financing by avoiding high-interest rate retail point-of-purchase financing or payday lenders. This idea will also assist members with their financing needs when disasters occur, and they are unable to visit a branch," said Heather DeValcourt, Marketing Specialist with University of Louisiana FCU. Following 24 hours of ideation, a total of 18 competing teams presented their ideas to a panel of judges comprised of representatives from PSCU, Apple, Projekt 202, First Data, CFE FCU, Oceanit and the Hawaii Credit Union League. Five finalists were selected and their videos were then uploaded to the KnockOut website for voting. Following a thorough evaluation by PSCU's product development team, the winning idea could be launched in the market. According to Team Cajun Power, instant loan decisioning and funding addresses a need from the perspective of credit unions and members. Members benefit from saving money and time when credit unions can provide them with on-demand funds, 24/7.





Chapter News

Alexandria Golf Tournament Raises \$9,000 for Children's Miracle Network



The **Alexandria Chapter** hosted the 11th Annual CU4Kids Golf Tournament at Oak Wing Golf Club. The tournament was a success with the support and participation of Central Louisiana Credit Unions, LCUL, CUNA Mutual Group, and the many generous sponsors. Great food, door prizes, and contests were provided for the players. The tournament raised \$4,500 and with a grant from CO-OP Financial Services Miracle Match Program. Fundraising efforts collected \$9,000 which was donated to St. Frances Cabrini Children's Miracle Network Hospital.

Baton Rouge Chapter YPN Members Join Forces

Members of LCUL's Young Professional Network from Pelican State CU and Campus Federal CU joined forces to volunteer in the Baton Rouge community. They wrapped, sorted and bagged gifts in support of St. Vincent de Paul's Sylvia's Christmas Spirit Project for Children. "We are looking forward to meeting up again for another project in the Baton Rouge community in 2017," commented Chelsea Gstohl, Marketing Manager at Pelican State CU and YPN Steering Committee Member.



Xplore FCU Loves 'Making Groceries'

The team at **Xplore FCU** hit one out of the park for Second Harvest Food Bank in 2016. During the month of November, Xplore's three branches donated several pounds of food and enough funds to provide numerous meals to families in need. "Second Harvest is a wonderful organization that is leading the fight against hunger in south Louisiana. The Xplore family came together to raise awareness and make a difference, displaying the true definition of community involvement," commented Todd E. Pereira, Business Development Manager.



Pelican State CU Refunds \$30,000 in Fees to Flood-Affected Members

Pelican State CU refunded over \$30,000 in fees and deferred over 1,400 loan payments to aid its members affected by the devastating flooding. With 43 employees affected, Pelican experienced the chaos first-hand as businesses closed and residents were evacuated without any access to their accounts. The credit union immediately deployed its Member Relief Plan, which included refunding fees, granting loan extensions and offering Disaster Relief Loans to help members cover unexpected expenses. Pelican also created an online hub for disaster relief efforts, updated daily and provided information on road and school closures, shelter locations, government assistance, volunteer locations, flood assistance and much more. Pelican also provided flood-specific financial education articles from its team of Nationally Certified Credit Counselors on the credit union's blog, Pelican State of Mind.

La Capitol FCU Raises More than \$8,000 for Children's Miracle Network



La Capitol FCU raised more than \$8,000 to benefit Children's Miracle Network hospitals in Louisiana. La Cap collected funds for through a number of fundraising events and also received a generous grant from CO-OP Miracle Match, which matched La Cap's fundraising dollar-for-dollar. Throughout the state, staff sold Children's Miracle Network paper icons at teller windows; one branch held a drive-thru carwash; donations were collected for a staff Miracle Jeans Day; and a branch held a Family Bronco Party. Through the combination of these fundraising efforts and the CO-OP Miracle Match grant, La Cap was able to donate a total of \$8,180 to Children's Miracle Network hospitals in Louisiana.

St. Tammany FCU Board Member Crafts Unique Stain Glass Window

St. Tammany FCU's talented Board Treasurer, Ron Caruso, crafted a beautiful stained glass piece that represents the credit union's pine cone logo.



Pictured is the impressive stained glass window and STFCU Treasurer, Mr. Ron, in front of the window.



Wymar FCU Celebrates Grand Re-opening

Wymar FCU celebrated its grand re-opening, revealing the credit union's newly designed and remodeled offices were revealed. The updated facility, located in the BASF Administration building, features a new ATM, Coin Counting Machine, Teller Cash Recyclers and a beverage station for member convenience. At the grand re-opening, members were treated to food and refreshments. Members also participated in a Scavenger Hunt where they learned about credit union's services, earned \$5 and a chance to win a new iPad Air 2. The ribbon cutting ceremony was conducted by CEO Ronnie Stephens and outgoing President Reggie Gremillion.



GNO FCU Employees Donate to New Orleans Police & Justice Foundation

GNO FCU and employees helped New Orleans First District Police Department by donating \$500 to the Christmas in the First program. This program provides underprivileged children the opportunity to receive Christmas gifts, which included new bicycles this year. Christmas in the First also gives officers the opportunity to interact with children and their families in a positive and social atmosphere.



First Pioneers CU Celebrates the Holiday Season by Volunteering with LARC's Acadian Village

First Pioneers FCU staff volunteered at LARC's Acadian Village for Noel Acadian on December 6, 2016. The staff helped out in Santa's Kitchen Concession, serving food and drinks to festival guests. All proceeds from Noel Acadian directly benefit LARC's Acadian Village and the residential, vocational, and community supports and services at LARC. LARC's mission is to support individuals with intellectual and developmental disabilities in reaching their goals of self-sufficiency, quality of life and self-worth.



La Capitol Wins BBB Award for Ethics in Business

La Capitol FCU has been named winner of the 2016 Douglas Manship, Sr. Torch Award for Ethics in Business by the Better Business Bureau. The Torch Awards are presented to businesses that exhibit the highest standards of ethics in their policies and practices. La Cap received the award due to its demonstrated excellence in management practices, community/investor/stakeholder relations, communications & marketing practices. "We are honored to receive the prestigious Torch Award," said La Cap President/CEO Michael Hooper. "This distinction is a credit to the caliber and dedication of our staff, who practice the highest standards of ethics in everything they do. Congratulations to the entire La Cap team for making us one of the nation's top credit unions."

Children's Hospital Benefits from Campus for Kids Campaign



Campus for Kids, a fundraising campaign hosted by **Campus Federal**, presented Children's Hospital with \$2,000 in support of their organization. During the campaign, Campus Federal made a \$10 donation for every new account opened at its BioDistrict location in New Orleans. The campaign was part of the official opening of the branch earlier this year. "On behalf of our members, we were able to support Children's Hospital and their efforts to continue to make miracles happen," Dawn Harris, President/CEO of Campus Federal, said. "This initiative aligns with our core values and mission of people helping people."

First Street FCU Hosts Joint Celebration

Not only did **First Street FCU** recognize International CU Day with food, drinks and prizes, but also the Grand Opening of their new building in De-Ridder. "We are steadily growing and believe that it has to do with maintaining the credit union philosophy. There is no better way to recognize this success than with a joint celebration that are member-focused. We had a great turnout and really enjoyed meeting with our members in a more casual environment," said Kathy Powell, Assistant Manager.





Kirby Retires After 35 Years of Service

Cheryl Kirby, Senior Vice President at **BRECO FCU**, retired after thirty-five years of service. Cheryl began with the credit union in 1981, serving as the only full time employee until 1986. She wore numerous hats including Loan Officer, Branch Manager, HR Rep., BSA/Security Officer, and Senior Vice President. Cheryl earned a number of awards and accreditations, including Credit Union Compliance Expert (CUCE). "Cheryl's legacy is an unwavering commitment to serving members' needs. BRECO FCU wishes her all the best in retirement," commented Joshua Poole, President/CEO.



Pelican State CU Named Baton Rouge's Best Places to Work for Third Year

Pelican State CU was recently named one of the 2016 Best Places to Work in Baton Rouge, making this the third consecutive year the credit union was honored at the event. The Best Places to Work awards program is a project of the Greater Baton Rouge Business Report, the Greater Baton Rouge SHRM, an affiliate of the Society for Human Resource Management, and Best Companies Group. This survey and awards program was created in 2014 to identify, recognize and honor the best places of employment in Baton Rouge, benefiting its economy, its workforce and its businesses. Pelican ranked number 30 out of the 30 companies honored at the event.



University of Louisiana FCU Wins Paint the Town Red Award



UL Lafayette Alumni Association recently announced the winners of the Paint the Town Red Business Decorating Contest. **University of Louisiana FCU** was awarded Exterior Decorations-First Place and Interior Decorations-Second Place. Paint the Town Red is an annual event aimed at showcasing business and community support for University of Louisiana at Lafayette during homecoming week. Lafayette businesses compete for the best red and white decorations and Ragin' Cajun spirit. A group of local celebrity judges visited participating businesses and selected the winners.

Jarvis Named One of Gambit's '40 Under 40'

Sonya Jarvis, President/CEO of **ASI FCU**, has been selected as one of Gambit's '40 Under 40'. These awards pay homage to some of the brightest and most innovative young people in a range of areas, including health care, crime, literature, education, art, law and more.



CSE FCU Hosts Food Drive to Benefit Local Shelter

Thanks to members, employees and local community partners, the **CSE FCU** Food Drive held during the month of November was a success. By working together, 753 canned goods were collected to provide meals for many of the needy in SWLA during this holiday season! "Everyone at CSE is dedicated to making a difference in the many SWLA communities we serve," said President/CEO, Clark Yelverton. "We would like to thank our members and our staff for their overwhelming response and support of our efforts, and for demonstrating that credit unions definitely make a real difference in the communities in which we serve!"



Condolences

Thomas Atkins

Thomas Atkins, husband of **Kraftman FCU** CEO and LCUL Board Member Tina Atkins, passed away following an extended illness on December 27, 2016 at the Overton Brooks V.A. Medical Center in Shreveport. Our thoughts and prayers are with Tina and her family.



membership @work

For more information on CUNA-League Membership, please contact Lacey Hyer Weaver, LCUL VP of Communications and Public Relations, at lhier@lcul.com or Greg Michlig, CUNA Deputy Chief Engagement Officer, at GMichlig@cuna.coop.



GOOD FOR YOUR MEMBERS AND GOOD FOR YOU.

Member satisfaction and financial security are critical to your success. That's why we continually invest in every aspect of the **TruStage™ Insurance Program.**

Our integrated portfolio includes auto, home, life, accidental death & dismemberment and health insurance to help your members build financial security for their families. Our multimedia marketing intercepts your

members at the right time, in the right place and with the right message. Our customer sales and service experts offer knowledgeable guidance to products that fit.

And it all adds up. With more than 16 million members protected¹ and over 11% year over year non-interest income growth for participating credit unions,² you can feel very good about making TruStage available to your members.

Contact your CUNA Mutual Group representative at 800.356.2644 or visit www.cunamutual.com/TruStage



¹ TruStage Insurance Policyholder Analysis, July 2015

² TruStage Insurance Program Analysis of 2015 non-interest income median growth rates for credit unions with >\$1B in assets

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