



membership @work

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Appropriations Bill a Big Win for Credit Unions

An appropriations bill approved by the House of Representatives on Sept. 14 offers several major victories for credit unions.

Most significantly, the bill keeps NCUA out of the appropriations process, a

provision the CUNA/League system advocated heavily for on Capitol Hill, and contains significant regulatory relief, including changes to the Consumer Financial Protection Bureau.

CUNA engaged heavily with leagues,

credit unions and members to advocate for the adoption of the bipartisan Amodעי-Aguilar amendment, and issued an action alert through its Grassroots Action Center for stakeholders to reach out to their legislators.



Successful Meet & Greet with Rep. Mike Johnson



In November, representatives from ANECA FCU and Bossier FCU joined LCUL staff in welcoming U.S. Representative Mike Johnson at ANECA FCU's Bossier City branch. The congressman voiced his support for regulatory relief and applauded credit unions for the important role they play in the community.

LCUL worked with ANECA FCU to distribute local media advisories prior



to the event. Not only were local news channels on site, but residents of Shreveport stopped by for an opportunity to meet with Rep. Johnson.

A Look Back on Louisiana's Advocacy Accomplishments in 2017...

As LCUL's Governmental Affairs team closes the books for 2017, we are already positioning ourselves for a successful year ahead. It's no secret that this past year brought many changes within our organization, but one thing that stayed constant was our commitment to servicing our credit unions, particularly in the advocacy arena. We pride ourselves on the continuous research, lobbying, and open communication with our partners like Adams and Reese, LLC as well as members of our delegation.



Working with CUNA year-round, what we do at the local level contributes to the progress made on a national level. And while this past year produced a number of political victories for credit unions everywhere, it's important to highlight some of the accomplishments made here in Louisiana.

LCUL distributed a special edition of Pelican Politics last month highlighting our advocacy accomplishments in 2017. [Click here to read the issue!](#)

Expect LCUL to go full speed ahead this next year. Together, we will continue to capitalize on these relationships and aggressively advocate on your behalf, ensuring Louisiana credit unions are protected at all levels.

Digital Ad Campaign Thanking Senator Kennedy for His Continued Support of CUs

CUNA/LCUL launched a digital advertisement campaign to thank Louisiana Senator John Kennedy for his strong support of credit unions. As we previously reported, Senator Kennedy introduced the [Reforming Finance for Local Economies Act](#), exempting credit unions with less than \$10 billion in assets from the regulatory burden imposed by Dodd-Frank.

As part of CUNA's Common Sense Regulation campaign, LCUL has been working diligently with members of congress, urging them to support legislation that provides regulatory relief. We will continue to lobby on your behalf and keep you updated with the latest information.

LCUL distributed a special issue of Pelican Politics highlighting [an open letter that Senator John Kennedy sent to Louisiana credit unions](#). In his letter, Sen. Kennedy states that he will be doing all that I can to reduce the regulatory burden on Louisiana's credit unions".



THESE DAYS, NOT MUCH IN WASHINGTON DC SEEMS TO WORK FOR US

EXCEPT OUR SENATOR, JOHN KENNEDY. He's leading the fight to pass common-sense financial reforms to protect us.



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Advocacy Efforts Pave Way for CFPB Relief

In what is a significant victory for CUNA's 360-degree advocacy efforts, two-thirds of all credit unions that would have been subject to home equity line of credit reporting under the Home Mortgage Disclosure Act (HMDA) will receive direct exemptions under a final rule published by the Consumer Financial Protection Bureau in September.

CUNA strongly advocated for the increased threshold in a [comment letter](#), which applies to credit unions and community banks originating 500 or fewer home equity lines of credit through calendar years 2018 and 2019. The previous threshold was 100.

This is a temporary increase so the CFPB can consider whether to permanently adjust the threshold for data collected beginning Jan. 1, 2020.

CU's See Major Improvement in Final Payday Rule

In another win for America's credit unions, the Consumer Financial Protection Bureau's (CFPB) final short-term, small-dollar rule addressed many concerns shared by CUNA and system partners.

The rule as originally proposed swept in a number of credit unions short-term, small-dollar loan products, and other products such as auto refinance loans.

CUNA wrote a 61-page comment letter in October 2016, outlining why the CFPB should make significant

changes to the proposed rule to ensure credit unions are not impacted.

CUNA meetings with the bureau outlining the same issues date back to when it was first proposed in June 2016, when CUNA's Consumer Protection Subcommittee discussed the rule in a meeting with bureau staff.

Seeing major changes to the rule was a primary goal of CUNA's Campaign for Common-Sense Regulation, launched earlier this year.

Credit Union Refunds Set for 2018, CUNA-backed victory at NCUA

We were pleased with the decision of the NCUA to close the Temporary Corporate Credit Union Stabilization Fund and begin issuing refunds in 2018.

CUNA was the only national trade association for credit unions to advocate for NCUA to close the stabilization fund and merge it with the National Credit Union Share Insurance Fund, thus enabling credit unions to start receiving refunds in 2018. Additionally, CUNA raised concerns about NCUA's proposal to set the normal operating level (NOL) at 1.39% and advocated it be lowered.

Board Chairman J. Mark McWatters and board member Rick Metsger both voted to close the fund and set the normal operating level at 1.39%.



CUNA wrote to the agency saying the proposed NOL was too high, but the agency indicated it was retaining this level to provide additional cushion to the share insurance level if there were to be an economic downturn.

Going forward CUNA will continue to engage with the agency to ensure any raise is merely temporary.



LCUL's 2018 Education Calendar: Most Extensive List of Programs to Date!



LCUL is ready to meet your training needs in 2018 through a variety of educational conferences, workshops, and webinars.

We are excited to provide our credit unions with the most extensive education calendar yet, introducing new learning opportunities like our Leadership Academy (January 24-25) and Financial Technology Conference (May 9-10) while hosting annual favorites like convention and the Louisiana Governmental Affairs Conference.

Can't get away for training? LCUL offers a variety of high quality webinars presented by industry experts, helping you reduce your expenses and avoid inconvenient off-site travel

[Click here to download the 2018 Education Calendar with a complete listing of conferences, workshops, and webinars.](#)

Please note that educational programs will be added to the calendar throughout the year as new topics of importance emerge to the forefront. Look for updates in LCUL's e-newsletters or visit our website.

YOU SPOKE, WE LISTENED: New Leadership Academy Kicks Off LCUL's 2018 Education Lineup



We polled credit unions earlier this fall to ask what topics you wanted training on in 2018. Leadership topics emerged as your top pick so we're kicking off 2018 with a little negotiation, mediation, delegation, communication and motivation.

The demands on leaders in today's credit unions are greater than ever. The contemporary credit union environment insists that leaders have a broader set of skills and knowledge in the areas of communicating & conflict management as well as attracting and engaging a diverse work force.

Join us for this two-day seminar in which Dr. Charles Lankau will dive into the key skills that credit union leaders need today. In this interactive course students will examine contemporary problems and demands that leaders face.

[Click here for more event information and registration!](#)

[VIDEO: Click here to see Charles Lankau share his thoughts on why you should attend!](#)



Check out what some of your peers are saying bout Lankau:

"Must see presenter! Dr. Lankau keeps you on your toes the entire time, engaged with relevant topics and tangible takeaways. His interaction with the class and first-hand experience brings it all together for ease of incorporating at any size credit union." - Michelle Jinks, CEO of Access of LA FCU

"I thought I knew how to negotiate fairly well until I took Dr. Lankau's class at SRCUS. He introduced new ideas and approaches to different situations to help me to think outside of my comfort zone and advance my career." - Lindsay Risinger, CEO of Barton Plant Employees FCU

"Dr. Lankau is a great instructor, he knows how to further break down information for greater understanding while keeping your interest with life stories and examples." - Tobisha Bullock, CEO of CAANO Employees FCU



Weaver Named CUNA 2017 CU Rockstar

Congratulations to LCUL's **Lacey H. Weaver** for being named as a 2017 Credit Union Rock Star! CUNA revealed the 2017 Credit Union Rock Stars, a



collection of credit union professionals and volunteers selected for their outstanding innovations, service and achievements. The special issue honors professionals whose hard work, creativity and enthusiasm have provided a model of service for the entire movement. This year, the program received a record-breaking number of nominations. Winners were profiled in a special issue of Credit Union Magazine.

[Click here to download the issue.](#)

Thibodeaux Promoted to Assistant Vice President, Compliance & CU Support

Danielle Thibodeaux has been promoted to Assistant Vice President of Compliance and CU Support. Danielle has worked in the movement for almost



twenty years. Along with her extensive experience, she also has earned the following designations: Bank Secrecy Act Certified Specialist (BSACS), Credit Union Compliance Expert (CUCE) and Credit Union Enterprise Risk Management Expert (CUERME). Danielle will continue to be your connection to all things compliance. In her new position as a member of the CU Support Team, Danielle will be working with credit unions across Louisiana under the direction of Susie Fair, conducting strategic planning sessions and dues-supported trainings.

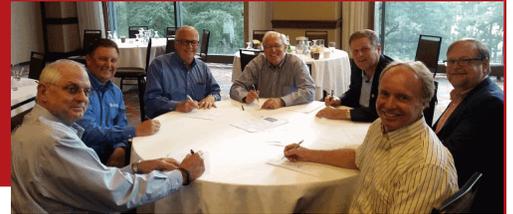
7 Leagues Join Forces to Bring Even More Value to Member CUs

Credit union trade associations from seven states have joined together to form a new company with the goal of offering best-of-class products and services to their 800 credit unions. The Raiffeisen Group, LLC (TRGroup) was formed by the trade associations serving credit unions in **Indiana, Kentucky, Louisiana, Mississippi, Tennessee, Virginia and West Virginia**. Credit unions in these seven states boast a combined 10 million members and \$100 billion in assets.

"It makes sense to join forces and enhance our ability to serve credit unions. This strategic alliance creates a marketplace of 800 credit unions - almost one-seventh of the nation's credit unions - allowing us to pursue business partnerships and collaborative ventures that would not otherwise be possible," said Charles Elliott, President of Mississippi Credit Union Association and Chairman of TRGroup.

TRGroup's goals are to create value for member credit unions through joint service offerings; professional development; group purchasing; and introducing new products and services to market. Ultimately, the company's mission is to empower credit unions to better serve their members, build loyalty, realize savings, and grow revenue. The company is currently evaluating several products and services to determine their potential to benefit credit unions.

"TRGroup will also be the perfect complement to the good work of our individual league service corporations,



which we plan to continue operating independently," said TRGroup Chairman. "TRGroup provides us a new avenue to pursue partnerships on a near-national scale, while our individual service corporations and leagues continue to offer the products and services demanded by credit unions in each of our home states, allowing credit unions to maintain 'local' control of the products and services on which they now depend."

Each credit union association provided startup capital for the new company. TRGroup's Board of Directors will be comprised of the presidents from the seven trade associations with the following Board Officers:

Charles Elliott (Chairman)
Mississippi Credit Union Association

John McKenzie (Vice Chairman)
Indiana Credit Union League

Rick Pillow (Treasurer)
Virginia Credit Union League

Fred Robinson (Secretary)
Tennessee Credit Union League

Wendell Lyons
Kentucky Credit Union League

Anne Cochran
Louisiana Credit Union League

Kenneth Watts
West Virginia Credit Union League





LCUL's Cochran Highlights Tax Reform Bill in Latest Op-Ed

Anne Cochran, LCUL President/CEO, touted the benefits of the bipartisan Economic Growth bill in the op-ed piece published in several papers in the Southeastern U.S. Among the papers the piece was published in were the *Washington County News*, *the Daily Comet*, *The Star*, *Tuscaloosa News* and the *Appalachicola & Carabelle Times*.

"I applaud Anne for conveying the importance of S. 2155, the Senate Economic Relief bill, through earned media," said CUNA President/CEO Jim Nussle. "This legislation would offer mortgage lending relief and additional capital to small businesses to help consumers and communities. I urge you to consider writing a letter to the editor or an opinion piece in your local paper in support of the bipartisan bill that finally puts Main Street ahead of Wall Street."



[Click here to view the op-ed.](#)

Callahan's CUAnalyzer: New Client Experience has Arrived

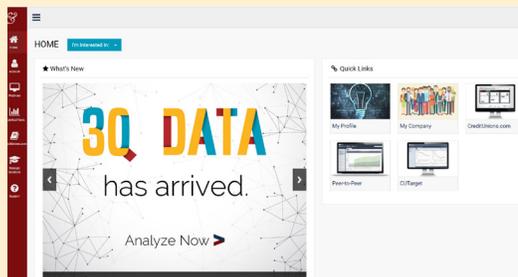
Callahan has spent the past several months upgrading the user experience to make it easier and more efficient to find everything you have access to via Callahan & Associates. The new client portal will allow you to easily:

- Access all of your favorite tools and resources via quick links on the portal homepage.
- Gain an understanding of what you have access (or might not have access to) via your company profile (under Accounts).
- Navigate through content relevant to you by selecting topics of interest via your Account settings
- Access relevant content, case studies, saved articles, and Callahan publications via CreditUnions.com.
- View all upcoming events, live

and web-based, with quick links to register seamlessly via the Webinars section.

- Manage your account, company information, and users using the Account section.

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.



LCUL Promoted the CU Difference with Gas Station TV

LCUL partnered with Gas Station TV (GSTV) and CU Solutions Group (CUSG) to support the great credit union story, increase awareness and engage new members. During International CU Week, GSTV aired a 20-second commercial reminding people that credit unions assist members in life's major financial decisions. The ad included the URL for the smarterchoice.org website, where potential members can find a credit union to join.

The week-long promotion was shown at 222 stations, delivering over 780K impressions!

[Click here to view the ad.](#)



"Callahan provides the gold standard for customizable credit union analysis. This analysis tool is vital in decision making and in understanding how to improve financial performance. I am excited that we can provide this service to our affiliated credit unions."

-Susie Fair, LCUL Senior Vice President of CU Support



LCUL's Young Professionals Network Going Full Speed

YPN Steering Committee Elects New Leadership

Young Professionals Network (YPN) Steering Committee held their meeting in Lake Charles where the group elected new officers to lead the network of nearly 400 professionals in Louisiana.

The newly elected officers that will guide YPN initiatives across the Louisiana include:

Michelle Jinks, Chair
Access Of Louisiana FCU

Lynette Hazelton, Vice Chair
Heart of Louisiana CU

Chelsea Gstohl, Secretary
Pelican State CU

Spence LaCroix-Lusk, Treasurer
Jefferson Financial FCU

"The young professionals now are the future of our movement. I look forward to working with these future leaders in Louisiana by helping provide opportunities to foster professional growth and development", says Jinks. There are several ways the committee wants to make this happen: a state-wide financial literacy project for International Credit Union Day (done!), free Leadership Boot Camps in November (done!), and plans for the YPN Workshop slated for Spring 2018.

YPN was developed in 2011 to provide networking, development, and growth opportunities for Louisiana's young credit union professionals. To learn more about the network, visit the YPN page on the [League's website](#).

YPN 1st Annual Boot Camp a Huge Success



The Young Professionals Network hosted its first state-wide boot camp from November 7 - 9. Completely free for YPN members, the boot camp was offered in three locations across Louisiana (Baton Rouge, Lake Charles and Monroe) spanning over three days!

Pelican State CU CEO Jeff Conrad presented on the topic "Leadership From Any Level," which included group activities and discussions. Lunch was provided, and credit unions in each area offered to hold the events in their training rooms. Sixty-five YPN members attended, and everyone went home with great takeaways that they could immediately start putting to work.

"Jeff's enthusiasm for the credit union movement needs to be bottled and sold."

YPN Members Read to 800+ Children for International CU Day CHECKOUT THE VIDEO!

Louisiana's YPN members in chapters across the state joined forces to make a large impact on our state's youth this International Credit Union (ICU) Day!

YPN members used the week of ICU Day to get engaged with and educate our state's youth on spending, saving and sharing money. They read and distributed copies of *The Bernstein Bears' Trouble with Money* to students across Louisiana in schools and at libraries! The books were purchased by the YPN, and they had ICU Day stickers inside to spread the word about the credit union movement even farther when they took the book home to show their parents.



Thank you to all YPN members who participated, and thank you to all of the credit unions who donated their team members' time to join in the festivities.

[Click here to watch a slideshow of all pictures from the event.](#)





Louisiana Credit Unions Collaborate...

More than \$25,000 Given Back to Local Businesses During CU Lunch Local!

\$100,000 Given Back to Local Businesses Since 2013!

Congratulations and a huge thank you to ALL Louisiana credit unions that participated in our 2017 CU Lunch Local. An overwhelming \$25,000 was contributed back to local businesses through this effort.

Since LCUL launched CU Lunch Local in 2013, Louisiana credit unions have given back more than \$100,000 to local businesses.

"Showing up at local establishments and supporting their efforts on behalf of the movement may seem like something small, but it leaves a huge impact. It's not what you spend; it's the fact that we are supporting the communities we serve. To them, that's priceless," commented Lacey H. Weaver, LCUL VP of Communication and Public Relations.



[Click here to view the highlights!](#)

Baton Rouge Golf Tournament Raises \$39k for Children's Hospital

More than \$39,000 was raised for Our Lady of the Lake Children's Hospital when Baton Rouge Telco Federal, Campus Federal, EFCU Financial, Neighbors Federal and Pelican State CU joined together to host the Baton Rouge Area Credit Union Charity Golf Tournament. The 14th annual tournament, held on October 23, boasted record participation with 36 teams registered.



Daniel Fields, Director of Children's Miracle Network Fundraising, shared his favorite part of the tournament:

"The collaboration of our Baton Rouge credit unions, especially our organizing committee, is what makes this event so special. In no other industry do you see competing organizations rallying together to support one cause like this group does for Our Lady of the Lake Children's Hospital. This was the largest attendance in the history of the tournament, and it reflects how passionate credit unions are in support of helping kids get the best healthcare close to home."

The second floor Pediatric Surgery Waiting Area in the new freestanding hospital will be named in honor of the Baton Rouge Area Credit Unions. Over the last six years, more than \$200,000 has been raised for Our Lady of the Lake Children's Hospital through the annual golf tournament.

Louisiana CUs Awarded NCUA Grants

More than \$1.8 million in grants will help low-income credit unions expand digital services to underserved communities, provide leadership training, and improve cybersecurity. The following Louisiana credit unions were 2017 grant recipients:

Digital Services & Security Initiatives

- Alexandria T & P
- Calcasieu Teachers & Emp.
- District 08
- Dresser Alexandria
- Louisiana Catholic
- Northwest Louisiana
- Valex

Leadership Development Initiatives

- Access Of Louisiana
- Iberville
- LES
- Red River Mill Employees
- Section 705
- Total Choice
- University Of Louisiana
- UNO

Small LICU Capacity Initiatives

- Rapides General Hospital Emp.

Additionally, 23 low-income credit unions in 17 states have been awarded \$536,000 in grants to support outreach to underserved members. Congratulations to three Louisiana credit unions awarded with grants:

- Greater New Orleans
- University of Louisiana
- UNO

The grants, funded by the Community Development Revolving Loan Fund, will help these credit unions provide financial literacy coaching for members in low-income communities and enhance economic opportunities in underserved communities.



New Faces, New Roles...

CSE FCU Congratulates Tammy Peloquin Consumer Lender Supervisor

Tammy Peloquin was named CSE's Lake Charles Branch Consumer Lending Supervisor, where she will oversee CSE's Consumer Lending staff. "Tammy is a tremendous addition to our team," said Bob Rust, CSE's Chief Lending Officer. "Her strong lending background and credit union experience will be instrumental in delivering value to our members and supporting our growth here in Southwest Louisiana." Tammy has more than 21 years of experience in the financial industry. Past positions include Loan Interviewer, Branch Manager, Assistant Vice President and Consumer Lender roles within the financial industry.



Jeff Johnson Joins CSE as New Interim Construction Loan Officer

CSE FCU announced Jeff Johnson as the new Interim Construction Loan Officer. "We are delighted to have Jeff come on board. His residential construction and lending experience are sure to be an asset to our community. Interim loans are important to CSE. This is all a part of what we do at CSE and he is the perfect fit for our credit union culture." Rust commented. Johnson comes to CSE FCU with over 40 years of experience in the financial industry and 20 years as a Branch Manager at JD Bank.



Neighbors FCU Announces Randy Pastuszek as Vice President of Enterprise Solutions

Neighbors FCU is proud to name Randy Pastuszek Vice President of Enterprise Solutions. Randy started with Neighbors nine years ago as a Financial Services Officer. He later served as a Business Services officer and most recently as Assistant Vice President of Enterprise Solutions. Pastuszek had a key role in launching Neighbors Enterprise Solutions Department in September 2016. Randy was charged with hiring and training all new department trainees from the ground up with the assistance of a focus group. "Randy has demonstrated the drive to do what is necessary to continue to enhance our credit union," Neighbors president/CEO Steve Webb said. "He did an incredible job launching our Enterprise Solutions department, and we're confident the department will continue to thrive under his leadership."



Lafayette Schools CU Sends Ten Teachers on Back To School Shopping Spree

Ten lucky teachers were the winners of a \$250 Back to School Shopping Spree hosted by Lafayette Schools CU. To enter the giveaway, teachers had to register on the credit union's website and tag three of their teacher friends on Facebook. "It's no surprise that teachers will often spend their own money to make purchases for their classrooms so it was very rewarding to give back and help reduce some of those expenses," said Connie Roy, President/CEO of Lafayette Schools CU. The giveaway was very well received by the teaching community and there were over 1,300 entries by the end of the registration period. Once the ten winners were randomly drawn, each were given \$250 to spend on whatever items they needed for their classrooms.



ASI FCU Hosts Grand Opening, Ribbon Cutting Ceremony for New Mid-City Marketplace Branch

ASI FCU hosted the Grand Opening of its Mid-City Marketplace branch. The new branch signifies ASI's customer-centric strategy that will extend beyond standard banking transactions and activities. Credit union members as well as community residents will be invited to participate in educational workshops designed to expand their knowledge of financial concepts and success strategies. During the ceremony, Sonya Jarvis, ASI President/CEO commented on the significance of the new branch. "While this branch is full service and can accommodate a wide range of banking needs, we are most excited about this being our first step in reinventing the way we serve our customers. By redesigning the branch process and leveraging technology to reduce transaction times, ASI's financial advocates will spend more time offering expert financial advice and education". The Mid-City branch will not only focus operations on finding customized financial solutions and opportunities, but serve as a catalyst to bring much-needed financial education to customers and the broader community.





Lake Charles Municipal FCU merges with Access of LA FCU

The membership of LC Municipal FCU approved a merger with **Access of Louisiana FCU**. This merger offers members of LC Municipal FCU an expanded branch network as well as market-leading products and services, including online and mobile banking platforms. Brian Burton, Board Chairman, says, "Our vision is to represent what our name already signifies - a credit union that gives consumers access to the financial resources they deserve. We will continue to carry LC Municipal FCU's tradition of serving members while providing the latest innovative financial tools."

New Orleans Firemen's FCU Donates Chili Cookoff Proceeds to Children's Hospital Guild

New Orleans Firemen's FCU (NOFFCU) staff attended the Children's Hospital Annual Fall Luncheon & General Membership meeting at Chateau Golf & Country Club. Several NOFFCU employees are members of the Guild, four of which hold positions on the Board of Directors. At the luncheon, NOFFCU presented Children's Hospital Guild with a donation of \$3,500 which were the proceeds from taking 2nd place in Xpress Data Inc's (XDI) Fifth Annual Credit Union Chili Challenge in San Diego, CA. Vickie Wilson, Guild Vice President elect and NOFFCU Executive Coordinator said, "We were thrilled to donate the money from the Chili Challenge to the Guild. This was a great event, and we are happy to take part and support our charity of choice."



University of Louisiana FCU Celebrates Grand Opening of New Branch

The **University of Louisiana FCU** celebrated the grand opening of its new Main Branch at 805 Bertrand Drive in Lafayette on September 13. Event attendees toured the branch and enjoyed food, fun and prizes throughout the day. A ribbon cutting was held with representatives from UL Lafayette, UL Lafayette Alumni Association, South Louisiana Community College and One Acadiana. "We're extremely excited about this new full-service branch location," said Debbie Kidder, UL FCU President and CEO. "The Main Branch offers members additional access to our services and plenty of parking." Services include tellers, checking and savings accounts, loans, mortgages, financial counselors, drive-thru and a drive-thru ATM. The Campus Branch remains open to serve members. Both branches are part of the CO-OP Shared Branch network and welcome the members of participating credit unions.



St. Tammany FCU Celebrates Grand Openings of Two New Branches



St. Tammany FCU celebrated the grand opening of its new Covington Branch at 69090 Hwy 190 East Service Rd and the grand opening of its new Slidell Main Office Branch at 550 Pontchartrain Dr. During the celebrations, members spun the "Rate Wheel" for GRAND loan rates ranging from 0.99% - 4.99% and ribbon cuttings were held. "We are now positioned to better serve our members," said Glenda Rushe, STFCU CEO.



Zellco FCU Helps Make Thanksgiving a Little Brighter for Those in Need

In November, **Zellco FCU** put the credit union philosophy into action. Carol Nobles, CEO/President of Zellco FCU, presented Mr. Hayman with a \$500 check to "The Help Center" of Bogalusa, LA to help families in need during Thanksgiving.





Willis Knighton FCU Works with Members to Raise Money for Hurricane Victims

To help those affected by the recent hurricanes, Willis Knighton FCU collected donations from staff and members. Because of their generosity, the credit union was able to make a donation to the foundation in the amount of \$1,415.66. "It was imperative that we give back to our neighbors in Texas in their time of need. This is what credit unions are all about. It's why we exist," commented Courtney Barrett, President/CEO.



Ascension CU Wins Big

Ascension CU

has been voted 1st Place in the People's Choice Awards - "Best of Ascension Parish"



categories of Best Credit Union, Business with Best Customer Service, Best Mortgage Lender and Best Place to Work. The Gonzales Weekly Citizen and the Donaldsonville Chief conducts this annual poll from the community regarding the overall BEST in class for a variety of business service categories. The publications stated that over 170,000 votes were cast. Lloyd Cockerham, Ascension CU President/CEO stated, "As Ascension Parish's only community financial institution dedicated to serving only Ascension Parish residents, we're excited and honored to receive such important recognitions from the community we serve! We appreciate our members' support, loyalty and dedication!"

Pelican State CU Celebrates 7th Annual Kickoff at Peabody Magnet High School Branch

Pelican State CU and Peabody Magnet High School hosted the 7th annual kickoff party for their student-operated branch on October 10. At the party, students made transactions, participated in the ribbon cutting ceremony and spent time with Petey the Pelican. The branch is open every Wednesday that school is in session. Students from Ms. Eldridge's business class are able to assist in the branch throughout the school year, giving them a leg up in the job market post-graduation. Pelican State CU is proud to be investing in the financial futures of the students.



Zellco FCU Awards Special Scholarship

Carol Nobles, President/CEO of Zellco FCU, presented a scholarship check to Quanshondra Morris, a practical nursing student of Northshore Vocational Community College. Northshore Technical Community College held their yearly scholarship ceremony on Friday, November 17, at the institution's Sullivan campus in Bogalusa, LA. The scholarships are made possible thanks to many local business such as Zellco FCU.



Neighbors Employees Volunteer Throughout the Community as Part of Neighbors Day

Neighbors

branches were closed October 9, for Columbus Day. However, on this holiday, Neighbors staff gave their day off back to the community. More than 250 Neighbors employees volunteered at more than 20 charity organizations in our area. Some of the organizations Neighbors helped out included: the Greater Baton Rouge Food Bank, Baton Rouge Children's Advocacy, Rebuilding Together Baton Rouge, Companion Animal Alliance, St. Agnes Soup Kitchen, Cancer Services of Greater Baton Rouge, Society of St. Vincent De Paul and many other outstanding groups. More than 70 Neighbors employees volunteered at the Greater Baton Rouge Food Bank. Staff helped prepare more than 36,000 pounds of food to feed more than 16,000 families in need. "Our team went out and made an impact," Neighbors president and CEO Steve Webb said. "From rebuilding flooded homes to serving up hot plates of food for those in need, I'm very proud of our efforts."





Lafayette Schools CU Donates To United Way Stuff The Bus Campaign



Lafayette Schools CU donated \$830 plus hundreds of school supply items to the United Way Stuff the Bus campaign. The credit union served as an official donation location for the campaign and provided bins for donations from members and staff alike. Logo decals were also on sale for \$2 at all branches. Members and staff who purchased the decals could write their names on it and stick them to the teller lines. "I'm amazed at the generosity of our members and staff," said Connie Roy, President/CEO of Lafayette Schools CU. "This is a great example of what can be achieved when we put our resources together."

Xplore FCU Loves 'Making Groceries'

The team from Xplore FCU once again partnered with Second Harvest Food Bank to provide food for families in need. During the month of November; Xplore's three branches donated 352 pounds of food. "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." commented Todd E. Pereira, Business Development Coordinator.



EFCU Financial Ranked Best Places to Work in Baton Rouge

EFCU Financial was named as one of the 2017 Best Places to Work in Baton Rouge and was the highest ranked financial institution at #4. This year, there were a total of 33 honorees selected from a larger group of applicants. 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 businesses.

Jambalaya Sale Hosted at Neighbors FCU Branch Raises \$3,370 for Pat's Coats for Kids



Coldwell Banker One hosted a jambalaya sale to benefit Pat's Coats for Kids. As a co-sponsor of the charity campaign Neighbors proudly stepped up to provide a location for the event. The Neighbors branch on Perkins Road made for the perfect venue. Former Jambalaya Jam champion, Chad McCann prepared the jambalaya for the event. More than 300 plates were sold, and there were many generous donations that contributed to the total amount. All proceeds went to Pat's Coats for Kids. Pat Shingleton of WBRZ did a live broadcast from the sale. This is Neighbors 9th year serving as an official sponsor for Pat's Coat's for Kids. Last year, Pat's Coats for Kids collected more than 237,500 coats and \$91,489 for children in need. "Pat's Coat for Kids is an incredible charity event," Neighbors President and CEO Steve Webb said. "Neighbors is always looking for a way to give back to the community. Since we opened our doors in 1954, family, charity and caring for the community have been cornerstone values of our credit union. Pat's Coats for Kids embodies of all of these values."

ASI FCU Hosts a Fundraising Drive for Back to School

With continued efforts of community support, ASI FCU held a Back to School Fundraising Drive. All monetary donations were contributed to local schools to help purchase much needed supplies and fund school-based initiatives for this upcoming school year. In partnership with their sister nonprofit, A Shared Initiative, Inc. and generous support from members, ASI FCU raised more than \$2,700 during the Back to School Fundraising Drive. Sally Hoffstadt, VP of Marketing, mentioned, "The care and response from the community was heartwarming. While this donation provides a small level of support for selected schools, we know this is just the beginning". In addition to cultivating volunteering and partnering opportunities throughout the school year, recipients will use the donated funds for several initiatives including career days and student financial education.



Pelican State CU Completes Two Mergers In 31 Days

Pelican State CU merged with St. Landry FCU and St. Jules CU on November 1 and December 1, 2017, respectively. St. Landry FCU chose Pelican State CU due to its current presence in Opelousas and its long-time commitment to serving the underserved. St. Jules CU selected Pelican State CU because of its commitment to providing financial education in schools and its ability to maintain strong relationships with members and businesses in Lafayette without previously having a physical branch in the area.



Cockerham and Stelly Earn CUDE Designation

Louisiana has two new Credit Union Development Educators (CUDEs) ready to take on the credit union world. Congratulations to Lloyd Cockerham (Ascension CU) and Pamela Stelly (Maple FCU) for completing the rigorous requirements to become DEs. During the week-long program, participants were involved in group exercises, field trips, discussions with speakers from around the credit union system, and were required to complete team projects proposing solutions for credit unions to help alleviate or eliminate challenging situations in any given area. For this training's final case studies, participants worked through and presented solutions to critical issues that included financial stability among young adults and families, credit union board development, building microfinance programs in the Philippines, credit union solutions to predatory lending, the increasing issue of homelessness in America, and rejuvenating a stagnant credit union.

La Capitol FCU Sponsors Dream Teachers Finalists and Semi-Finalists

La Capitol is proud to announce its continued sponsorship of Dream Teachers, a non-profit that recognizes and rewards educators who model instructional excellence and dedication to serve the needs of their students. This year, La Cap sponsored four finalists and semi-finalists for the Teacher of the Year and Principal of the Year awards. In addition to providing sponsorship support to Dream Teachers for the ninth consecutive year, La Cap President/CEO Michael Hooper also sits on the Dream Teachers Board of Directors, which is comprised of prominent business and non-profit leaders from around the state. Founded in 2008, the goals of Dream Teachers are to raise public awareness of the social and economic impact that teachers have and to advance the cause of having a quality teacher for every child.

Post Office Employees CU Holds a Supplies Drive for Hurricane Harvey Relief

In response to Hurricane Harvey, Post Office Employees CU (POECU) hosted a supplies drive to donate to Second Harvest's relief efforts. For three weeks, POECU members and staff donated to the drive. Among the items collected were water, diapers, nonperishable food, cleaning supplies, and toiletries. On September 19, POECU President Sydney Parfait, Executive Vice President Joe Battaglia, and Marketing Specialist Rachel Morris dropped off the supplies at Second Harvest. The donations filled up three pallets.



First Pioneers FCU Celebrates the Holiday Season by Volunteering at LARC's Acadian Village

First Pioneers FCU staff volunteered at LARC's Acadian Village for Noel Acadian on November 26. 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.



Neighbors Raises More Than \$7,000 During Real Men Wear Pink Campaign

Neighbors FCU participated in the American Cancer Society's Real Men Wear Pink campaign during the month of October. The Real Men Wear Pink campaign looks to community leaders to raise awareness and money to fight breast cancer. Neighbors nominated President/CEO Steve Webb as its candidate for this cause. Webb finished as the runner-up in our area's campaign by raising \$7,040. The original goal was to raise \$2,500, and Neighbors nearly tripled that. The funds raised will be used by the American Cancer Society for patient and family support services," Webb said. "Breast cancer related deaths have declined 38% over the past 25 years. But until that number is 100%, there is work to be done."



Heart of Louisiana CU Strengthens Executive Team

Heart of Louisiana Credit Union recently celebrated the promotion of three members of management on their new roles. Leann Ball was promoted to Executive Assistant, Mike Briggs was promoted to Vice President of Information Security, and Valarie Montgomery was promoted to Vice President of Human Resources. President Cindy Beauregard expressed her excitement and confidence with the recent promotions. "I am very proud of how Leann, Mike, and Valarie have helped mold Heart of Louisiana Credit Union into what it is today. I look forward to working with our new Executive Team to move our credit union forward."



Neighbors Annual Clay Shoot Event Helps to Raise \$18,862 for Mental Health Charity

The Neighbors Capital Area Foundation's "Clays For A Cause" helped to raise \$18,862 for the Mental Health Association for Greater Baton Rouge. The Neighbors Capital Area Foundation is an initiative by **Neighbors FCU** to provide support for community service organizations our area. The event raised \$9,431 dollars, which was matched dollar-for-dollar by a grant from the Huey and Angelina Wilson Foundation. Neighbors served complimentary breakfast and lunch, and a silent auction was open throughout the day. "Mental health and substance abuse is an epidemic in our community," Neighbors president/CEO Steve Webb said. "The Mental Health Association of Greater Baton Rouge is a great organization in need of these funds, so we were glad to help out."



Leininger Elected to National Federation's Board of Directors

Shasta Leininger, Chief Development Officer for **New Orleans Firemen's FCU (NOFFCU)**, was recently elected to the National Federation of Community Development Credit Unions Board of Directors. The Federation's mission is to help low- and moderate-income people and communities achieve financial independence through credit unions. Shasta has been working closely with the Federation on the Pathways to Financial Empowerment Program since 2015 as a participant and an advocate for the beta project.



Xplore FCU Partners with Jefferson Dollars for Scholars



Xplore FCU announced a new partnership with Jefferson Dollars for Scholars to expand access to educational opportunities for Jefferson Parish Public School students through scholarships and academic support. Xplore has agreed to donate a college scholarship and a summer academic enrichment scholarship. The Xplore FCU college scholarship will be awarded to a senior in the Jefferson Parish Public School system who has high moral character and a strong desire to succeed. The scholarship will be spread out during all four years of the recipients academic career. The scholarship also includes a laptop that ensures he/she is fully prepared for college. The Xplore FCU summer academic enrichment scholarship will provide one deserving student the opportunity to attend an education based summer program such as space or computer camp. Additionally, Xplore CEO Rafael Rondon has been asked to join the Jefferson Dollars for Scholars Board of Directors, giving him an opportunity to promote Xplore and improve their footprint in the Jefferson Parish Public School System. CEO for Jefferson Dollars for Scholars, Lisa Conescu and her Development Director, Tricia O'Hara joined Business Development Coordinator, Todd E. Pereira during the check presentation.

Pelican State Credit Union Gives Away Over 300 Free Car Washes

Pelican State CU gave away 309 free washes at locally-owned and operated Speedy Pete's Car Wash in Alexandria. From 2 - 5 pm, everyone who attended the event also received an air freshener as well as the opportunity to win \$100 and free car washes for a year! Credit union membership was not required and no purchase was necessary to receive the free car wash. The Pelican team had a great time spreading the word about credit unions and what they have to offer with each car!



Condolences

Vahid G. Parvazi, husband of Gay Parvazi (UNO FCU) and father of Armand Parvazi (Xplore FCU), passed away on Sunday, September 10. Vahid began his 24-year commitment to the credit union industry with Louisiana Corporate CU where he served as Chief Operating Officer, followed by Southwest Corporate FCU as Vice President of Sales (now Catalyst Corporate FCU). In 2008, he dedicated his energies to his passion, the construction and restoration of homes in St. Bernard Parish.



membership @work

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