

MEMBERSHIP IN ACTION



Louisiana
Credit Union League



In this **Membership in Action** update, we recap the second quarter and year-to-date benefits extended to your credit union as a valued member of the Louisiana Credit Union League.



EDUCATION & TRAINING

- **6** education programs hosted statewide
- **33** webinars offered
- **45** CU Trainings Conducted
(**20** staff, **25** volunteer trainings delivered)
- **7** facilitated planning sessions
- **33** webinars offered



ADVOCACY

- **535** enrolled in payroll deduction
- **4** Louisiana Reps. Sign Joint Letter to Department of Justice in support of resolving ADA Issues
- **2** successful meet & greets
- **1** comment letter submitted
 - New Payday Alternative Loan

In case you missed it:

- LCUL distributed [official annual meeting notice](#) with proposed bylaw change.
- LCUL meets with LOFI; echoes concerns of state chartered CUs
- TRG hosting first training event in September: [Human Resources University](#)
- Updated disaster preparedness information and resources available on [our website](#); new to the list of resources are recovery case studies and a hurricane preparedness digital toolkit.

NEWS & PUBLICATIONS



- **296** mentions in local media during 2nd Qtr
 - **48.7%** Web Clips
 - **30.2%** Newsclips
 - **21.1%** TV Clips
- Credit Unions received **\$1,597,304** in earned media
- **54,191** messages sent to Louisiana credit union professionals/volunteers:
 - eNews: **12**
 - League Updates: **4**
 - Education Newsletter: **3**
 - Compliance Lagniappe: **5**
 - Press Releases: **1**
 - Pelican Politics: **3**
 - Membership @ Work: **1**
 - President's Perspective: **1**

COMPLIANCE & RESEARCH



- Policy Pro: **492** logins from **62** credit unions
- InfoSight: **744** logins from **48** credit union
- Compliance Support: **138** calls/emails fielded

COOPERATIVE INITIATIVES



- **71** people attended the 2018 YPN Workshop
 - **5** reverse crashers in attendance
- A spike in Lucky Lagniappe numbers:
 - **647** account holders collectively saved **\$129,248** in just **5** short months



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DID YOU HEAR THE NEWS?

SRCUS WRAP-UP: 14 Louisiana Professionals Represented in Georgia, 4 Successfully Complete 3-Year Program

The 2018 session of the Southeast Regional Credit Union School (SRCUS) wrapped up in June on the University of Georgia campus. Louisiana was well represented by fourteen professionals from twelve different credit unions at the three-year program. We extend our congratulations to the four Louisiana students in the 2018 graduating class:



- **Angie Baker, Heart of Louisiana FCU**
- **Ashley Neal, Pelican State CU**
- **Pegeen Singley, Centric FCU**
- **Yolanda Whitmore, Neighbors FCU**

Second year students also apply the knowledge gained from the on-site sessions to written projects that require strategic analysis of their credit unions while Third year students write and present whitepapers focused on relevant issues facing the credit union industry.

Additionally, Louisiana had two award winners this year:

- Second year student **Stefanie Lux** of **Ascension CU** received Honors of Excellence on her analysis project of Ascension.
- Third year graduate **Yolanda Whitmore** of **Neighbors FCU** was part of an Honors of Excellence award winning whitepaper team for "Violence in the Credit Union Workplace".

Yolanda walked away from her SRCUS experience feeling inspired and found herself quoting William Arthur Ward "The mediocre teacher tells. The good teacher explains. The superior teacher demonstrates. The great teacher inspires."

Campus Federal CEO To Retire At The End Of The Year

Campus Federal CU

announces that President and CEO, Dawn Harris, will retire at the end of the year. Harris' expansive 35 year career at Campus Federal began in 1983 when the Credit Union only had three branches serving LSU and 37 employees. Today, Campus Federal serves over 54,000 people throughout Baton Rouge, New Orleans, and Shreveport. "My driving purpose was to help others and I have been able to do just that at Campus Federal," said Harris. "I believe there is no greater purpose than to help others. Thank you for giving me the opportunity to fulfill that purpose for 35 wonderful years," Harris said when speaking about her work throughout the years at Campus Federal."



Meritus CU Supports Hospice of Acadiana Foundation

Meritus CU recently partnered with Hospice of Acadiana Foundation as an outlet for their 18th annual "Hit the Road" raffle ticket sales. The raffle sales were available through



all four branches located throughout Acadiana, March 28 through May 18. In addition to ticket selling, Meritus CU donated on behalf of its members \$1500 to assist with fundraising. "We are so pleased with the phenomenal success with the sale of tickets this year for a wonderful cause. Thanks to all!" said Connie Roy, Meritus CU President/CEO.



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DID YOU HEAR THE NEWS?

Greater New Orleans FCU Announces 2018 Enola M. Fee Scholarship Winner

Greater New Orleans FCU (GNO FCU)

has selected Derrick Graham, Jr. as the recipient of their 8th Annual \$1,000 Enola M. Fee Scholarship Award. Derrick is graduating from Ben Franklin High School and will be attending Morehouse College in Atlanta, Georgia where he will study law and political science. The Enola M. Fee Scholarship was established in honor of a distinguished board member who devoted many years of volunteer service to GNO FCU. The scholarship is given annually to a qualified graduating high school student to assist in the expenses for college. Selection criteria included academic performance and essay presentation on the topic, "How Do You Hope to Deliver the Philosophy - not for profit, not for charity, but for service - Throughout your Life's Journey and What this Philosophy Means to You".



Ouachita Valley FCU Joins Forces with State Police for Child Passenger Safety Event, Supplies Free Car Seats

On May 11, **Ouachita Valley FCU** hosted an event with Louisiana State Police and St Francis Medical Center. The Louisiana Safety Passenger Task Force conducted free car seat inspections and answered questions to those in need. This free child passenger safety check event was a great opportunity for caregivers to ensure their child is in an age and weight appropriate child restraint and to have that child restraint checked and/or installed free of charge. Ouachita Valley FCU supplied car seats to those who were in need at no charge. The credit unions also partnered with one of their SEG groups, St Francis Medical Center, where the staff performed blood pressure and BMI evaluations for anyone interested at no charge.



Louisiana FCU Awards \$2000 Scholarship to High School Senior

Haley St. Martin, a graduating senior at St. Charles Catholic High School, was awarded the Ronald E. Thomas Memorial Scholarship on behalf of **Louisiana FCU**. St. Martin's outstanding scholarship submission was selected among other graduating senior student entries. Haley was named the salutatorian of her graduating class and plans to attend medical school to become a pediatrician. The \$2000 scholarship honors the late Ronald E. Thomas for his local and national contributions to the credit union movement. Thomas, who passed away in 2002, was a board member of Louisiana FCU for more than 65 years.



University of Louisiana FCU Celebrates 60th Annual Meeting

University of Louisiana FCU celebrated its 60th Annual Membership Meeting on Wednesday, May 2 at the UL Lafayette Student Union Atchafalaya Ballroom. Members enjoyed a complimentary lunch, door prizes and a photo booth. The 2017 annual report was unveiled with the theme of "Your Financial Goals, Our Priority". Oliver Blanchard, Albert Glaude and Loretta B. Tauzin were re-elected to three year terms on the Board of Directors. Debbie Kidder, President and CEO was recognized for 40 years of service and Melanie Riedl, Vice President-Development & Strategic Initiatives was recognized for 10 years of service.





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Maple FCU Awards \$5,000 in Scholarships

For the third consecutive year, **Maple FCU** has shown a dedication to their up and coming members through their scholarship program. Over \$15,000 in scholarships and stipends have been awarded to members of Maple FCU pursuing further undergraduate education. The credit union proudly presented nine (9) finalists at their 2018 Annual Membership meeting on March 21. The board of directors were anonymously presented information on each finalist along with their required essay. The Outstanding Scholar for the \$2,000 Maple FCU scholarship was Jett Miller. In addition, three additional \$1,000 scholarships were awarded by random draw from the remaining finalists. Those recipients are Benjamin Bourg, Jayraya Jeanlouis and Kate Roy. All remaining finalists received a \$100 stipend to put towards their education. "We are proud of the dedication exhibited by these awesome young men and women. A 'well done' also goes out to their supporters at home and in the education system for helping these students reach these milestones. Congratulations scholars and families," commented Pamela Stelly, President/CEO of Maple FCU.

Campus Federal Participates in LCMC Hospital Week at New Orleans East Hospital

Following their mission of community service and 'people helping people', **Campus Federal** employees participated in LCMC's Lagniappe Employee Rewards Program as part of



Hospital Week at the New Orleans East Hospital. As a business partner, Campus Federal employees provided information on products and services and the many benefits available to employees of the hospital.

Pelican State CU Celebrates St. Jules Branch & Lafayette Community

The line wrapped around **Pelican State CU's** St. Jules branch in Lafayette as the credit union gave away 500 pounds of free crawfish to members on May 9. Along with free crawfish,



guests enjoyed games, refreshments and a 55-inch TV giveaway at the grand opening celebration. Local business leaders, residents and representatives from One Acadiana Chamber showed their support for the credit union at a ribbon cutting ceremony and branch blessing led by Pelican CEO Jeffrey K. Conrad and St. Jules Deacon Reggie Bollich. The credit union also hosted a free Financial Wellness Workshop at the St. Jules Church Meeting Hall the night before the celebration. Pelican's Director of Financial Outreach shared everything the 64 guests needed to know about understanding credit reports and scores. Pelican merged with St. Jules Credit Union in December 2017, welcoming four new team members and many long-time St. Jules CU members to its financial family. Pelican installed a branch mural along with composing a booklet and blog post reflecting on its rich history. Guests also dined on the traditional meal of St. Jules CU's Annual Meeting, a spaghetti supper, at the grand opening celebration. Knowing St. Jules CU had a vibrant history, Pelican sought to preserve and celebrate the credit union's story.



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Ascension CU Sweetens Up the Community

On Friday, May 4, **Ascension CU** (ACU) held their latest "Random Act of Kindness" at Amazing Glaze Donuts in Gonzales. ACU employees volunteered from 6:30 am to 9:00 am giving out free donuts and \$25 vouchers to every person that walked through the door. Students, children and adults were smiling ear to ear as they found out that their donuts were free of charge. Donald Main, owner of Amazing Glaze Donuts, was very appreciative of the support that ACU gave to his small business. On that same day, it was International Firefighters Day. Once ACU finished at Amazing Glaze Donuts, they purchased eight dozen donuts and visited local fire departments to surprise them with free donuts. ACU wanted to show their gratitude towards the firefighters for all the hard work and care that they do! Every couple of months, ACU will create an event that they call a "Random Act of Kindness". Their "Random Act of Kindness" allows them to surprise Ascension Parish residents and visitors with a kind act.



Neighbors FCU Awards \$15,000 in Tuition Assistance to 9 Local Students

Earlier this year, **The Neighbors Capital Area Foundation** announced its newest initiative, the Neighbors Way Tuition Assistance Award. Neighbors is proud to announce nine winners.



Schools participating in the Neighbors Mascot Checking Program were invited to nominate one graduating senior to receive the award. Students were nominated based on their character and commitment to living the "Neighbors Way." Nominated students exemplified the credit union's core values including: Integrity, Respect, Trust, Stability, Community Involvement, Honesty, Empathy, Ethical Behavior and Fairness. Ashley Hanna of Live Oak High School was the Grand Prize recipient, receiving \$5,000 to attend the university of her choice. Lauren Meades of Walker High School received the second highest award amount of \$3,000. The remaining seven recipients will be awarded \$1,000. Funds for the program have been raised through two major avenues including Neighbors' employee payroll donation program and the Foundation's annual fundraiser, Clays For A Cause. "We cannot be more excited for this tremendous impact on the lives of local students," Neighbors President and CEO Steve Webb said. "As the cost of higher education continues to rise, funds like these become increasingly important to provide an opportunity to students who might not have otherwise had the means to attend college."

Natal Retires From GNO FCU After 34 years

Jayne Natal has announced her retirement from **Greater New Orleans (GNO) FCU**. She has been an outstanding addition for more than 34 years of service and an integral part of the credit union's success, passing her vast knowledge onto other employees. The team at GNO FCU wishes her all the best in her next chapter.





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UNO FCU Teams up with UNO Alumni for Crawfish Mambo

Volunteers from **UNO FCU** spent the evening of Wednesday, April 18 helping the UNO Alumni Association promote their premier annual fundraiser, Crawfish Mambo, at 'Wednesday at the Square'. This event is a free outdoor concert by well-known local performers held in Lafayette Square in downtown New Orleans. This year, UNO FCU holds the exclusive position of hosting the highest level of sponsorship - the Privateer Sponsor. Crawfish Mambo ticket holders can spend Saturday, May 12 on the UNO campus sampling dozens of different crawfish boils cooked by teams competing for cash prizes, unique trophies and bragging rights. It was an all-you-can-eat crawfish extravaganza slated as New Orleans' largest crawfish boil with an all-star music line-up, Artists Village, and special area designated for the little ones.



Ouachita Valley FCU Named 2018 Recipient of Thomas H. Scott Award of Excellence

Fifty-six Ouachita Parish businesses were nominated for the 2018 Thomas H. Scott Awards of Excellence. **Ouachita Valley FCU** is proud to announce they are the 2018 recipient in the large business category. The nominations honor companies making significant contributions to the Ouachita Parish economy through capital improvements, expansion, job creation, and community involvement. A reception was held May 24 at the ULM Bayou Point Event Center and hosted by the Monroe Chamber of Commerce, the University of Louisiana at Monroe's College of Business and Social Sciences and The News-Star.



Baton Rouge Telco FCU Helps Spread Kindness One Rock at a Time

Baton Rouge Telco FCU recently joined the efforts of The Baton Rouge Kindness Rocks Project, a fast-growing social media initiative aimed at inspiring hope and encouragement through hand-painted rocks.



The project, which originated with the Sisters of Franciscan Missionaries of Our Lady in Louisiana, works to create and distribute the motivational rocks throughout the community for others to find. Baton Rouge Telco FCU provided supplies and hosted rock painting parties in all four South Louisiana branch locations while encouraging employees to take some time out of the work day to participate. "In the seven years I've been at Telco, this is by far my favorite community involvement activity we've ever done," said Jessica Newsom, card services specialist. "I think it's wonderful to be able to give back to our members and community in this creative way." The rocks are available for members and employees in each of the four locations. The rocks are inscribed with #brkindnessrocks and #brtelcorocks on the back so people can post and track pictures of the rocks on Facebook and Instagram. Members are encouraged to take one when in need of kindness or inspiration, share one with a friend, or leave one for another to find.



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EFCU Financial Awards Scholarships to 4 Deserving Seniors

EFCU Financial has selected Miranda Alvarez, Megan David, Kayla McGee, and Virginia Gammon as the recipients of their 2018 Sue Geske Scholarships. The Sue Geske Scholarships are given in honor of former EFCU Financial CEO Sue Geske. This scholarship program awards a \$1,000, a \$500, and two \$250 scholarships to deserving students and was designed to promote excellence in education and community involvement. Alvarez, David, McGee and Gammon all plan to further their education at Louisiana universities, with three of them attending Louisiana State University and one attending the University of Louisiana at Lafayette. The Sue Geske Scholarship Program selection criteria is composed of a student's official high school transcript, ACT score, extracurricular involvement and an essay discussing how the credit union industry can remain relevant for future generations.



Campus Federal CU Supports Underserved Communities

Campus Federal hosted a financial education presentation in Old South Baton Rouge, just outside the LSU gates. The event was held the evening of Thursday, May 31 at the community library and topics discussed included Credit, Loans and Credit Union Benefits.



Neighbors FCU Contributes \$21,383 to Local Schools Through Mascot Checking Program

Neighbors contributed a combined \$21,383 to eleven participating schools during the 2017-2018 school year. The funds came from Neighbors Mascot Checking Program, which invites schools within Greater Baton Rouge to participate by allowing Neighbors to create custom checking account for the school. Neighbors President and CEO Steve Webb said, "This program continues to see tremendous growth, and we are pleased to provide a consistent revenue source for local education." The checking accounts come with a school-branded debit card and Neighbors contributes money to the school for each debit card swipe. After the school has 100 active Mascot Checking accounts, the school earns ten cents per swipe, and the schools earn five cents per swipe before the first 100 active accounts. Walker High School earned the most contributions this year with \$10,120! "I am very thankful to Neighbors for the Mascot Checking Account program," Walker High School Principal Jason St. Pierre said. "We used this money to help fund various programs such as our drone and TV program." In addition to receiving contributions generated from the checking account program, the participating schools are invited to select a graduating student to receive college tuition assistance from the Neighbors Capital Area Foundation. Next year the foundation plans to grant \$30,000 through the Neighbors Way Tuition Assistance Award.





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Louisiana FCU Named Top Workplace, Receives Top Honors Third Consecutive Year

Louisiana FCU has been awarded a 2018 Top Workplaces honor by The Times-Picayune. The list is based solely on employee feedback gathered through a third party survey administered by research partner Energage, LLC (formerly WorkplaceDynamics), a leading provider of technology-based employee engagement tools. The anonymous survey measures several aspects of workplace culture, including alignment, execution, and connection, just to name a few. "Top Workplaces is more than just recognition," said Doug Claffey, CEO of Energage. "Our research shows organizations that earn the award attract better talent, experience lower turnover, and are better equipped to deliver bottom-line results. Their leaders prioritize and carefully craft a healthy workplace culture that supports employee engagement." "What an honor to be named a Top Workplace for the third consecutive year," said Rhonda Hotard, CEO of Louisiana FCU. "We are deliberate in our commitment to provide an environment that contributes to our employees' well-beings and positive work place culture." Hotard contributes the Credit Union's success to its staff, exclaiming, "I always say our employees are the core of everything we do right! If we were a wonderful gumbo, they would be the roux."



Pelican State CU Celebrates Youth Month

Pelican State CU celebrates Credit Union Youth Month and National



Financial Literacy Month each April. Spreading this awareness of financial education, literacy and wellness allows Pelican to impact more communities each year. The credit union's Nationally Certified Credit Counselors completed thirty workshops with 1,579 attendees in the month of April in nine elementary schools and six high schools across Louisiana. Pelican, along with other banks and credit unions in the Greater Baton Rouge Area, also helped organize the Jump\$tart Financial \$marts High School Budgeting Simulation in partnership with the Louisiana Jump\$tart Coalition. The event was held at Scotlandville Magnet High School and allowed sixty seniors to experience what real life budgeting will be like after graduation.

Campus Federal Facilitates Financial Education Workshops for Youth

Campus Federal

facilitated financial education workshops for youth enrolled in the Baton Rouge Mayor's Summer Youth Employment program.



The program gives youth ages 14-17 the opportunity to earn income while engaging in valuable educational and work experiences. At the Campus Federal led workshops, students learned the importance of saving, budgeting, and building credit to help set them on the path to financial well-being, along with the benefits of credit unions over traditional financial institutions. The classes were held June 22 in Old South Baton Rouge, just outside the LSU gates.

For more information on the value of League membership, please contact [Lacey H. Weaver](#), LCUL Senior Vice President of Member Engagement.

Membership in Action, *2nd Quarter 2018*