



## May 2020 League Report

### ADVOCACY

While social distancing continued in April, your Advocacy team was busy virtually updating lawmakers on credit union relevance to small businesses and members during these tough times. It's important to keep our credit union values front and center, and one of the best ways to do this is to use our legislative platform to inform policymakers every step of the way. Our focus has been getting through the red tape of the Small Business Administration's Paycheck Protection Program, allowing smaller businesses the same access as many of the larger, national companies have had. In the past month we've hosted virtual meetings or conference calls with many Florida, Alabama and Georgia representatives and continue to schedule additional meetings. These have been productive conversations that have directly or indirectly led to many of the enhancements we've seen in the second round. While the process isn't perfect, we'll be at the table with suggestions moving forward.

With the cancelation of SCUCE, LSCU is evaluating options for the annual silent auction and is confident that the silent auction will be held again this year via online bidding. The Annual Silent Auction is the single biggest fundraiser for LSCU FedPAC, bringing in over \$23,000 in 2019. Bidders may bid on over 100 items ranging from electronics to jewelry to vacation getaways with the items being donated by member credit unions and vendors. **Please stay tuned for more information on the 2020 Silent Auction.** If you have any questions about the Silent Auction or would like more information, please contact Blake Westbrook at 866.231.0545 x2164 or Murphy Kennedy at 866.231.0545 x1086.

### EDUCATION & TRAINING

The [Bank Secrecy Act \(BSA\) Virtual Workshop](#) held May 20<sup>th</sup> is designed to provide Alabama, Florida, and Georgia credit unions with up-to-date BSA while fulfilling the training requirement under the regulation. Topics covered include Pillars of a BSA Program, The Paper Trail, Monetary Instruments, Funds Transfer Travel Rule and much more. A panel discussion will include representatives from the U.S. Attorney's Office, IRS, NCUA, and Law Firm of Kudulis, Reisinger, and Price. Register today [here](#).

Our 3rd [Virtual Small CU Summit](#) will be directed toward Alabama CUs on May 12<sup>th</sup>. This educational event is designed for credit unions under \$50 million in assets but may also be appropriate for credit unions under \$100 million. Small Credit Union Summits provide insightful information for smaller credit unions such as marketing, regulatory updates, compliance and more. Register today [here](#)!

LSCU & Affiliates is bringing Webinar Wednesdays to member credit unions at a time when our industry will need to adapt to excel. These FREE online learning opportunities offered to affiliated credit unions will focus on timely topics and provide meaningful information employees can put into practice at their credit unions. The webinar offerings are designed to help credit union employees acquire valuable skills to continue their path to professional excellence. Visit the LSCU Education section of the website for more information.

### MEMBERSHIP & COOPERATIVE INITIATIVES

The LSCU YPG Coordinating Council is excited to announce its first ever CU Game Night on Friday, May 8<sup>th</sup> at 7 pm eastern/ 6 pm central. This virtual BINGO game will be fun for credit union professionals of all ages with the opportunity to win exciting prizes generously donated by Alloya Corporate Federal Credit Union. This event is free to attend, but donations will be accepted to benefit No Kid Hungry. Register [here](#) and join in on the fun! We hope to "see" you there.

As news and data continues to change regarding the COVID-19 pandemic, the LSCU team is working hard to provide credit unions with the information and resources they need to successfully navigate these tough times. Keep an eye out for upcoming webinars and materials to help credit unions work through their strategies for the next phase while our states begin to open back up.



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### SOUTHEASTERN CREDIT UNION FOUNDATION

The Southeastern Credit Union Foundation would like to thank all credit unions participating in the Credit Unions Care Challenge! As of the end of April, the SECUF matched \$162,855! With the amount that credit unions put back into their local communities, the amount has reached almost \$400,000! It's not too late to join this challenge and to help make an even bigger impact. Check out the Foundation's Credit Unions Care Challenge page on [lscu.coop](http://lscu.coop) for more details or email [juli.lewis@lscu.coop](mailto:juli.lewis@lscu.coop). Also, watch for disaster preparedness information and webinars as we get ready for hurricane season.

### COMMUNICATIONS

The LSCU communications team has been focused on keeping credit unions up to date on pertinent coronavirus information. The LSCU COVID-19 resource center serves as a one stop shop for information including the latest regulatory and advocacy updates; sample messaging to members, media and staff; information on SBA Paycheck Protection Program loans; discounted products and services; resources for ordering PPE; an overview of the good work credit unions are doing during this pandemic for their members and their communities; a receptacle for media coverage and more. To date, LSCU media outreach during the coronavirus pandemic has reached over 100 million people with an ad equivalency value of almost \$1 million, with those numbers expecting to grow as we continue to educate audiences on the people helping people philosophy of credit unions.

### CUNA

CUNA has been working hard to develop new, relevant-now, free resources for members. Registration is open for a 4-part webinar series presented with the [National Credit Union Foundation, Putting Empathy into Action During a Pandemic eSchool](#) April 28-May 7. Can't participate during the live webinar? Register and watch the recorded webinar when it's convenient for you. If you missed the 5-part webinar series, [Managing Economic and Operational Challenges During COVID-19](#), the recorded sessions are now available.

Do you have a Rock Star at your credit union? The editorial team of the Credit Union Magazine is searching for the 2020 class of Credit Union Rock Stars, sponsored by Fiserv. Last year 50 credit union professionals and volunteers representing 30 states and a wide range of disciplines, including leadership, compliance, lending and finance, earned the title of Credit Union Rock Star. Share the success stories of your extraordinary Rock Stars to inspire others to further the credit union movement with their unique talents. The deadline to submit your nominations is June 12, 2020. To learn more and nominate your Credit Union Rock Star visit <https://news.cuna.org/nominaterockstar>.

Contact your CUNA Engagement Consultant, April Ales, at [aales@cuna.coop](mailto:aales@cuna.coop) or 608-231-4098 for questions or assistance accessing CUNA resources.

### LEVERAGE

As the market for new and used car sales take a drastic shift due to the changing nature of COVID-19, credit unions must find ways to evolve through uncertainty to maintain expected auto loan portfolio trajectory. LEVERAGE partner, Credit Union Loan Source (CULS), provides state-chartered credit unions the opportunity to supplement direct auto loan growth by investing in indirect auto loan participations. Contact your LEVERAGE Business Development Consultant today for more details.