



## October 2021 League Report

### ADVOCACY

Due to a rise in COVID-19 cases, LSCU has moved Hike the Hill to a virtual platform, with meetings to occur the week of October 18<sup>th</sup> - 22<sup>nd</sup>. More information will be provided in the coming weeks regarding the schedule.

The LSCU Advocacy Team recently traveled to Washington, DC for visits with the LSCU Congressional delegation. The team met with 24 lawmakers and advocated for LSCU priorities including IRS regulations, credit card interchange fees, and the Expanding Financial Access for Underserved Communities Act. The Advocacy Team is asking member credit unions to contact your federal lawmakers on these very important issues. Login [here](#) to respond to action alerts.

While the House Ways and Means Committee completed its markup of the \$3.5 trillion reconciliation bill without the IRS reporting provision, we continue to hear of efforts to have this requirement included in the version of the bill introduced by the House Rules Committee. As members continue to debate the \$600 reporting threshold, we are hearing the threshold may be bumped up to \$10,000 as a compromise. Currently, more than 30,000 credit union members from Alabama, Florida, and Georgia have contacted their lawmakers, and we expect this number to continue to rise. Following conversations with numerous members, it is apparent they are consistently hearing constituents' concerns, which is evident given several members of our delegations recently signed a "Dear Colleague" [letter](#) publicly denouncing this provision. In addition, Senator Tuberville (R-AL) introduced legislation blocking this provision.

Boos, Bags, and BBQ for GA CUPAC - Atlanta Postal Credit Union will host the first ever "Boos, Bags and BBQ" cornhole tournament at Center Parc Stadium on October 30th. This event will serve as a fundraiser for Georgia CUPAC. Please contact Megan Contreras at [mcontreras@apcu.com](mailto:mcontreras@apcu.com) to register.

LSCU Quail Hunt- The Annual Quail Hunt for FedPAC, presented by Corporate America, will take place on October 27<sup>th</sup> -28<sup>th</sup> in Sylvester, GA. The Hunt is one of the most-anticipated PAC events of the year and the team is looking forward to seeing you there! Please contact Blake Westbrook at [blake.westbrook@lscu.coop](mailto:blake.westbrook@lscu.coop) to register.

### MEMBER ENGAGEMENT

Looking to provide your next generation of leaders with professional development opportunities? Look no further than LSCU's Young Professionals Group! Encourage your team to register [here](#) to receive communications. We hope to see you at the 2021 [YP Think Tank!](#)

As a reminder, credit unions eligible for 2021 Small Credit Union Initiatives Account funding must use these funds by the end of the year. To utilize these funds, simply email your Member Engagement Consultant and the LSCU team will complete the request. All requests must be received by 12/31/21. For any questions, please contact [MemberEngagement@lscu.coop](mailto:MemberEngagement@lscu.coop).

### SOUTHEASTERN CREDIT UNION FOUNDATION

As International Credit Union Day approaches, the Southeastern Credit Union Foundation would like to take this opportunity to thank all our credit unions for their tremendous work improving member's financial well-being. The Foundation is proud to support LSCU member credit unions in your efforts.

The Foundation is offering scholarships to cover registration to the 2022 Leadership College to credit unions \$100 million and below equally in Alabama, Florida, and Georgia. Please click [here](#) to submit an application by November 15<sup>th</sup>.

The Foundation is proud to offer the Enrich Credit Union Financial Wellness Program to support credit unions in providing financial education resources to employees. As employers continue to navigate the pandemic and recruit new staff, it is important to offer competitive benefits that assist team members in their daily lives. By offering the Enrich Program to staff,



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credit unions can better retain employees and foster a healthier work environment. This tool is available to all LSCU affiliates at no cost. Please contact Director Bobbi Grady at [bobbi.grady@lscu.coop](mailto:bobbi.grady@lscu.coop) for questions about getting involved.

### EDUCATION & TRAINING

There is still time to register for the [Virtual Contact Center Conference](#) taking place October 27-28. Find out how soaring remote access will impact contact centers going forward and how credit unions can build effective strategies for the future. This event is packed with insights for executives, managers, and supervisors, plus a frontline session recording!

We hope to see you at the **Southeast Leadership Development Conference (SLDC)** November 17 – 19 at The Grand Hotel Golf Resort & Spa, Point Clear, AL. This event features an exhibit hall and take-away leadership lessons for all attendees. Register [here](#) and receive the Early Bird Discount through October 15<sup>th</sup>.

The LSCU Lending Council virtual meeting will take place on October 21, including Auto Lending in a Post-Pandemic World. Registration for this event will be coming soon. If you are not a member of the LSCU Lending, join your peers by clicking [here](#) for more info.

Save the date for LSCU's Operations and Member Experience Council virtual meeting on October 28, including "Reputation Building Through Listening & Story Telling". If you are not a member of the LSCU Operations and Member Experience Council, join your peers by clicking [here](#) for more info.

### COMPLIANCE & REGULATORY SERVICES

LSCU's Compliance Department has recently submitted comment letters on Virtual Currency to the NCUA and to the ACUA in response to Proposed Rule Changes that may be viewed [here](#). Additionally, Q2 Custom Performance Reports were made available to all affiliated credit unions.

The Compliance Department continues to publish and distribute the weekly InfoSight newsletter the Monthly PolicyPro newsletter. If you would like additional information on the Compliance Specialist Program, PolicyPro, InfoSight, ComplySight, or have operational or regulatory questions, please email [Compliance@lscu.coop](mailto:Compliance@lscu.coop).

### COMMUNICATIONS

As LSCU continues to publicly denounce the proposed IRS reporting requirements, we have worked with members of state and national media to increase awareness on the issue and engage members at the local level. LSCU has recently been featured in [Yellowhammer](#), [Georgia CEO](#), CU Insight ([Alabama](#), [Florida](#), and [Georgia](#)), and [CUToday](#) for our efforts to stop this provision from advancing.

The communications team also introduced a new submission [form](#) to streamline the process for submitting content for LSCU Insight, the League's daily newsletter.

The Open Your Eyes campaign continues to gain traction in Alabama after a recent letter was circulated among credit unions asking for their support while preparing budgets for next year. In Florida, targeted advertising is expected to begin in December.

### LEVERAGE

Debit is the most preferred payment method of consumers today and an important piece of non-interest income to your credit union. Although debit transactions have exceeded credit card transactions for quite some time, 2020 was the first year in which the value of debit spending exceeded credit card spending. Join Leverage Payments Solutions on October 27<sup>th</sup> for a



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complimentary webinar on [Network Optimization](#) - how to maximize interchange, reduce expenses, and plan for the future through network optimization. [Registration](#) is open to all credit unions.

Visa issuers are reminded about upcoming issuing standard changes regarding 8-digit BINs. Join Visa for additional information on October 27<sup>th</sup> by [registering](#) for their webinar: Eight-Digit BIN: Issuer and Issuer Processor Pricing Change Review. Please contact [consulting@myleverage.com](mailto:consulting@myleverage.com) for additional information.

### CUNA

CUNA Compensation Analytics is used to set annual budgets and make salary decisions. This cloud-based, interactive tool allows you to set competitive salary packages for your staff and executive team. The CUNA 2021-2022 compensation information includes a Staff Salary Report, Compensation Analytics, CEO Total Compensation Report, & Senior Executive Total Compensation. Data for the reports was gathered from over 1,000 credit unions across the country from all asset sizes. Learn more at [www.cuna.org/compensation](http://www.cuna.org/compensation).

Get the training you need with CUNA Professional Development Online. CPD Online offers a diverse line of topics to reflect skills and insights needed in today's environment and the opportunity for meaningful professional development. To learn more about CPD Online, visit [www.cuna.org/cpdonline](http://www.cuna.org/cpdonline).

For questions about CUNA, contact your CUNA Engagement Consultant, April Ales at [aales@cuna.coop](mailto:aales@cuna.coop) or 608-231-4098.