



January 2022 League Report

ADVOCACY

Affiliation season is here, and the advocacy team has a simple way to meet your 2022 state PAC goals! Simply check the box on your LSCU dues invoice under "Additional Cooperative Activities" for your PAC goal based on assets and membership, or you may also send a corporate check. Please contact [Blake Westbrook](#) (AL & GA) or [Murphy Kennedy](#) (FL) for assistance. Thank you for your contribution and continued commitment to LSCU Advocacy!

The 2022 CUNA Governmental Affairs Conference is nearly here! Join credit union leaders from across the country in Washington, D.C. to advocate on behalf of their members February 27 – March 3. Attendees are required to make their own hotel reservations and are encouraged to do so early. Instructions for reserving your room may be found [here](#).

As we head into the New Year, Advocacy is gearing up for the start of legislative sessions to execute credit union-friendly initiatives. Georgia convenes on January 10th, while Alabama and Florida legislatures both convene on January 11th.

Additionally, you don't want to miss the chance to network with legislators at the 2022 State Advocacy Conferences! Join fellow credit unions for information on current topics being discussed at the state level and hear from state and regulatory officials at these one-of-a-kind events. All three states have robust agendas prepared and are excited to visit with credit unions once again. Agendas and registration can be found [here](#).

On December 19, Senator Manchin announced he would not support the Biden Administration's Build Back Better act. As the Administration looked to include the IRS reporting provision in this legislation and have it passed before Christmas, credit unions made a significant impact in killing the provision. Nationwide, more than 850,000 congressional contacts were made by credit unions, of which, more than 133,000 came from credit unions in Alabama, Florida, and Georgia. Additionally, congressional members from our three states led the way to stop the burdensome proposal. Two bills blocking the IRS provision were introduced by members of our states and collectively contained almost 30 co-sponsors. Credit unions, especially those in our three states, made a significant difference in altering the trajectory of this legislation.

MEMBER ENGAGEMENT

Happy New Year! The LSCU team looks forward to serving our affiliated credit unions throughout 2022. 2022 LSCU and CUNA dues may be paid by online ACH (click [here](#) for Alabama, [here](#) for Florida, or [here](#) for Georgia), returning the completed ACH authorization form, or by check with your 2022 dues statement. For questions regarding your 2022 LSCU Membership Investment, please contact your Member Engagement Consultant or [Jennifer Martin](#), Chief of Staff.

SOUTHEASTERN CREDIT UNION FOUNDATION

The Southeastern Credit Union Foundation is proud to offer an online platform, the Enrich Credit Union Financial Wellness Program, to support credit unions in providing meaningful financial education to assist credit union employees in improving their financial capabilities. Through offering the Enrich Program to staff, credit unions can better retain employees and foster a healthy work environment. To learn more about the financial wellness program, visit [here](#).

Mark your calendar for registration for the Financial Counseling Training Program (FiCEP) to open January 10 [here](#) once available!

EDUCATION & TRAINING

2022 Leadership College is open for [registration](#). The program provides hands-on methods to demonstrate the skills covered in the curriculum in both day-to-day and big-picture operations at your credit union. You will also have the chance to network with participants from other credit unions, discuss real-case scenarios, and learn proven strategies to show up as a leader in your role every day.



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Registration for [Small CU Summit](#) is open. In today's competitive marketplace, small credit unions are faced with a variety of challenges. The Small Credit Union Summit is designed to facilitate growth and provide solutions to the challenges impeding growth for credit unions \$100 million and under through quarterly virtual meetings.

COMPLIANCE & REGULATORY SERVICES

In January, the Compliance Department will be submitting comment letters on the HMDA Rule Assessment and the Small Business Lending Data Collection rule. Additionally, the Compliance Department will host two free opportunities throughout the month. Join us for a webinar on January 13th covering "Introduction to ComplySight" (register [here](#)) and a Vendor Management workshop on January 26th. You can register for this workshop [here](#).

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

COMMUNICATIONS

The LSCU Communications team is excited to welcome Mike Miller! Mike joins us with numerous years of TV reporting experience and has hit the ground running as LSCU's Communications Manager. Welcome, Mike!

Beginning January 3, LSCU Insight, the League's daily newsletter, will be condensed to three days a week to alleviate subscribers' inboxes. The number of articles per week will remain the same, providing readers with the same amount of news. Be sure to follow LSCU on [Facebook](#), [Twitter](#), and [LinkedIn](#) to remain up-to-date with the League.

LEVERAGE

Product Development is launching with The Element Group to support credit unions in renovating and building offices by leveraging technology. The Element Group works with credit unions from design to after opening to ensure success from strategy, building, and continued consulting services. Contact your Business Development Consultant to learn more!

Holiday shopping in 2021 was projected to grow as much as 11.5% over 2020 spending, and Q1-22 is an opportune time to offer a Balance Transfer promotion to acquire additional balances from holiday spending and debt consolidation. The LEVERAGE Payment Solutions [Portfolio Consulting](#) team offers guidance and advice on effective balance transfer promotions. Schedule a consultation with a Portfolio Consultant to identify growth strategies for your credit card portfolio and free Balance Transfer marketing kits by contacting consulting@myleverage.com.

Does your credit union route transactions with the best network access to maximize profitability? Have you reviewed your network access providers recently, or ever? Are you offering more networks than required and leading transaction to reduce interchange routes? Learn more about surcharge free network options, how you can increase interchange and reduce fees with a complimentary Network Assessment from the LPS [Portfolio Consulting](#) team.

CUNA

Simplify your marketing campaigns by subscribing to [CUNA Creative Hub](#)! This CUNA solution saves time and money in the creation of high-quality, credit-union-specific content. Learn more about elevating your marketing initiatives [here](#)!

CUNA has released the 2022 calendar of events with more than 70 conferences, eSchools, and webinars. [Download](#) the CUNA Training & Events schedule and visit [here](#) to learn more. For questions about CUNA, contact your CUNA Engagement Consultant, April Ales at aales@cuna.coop or 608-231-4098.