

CHAPTER REPORT



Keeping your chapter engaged and informed.

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Welcome!

Welcome to Cornerstone Credit Union League's Chapter Report. This publication is issued monthly to help keep your chapter and members informed about the latest news in government relations and related concerns.

This content can serve as some of the news for your chapter meetings or as content to lead discussions regarding grassroots advocacy, fundraising opportunities, PAC news and information, upcoming government relations and training events, and associated topics. Cornerstone training announcements and Foundation news can help you coordinate and plan chapter member participation around specific events.

You can find additional resources for chapter officers on the Cornerstone [website](#), which is updated regularly. If you have any questions about how to use this report or suggestions for future topics, please contact April Krause at akrause@cornerstoneleague.coop.

Wrapping Up 2019 Fundraising

As we start winding down 2019—hard as that is to believe already—we must begin thinking about the year-end wrap-up of our PAC fundraising.

Cornerstone is grateful for the many chapters that held PAC fundraising events throughout the year. We're always encouraged by the support we receive because the very act of fundraising is confirmation that leadership and staff understand how critical accomplishing our legislative goals is for all credit unions.



Please remember to remit the funds you've collected **by Monday, Dec. 16**, so they're counted toward your chapter's 2019 fundraising goals.

Thank you for your support and all that you do for credit unions. If you have any questions, or would like help in planning a year end activity in support of PAC, please

contact Gretchen Ziegler at gziegler@cornerstoneleague.coop or April Krause at akrause@cornerstoneleague.coop.

Have You Updated Your Key Contacts Info?

Cornerstone has been requesting that credit union leaders update their information in the Key Contacts database. Because members of Cornerstone's Chapter Program are such reliable grassroots advocates, we appeal to your members to help us update our Key Contacts.

Cornerstone uses the information to make introductions and connections with lawmakers, develop strong new relationships, enhance the associations we already have, and conduct outreach on critical issues. The success of this effort is greatly dependent upon our member credit unions.

Our Key Contacts database includes the credit union people who have built relationships with policymakers at state and federal levels. They can be management, staff, volunteers, or even your members. They could be individuals who know lawmakers or have participated in grassroots efforts and fostered relationships. Have you or anyone you know volunteered in a race for a lawmaker? This request also applies to those who are already in our Key Contacts database but have moved in the last four years.

[Tell us about your key contacts.](#)

Thank you! For more information, please contact Political and Grassroots Director April Krause at akrause@cornerstoneleague.coop.

Discussion Topics for Your Chapter Meetings

Chapter leaders have a vested interest in raising their influence and making an impact. Government relations engagement is a great way to further those goals because the more we raise our influence, the more easily we can open doors and sway opinions, which means we can profoundly impact the actions of decision makers. This is the prime directive of advocacy: exercising our expanding influence with lawmakers.

Cornerstone's *Perspectives* magazine aims to deliver content all credit unions can use, and the publication frequently highlights government relations. Check out some of these great articles that can inform your grassroots advocacy discussions.

The Ongoing Threat of Bank Attacks on the Credit Union Tax Exemption

Volume 14, Issue 3 of *Perspectives* takes on "[The Ongoing Threat of Bank Attacks on the CU Tax Exemption](#)." Chief Government Relations Officer Jim Phelps looks at banker attacks and a case study for closing vulnerability loopholes, as well as bank-to-credit union mergers and the Community Reinvestment Act (CRA). Having failed at their campaign on the federal level to eliminate the credit union tax exemption, bankers have largely shifted their focus to state legislatures, supporting bank-friendly candidates and mining vulnerabilities in state laws. The need for credit unions and chapters to engage in grassroots advocacy will only grow more important as bankers turn up the heat on their attacks. Know what to expect and be ready to



counter.

What's Happening Around the Region?

Chapters are super engaged with activities all year long, but especially around the gift-giving and fundraising seasons. [Check out](#) what other chapters are doing in and for their communities.

CORNERSTONE CREDIT UNION FOUNDATION

Join us for Festival of Trees

For 10 years, the Foundation has asked chapters to adopt the Festival of Trees as the signature event celebrated throughout the Cornerstone region to benefit YOUR Foundation. Your chapter can participate by simply auctioning off a holiday wreath or a Christmas tree or selling Santa goodie bags at your November or December chapter meeting.

All proceeds will benefit YOUR Foundation's three initiatives: credit union development, financial capability programs, and disaster relief.

We're delighted to announce that the following chapters are participating in Festival of Trees this year. Will your chapter join in the fun?

- Dallas Chapter
- Fort Worth Chapter
- Alamo Chapter
- Sabine Chapter
- Greater Oklahoma
- Pine Bluff Chapter
- Arkansas Chapters
- Magic Valley and Coastal Bend Chapters



A special thank you to Oklahoma credit unions for ideating Festival of Trees more than 10 years ago. Let's start the new holiday season celebrating the credit union philosophy of "People Helping People."

For more information on Festival of Trees, please contact Staci Zale at 469-385-6443 or szale@cscuf.coop.

Your Foundation Thanks You

On behalf of the Foundation staff and trustees, thank you for your ongoing support in 2019. As you plan your 2020 budget, please keep YOUR Cornerstone Credit Union Foundation in mind. It's as simple as checking the Cornerstone Credit Union Foundation box on your annual dues statements, supporting ongoing events, and giving personally via payroll deduction.



Your donation can make a difference across the Cornerstone region through scholarships and educational training grants, financial capability initiatives, emergency assistance for credit union staff and volunteers when disaster strikes, and by helping credit unions reach out to their communities.

EDUCATION & TRAINING

Save the Date: 2020 Annual Meeting & Expo

*April 15–17, 2020
Gaylord Texan Resort
Grapevine, Texas*

Mark your calendar for Cornerstone's [2020 Annual Meeting & Expo](#) at the beautiful Gaylord Texan Resort in Grapevine, April 15–17. Join your peers from other chapters around the region as we promote excellence, advancement, and specialization in credit unions.



The Annual Meeting & Expo offers multiple forums powered by Cornerstone Councils. Register based on your interests, but use your All-Access Pass to attend any forum you wish. Options include:

- Marketing and Business Development Forum
- HR and Talent Forum
- Compliance and Audit Forum
- Technology and Cybersecurity Forum
- Finance and Accounting Forum
- Operations and Leadership Forum
- Lending and Collections Forum

In addition to your All-Access Pass, the preconference sessions are available at no charge, though you must register to attend. You'll also be able to enjoy the Party with a Purpose Networking Social, as well as the Networking and Awards Luncheon at a discounted price.

Register between Nov. 1 through Jan. 27 to save money with the early bird rate.

Watch for more information coming soon.

[Update on Cannabis Banking Seminars](#) - various locations in Nov.

[Trainers Roundtable](#) - Oklahoma City, Nov. 14

[VIEW ALL EVENTS](#) →