



# CHAPTER REPORT

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## Communicate

*The latest news and announcements for chapter leaders.*

### Stay in touch with Cornerstone League

As you conduct your planning sessions, create your calendars of events, or update your boards, please keep Cornerstone in the loop by emailing your chapter liaison. Cornerstone League also provides [chapter officer resources](#) on the Cornerstone website.

Please contact [ChapterRelations@cornerstoneleague.coop](mailto:ChapterRelations@cornerstoneleague.coop) if you encounter challenges with your chapter that could benefit from League guidance or if you want to request or discuss training or meeting options.

Are you ready to share news about [upcoming meetings and events](#) with the chapter community? [Email ChapterRelations@cornerstoneleague.coop](mailto:ChapterRelations@cornerstoneleague.coop) to get your news posted. Please include photos with any recaps of recent meetings.

## ADVOCATE

*Opportunities for grassroots advocacy and government relations.*

### Why your credit union's employees should contribute to PAC

Since 2024 is an election year, it's even more crucial to show our appreciation to lawmakers who are champions of the movement. Every dollar contributed to your state's PAC supports these candidates as they prioritize the health and well-being of credit unions in their decision-making.

- **Payroll Deduction** is the easiest and most meaningful way to support our movement.
- The **Payroll Deduction** program can be added to your new-hire orientation. We have a [toolkit on the PAC website](#) to help you implement the program with an Employee Enrollment Card and a sample solicitation letter.
- Your PAC helps us build relationships with new candidates and keeps their attention on credit union issues by supplementing their costly political campaigns.
- We support only elected officials who support credit unions, regardless of political party.
- **Payroll Deduction** is ideal for employees who can set aside a tiny amount to be deducted from their paychecks and forget it for the rest of the year, knowing they're doing good for their credit union and all its member-owners.

Please visit the [Cornerstone PAC website](#) to view your state PAC information including 2023 year-end totals and 2024 PAC goals. Every dollar contributed helps to further the credit union legacy.

If you have questions, please contact your state's grassroots and PAC representative.

## CU at the Capitol: political advocacy for Missourians

Missouri Credit Union Association presents an amazing opportunity for Missourians to visit with lawmakers in Jefferson City.

**This FREE event is perfect for CU advocates like you** to engage with lawmakers, sit in on a committee hearing, and enjoy lunch, complete with an insightful legislative briefing. Upcoming event dates that apply to your credit union are aligned with a specified region:

- April 10, St. Louis region
- April 24, Springfield region

### Agenda

- 9 a.m. Begin at Credit Union House with a briefing on CU priorities.
- 9:30 a.m. Travel to the Capitol for pre-set appointments and related meetings.
- 11:30 a.m. Return to Credit Union House for lunch.
- 2 p.m. Adjourn.

[Learn more and register now!](#)



UNITE! Your passport to transforming local advocacy into a force for change. Join us!

## CU Changemakers: All you need to know about advocacy

**As a constituent, you hold a special place of consideration** in your elected officials' policymaking decisions. That's why participating in grassroots engagement with your lawmakers is one of the most powerful ways to advocate for credit unions—they *WANT* to hear from you.

**Join us for CU Changemakers: An Advocacy Workshop.** This two-hour event is offered free as a benefit of Cornerstone membership. You'll learn about:

- the vital connection between credit unions and advocacy,
- how legislative action and laws have shaped our current situation, and
- how to meet successfully with an elected official.

### Workshop Details

Two locations coming your way:

- **April 25, CU Changemakers: An Advocacy Workshop**

Hosted by the Permian Basin Chapter of Credit Unions

3 to 5 p.m.

Complex Community Federal Credit Union

Operations and Training Facility

4519 East 51st

Odessa, Texas 79762

[Register today.](#)

- **May 9: CU Changemakers: An Advocacy Workshop**

Hosted by the Sabine Chapter of Credit Unions

3 to 5 p.m.

Holiday Inn Beaumont Plaza

3950 I-10 South

Beaumont, Texas 77705

[Register today.](#)

### Your presenter: April Mobley, CUDE

April Mobley, CUDE, is the Texas grassroots and PAC director for Cornerstone League. Her areas of expertise include grassroots and credit union advocacy, Advocacy 101 training, and political action committee (PAC) fundraising. She was instrumental in creating the UNITE grassroots program (previously CU: ROAR) and is a lead



planner and coordinator of Cornerstone's premier advocacy events, such as Hike the Hill and governmental affairs conferences. We look forward to seeing you.



## EDUCATE

*Opportunities for professional growth and development.*

## Cornerstone hopes to see you at IMPACT!

As credit union leaders, you have the privilege and responsibility of impacting your members, coworkers, and teams for the good. And great news! High-quality professional development like IMPACT 2024 can create a multiplier effect by enhancing job fulfillment, improving staff engagement, and enriching member satisfaction.

**IMPACT**  **2024**  
CORNERSTONE ANNUAL MEETING

So, register today for [IMPACT 2024: Cornerstone Annual Meeting](#) and join us April 3–5 at the Loews Kansas City Hotel in Kansas City, Mo., for a one-of-a-kind event just for credit unions.

See exciting general sessions featuring Gene Marks, Melina Palmer, Scott Steinberg, and Crystal Washington.



Leaders from executives and board members to middle managers and frontline staff will also benefit from:

- Empowering educational sessions based on the hottest industry trends.
- Dedicated exploration in the Business Exchange EXPO.
- Unlimited networking opportunities.
- The chance to win a cash prize (must be present to win).
- And don't forget:
  - A relaxing day at the [CU Swing Golf Tournament](#), April 2.
  - A fun evening of dinner and entertainment at [BASH](#), April 4.

See the [full agenda](#) and [registration details](#).

**Questions?**

Contact [training@cornerstoneleague.coop](mailto:training@cornerstoneleague.coop) or 800-442-5762, ext. 6630.

## CELEBRATE

*Share your stories so we can celebrate your good works.*

### Upcoming Chapter Meetings

<u>Date</u>	<u>Event</u>	<u>Location</u>
3/20	<a href="#">Austin Chapter Speed Mentoring</a>	Austin, Texas
3/20	<a href="#">Central Texas Chapter Sister Society Meet-up</a>	Waco, Texas
3/23	<a href="#">Houston Chapter Bowling Tournament</a>	Houston, Texas
3/26	<a href="#">Fort Worth Chapter Meeting</a>	Fort Worth, Texas
3/27	<a href="#">Central Arkansas Chapter Meeting</a>	Little Rock, Ark.
3/28	<a href="#">Sabine Chapter Crawfish Boil</a>	Beaumont, Texas
4/9	<a href="#">Central Texas Chapter Meeting</a>	Waco, Texas
4/10	<a href="#">Central Texas Chapter Leadership Training Seminar</a>	Waco, Texas
4/17	<a href="#">Central Arkansas Chapter Singo</a>	Little Rock, Ark.
4/30	<a href="#">Houston Chapter Golf Tournament</a>	Houston, Texas
5/16	<a href="#">St. Louis Chapter Professional Development Conference</a>	Richmond Heights, Mo.

### Share your stories

We want to shine a spotlight on the good works your chapter is doing in your communities. Send your stories to [ChapterRelations@cornerstoneleague.coop](mailto:ChapterRelations@cornerstoneleague.coop).



## DONATE

*Ways to donate your time, energy, or money to help others.*

### Support your Foundation in 2024

On behalf of the Cornerstone Foundation staff and trustees, thank you for your ongoing support. For 2024, please keep your Cornerstone Foundation in mind. It's as simple as electing to donate via your annual dues statement, supporting ongoing events, and giving personally to the Foundation via payroll deduction.

## Free 1:1 financial counseling for credit union staff

The Cornerstone Foundation has partnered with BALANCE to offer all staff members in the Cornerstone region the opportunity to receive one-on-one coaching with a licensed financial coach/counselor. Visit the Foundation's [website](#) to learn how your employees can take advantage of this opportunity.



## Elevate your career with Foundation grants and scholarships

Are you ready to elevate your career in the credit union industry? Cornerstone Foundation offers exciting opportunities with grants and scholarships aimed at fostering professional development within the credit union community.



### **Professional Development Grant**

For credit unions of any asset size in Arkansas, Oklahoma, and Texas, and those above \$100 million in assets in Kansas and Missouri, the Professional Development Grant is your chance to further your education and skills. Eligible credit unions can apply for this grant once annually to cover a range of professional development activities including certifications, conferences, workshops, and webinars. **Application window for this grant closes Feb. 29, 2024.**

### **Southwest Credit Union Management School (SCMS) Scholarship**

Thanks to our generous donors, including SCMS alumni, TruStage, and others, we are proud to offer scholarships for SCMS students. These scholarships are open to first-, second-, and third-year students enrolled in SCMS and are not limited to one applicant per credit union. **Apply before April 30, 2024.**

### **Don't miss these opportunities for growth**

To apply and learn more about these opportunities, [please visit us online](#). Are you ready to elevate your career in the credit union industry? Cornerstone Foundation offers exciting opportunities for scholarships aimed at fostering professional development within the credit union community.

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## Support the SCMS Class of 2025 with branded swag

Are you ready to support rising credit union leaders? The SCMS Class of 2025 is asking for your support for its recently launched [SCMS Merchandise Store](#), an SCMS Scholarship initiative.

Whether you're an alumnus, a rising leader, a class member, or just supportive of **Southwest Credit Union Management School\***, you can be a difference maker by dropping in to see the items for sale and purchasing something for yourself or loved ones. Every dollar helps, and a portion of the proceeds benefits SCMS Scholarships.

And the best part? Wearing SCMS-branded clothing or other swag is like a secret handshake at credit union events—a door opener for conversations and the ticket to expanding your network.

For more information about SCMS, visit [www.scms.coop](http://www.scms.coop)

*\* With the merger of CUNA and NAFCU, effective Jan. 1, CUNA no longer exists, so the school changed its full name to Southwest Credit Union Management School. SCMS remains the acronym, since this legacy institution remains true to its mission of expanding horizons, exploring possibilities, developing leadership skills, and fostering thriving credit unions.*

## Upcoming Foundation Events

### **FOUR! Hit the greens at CU Swing**

Get your golf clubs ready [and reserve your spot](#) for the 27th Annual Foundation Golf Tournament, also known as CU SWING. This event, set for Tuesday, April 2, at The Deuce at the National Golf Club in Parkville, Mo., will feature a four-person scramble with a shotgun start at 1 p.m.



It's not just about enjoying a day on the green; it's an opportunity to raise funds for the Foundation's financial wellness initiatives, professional development for credit union staff and volunteers, and disaster relief. Interested in sponsorships? [Visit our website for more details](#).

## Wear your derby hat to the Foundation Bash

Remember the cowboy hats from last year's Foundation BASH? Well, this year, it'll be an all-new type of hat with the Foundation's Kansas City Derby. Oh yes, we are coming out of the gates with big hats, fun times, and opportunities to benefit your foundation.



Foundation BASH occurs during [IMPACT: Cornerstone Annual Meeting](#) on Thursday, April 4, 2024, at the Loews Kansas City Hotel. Tickets include drinks, dinner, and entertainment.

Join your fellow credit union friends and family and support the Cornerstone Foundation so that we can help you in return.

We can't wait to see all the fun looks and smiling faces at this year's Foundation BASH. [Register today](#) and get started on those outfits.



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