

# The Power of Affiliation



Experience. Responsiveness. **Results.**

GEORGIA CREDIT UNION  
*Affiliates*

  
**CUNA**  
Credit Union National Association

# Experience. Responsiveness. Results.



This past year has demonstrated that the financial services landscape is volatile; not in a destructive way, but in the unpredictable way that keeps credit unions ready at a moment's notice to speak up and take action for what we believe in. Whether facing regulatory challenges, corporate restructuring, threats from banks, or opportunities brought on by consumer confidence in the credit union structure ... Georgia credit unions have stood ready. Cooperative finance is alive and well in Georgia, thanks to the outstanding efforts of credit unions and the leadership of the Georgia Credit Union League.

# Experience.

## EXPERIENCE.

The Georgia Credit Union League has decades of experience and a breadth of knowledge in government influence and advocacy, compliance and regulatory affairs, public influence and credit union growth strategies. Your credit union's affiliation with the League affords it access to this experience, as well as a broad spectrum of information and services unavailable elsewhere under one roof. The benefits credit unions receive from the League's efforts equate to the value and the power of affiliation. The outcomes of effective lobbying, strong media relationships, and insightful compliance knowledge, are the tip of the iceberg of what experience brings the Georgia credit union movement.

# Responsiveness.

## RESPONSIVENESS.

The Georgia Credit Union League is poised and ready to respond to various challenges as they relate to credit unions. The League's ability to effectively respond to legislative challenges and media requests is largely dependent on the active involvement of dedicated affiliated credit unions. Similarly, the credit union reputation of safe and sound leans heavily on compliance. The League is responsive to credit union inquiries related to everyday compliance issues, as well as some of the most complex compliance challenges.



# Results.

## RESULTS.

Results speak volumes about the value of your dues dollars. Yet, throughout the year, credit unions often miss seeing the remarkable results the League accomplishes through the tireless efforts of its staff. An enormous amount of time and commitment are invested in achieving these results. Here are just a few results of your League's efforts in 2011:

## COMPLIANCE.

- Provided valuable compliance knowledge to over 235 credit union representatives.
- Responded to more than 1,840 calls and emails regarding compliance issues on the Compliance Hotline.
- Credit union employees accessed Infosight Online Compliance Resource over 22,000 times and received information on more than 70 policies and a list of over 160 regulations.

## GOVERNMENT INFLUENCE.

- Established relationships with 10 legislators by hosting face-to-face discussions during Hikes at Home.
- Impacted legislation by influencing more than 5,200 contacts from credit union leaders leading up to the vote on the interchange amendment.
- Secured support from Representative Woodall on MBL cap expansion legislation and on legislation to repeal the Durbin interchange amendment.





## PUBLIC INFLUENCE.

- Directly impacted journalists and legislators with credit union messaging through regular communications, including 12 issues of *Consider This*, 4 issues of *Paying Attention*, 2 consumer polls resulting in over 10,000 responses, and 7 press releases.
- Achieved positive media coverage through over 80 stories in 35 media outlets and eight demographic markets throughout the state.
- Caused more than 23 million impressions on Georgia consumers through stories in the news media.



## GROWTH SERVICES.

- Through the Relationship Management Program (RMP), more than 250 direct contacts (in-person visits and phone outreach) were made with credit unions across the state, including visits from the GCUA CEO.
- Coordinated access to a free “CARD Act” compliant 800 number that credit unions could use on their credit card statements, saving credit unions approximately \$1,000 per year.
- Provided every affiliated credit union in the state with a complimentary fee survey highlighting multiple banks and credit unions as benchmarks. Fifty-two credit unions took advantage of the complimentary survey.

## EDUCATION & TRAINING.

- Offered free financial literacy training to every chapter in the state to help meet the NCUA requirements, resulting in training more than 400 credit union board members.
- Provided credit union management, volunteers and frontline staff with valuable professional development training including 15 study groups, two lending workshops, access to over 180 online courses, and dozens of in-person education sessions. More than 500 attendees from credit unions throughout the state were present at these learning opportunities.



# The Big

# Picture.



## HELPING PEOPLE AFFORD LIFE.

The League's experience, responsiveness and results are supported by substantial collaboration with CUNA and the other Leagues. In addition, the League's partnership with the World Council of Credit Unions, the National Credit Union Foundation, and the Georgia/Poland People to People Partnership expand the reach and influence Georgia credit unions have on the global credit union movement. These valuable industry relationships are an example of cooperation and affiliation at its best.

Most importantly, the League remains focused on the primary driver of all that credit unions do—serving members. At the core of all of the League's efforts is the goal of helping people afford life. That goal, supported by the timeless philosophy of "People Helping People," will continue to drive the efforts and accomplishments of the Georgia Credit Union League.

GEORGIA CREDIT UNION

*Affiliates*



Credit Union  
National Association





GEORGIA CREDIT UNION  
*Affiliates*

  
**CUNA**  
Credit Union National Association