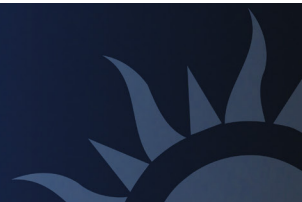


# YOUR LEAGUE IN ACTION

2018 THIRD QUARTER REVIEW



**PLEASE  
WELCOME OUR  
NEW MEMBERS!**

**Community First CU**

Santa Rosa, CA  
Todd Sheffield, President  
53,907 members  
\$493 million in assets

**Pasadena Service FCU**

Pasadena, CA  
James Chang, CEO  
11,453 members  
\$116 million in assets

**Sun Community FCU**

El Centro, CA  
Greg Ahlgren, CEO  
36,872 members  
\$442 million in assets

**Long Beach Firemens CU**

Long Beach, CA  
Sandra Crane, CEO  
3,250 members  
\$187 million in assets

**Santa Clara County FCU**

San Jose, CA  
Rebecca Reynolds Lytle, CEO  
50,588 members  
\$755 million in assets

**Twentieth Century Fox FCU**

Los Angeles, CA  
Richard Chen, President/CEO  
3,597 members  
\$44 million in assets

**Pasadena FCU**

Pasadena, CA  
Ron Berry, CEO  
11,050 members  
\$167 million in assets

**Schools FCU**

Rancho Dominguez, CA  
Carlos Garrido, President/CEO  
14,247 members  
\$128 million in assets

In this *Your League in Action* update, we recap the third quarter and year-to-date benefits extended to your credit union as a valued member of the California and Nevada Credit Union Leagues and Credit Union National Association (CUNA).

## LEAGUE OVERVIEW

- **11,020,055** League members
- **250** California member credit unions
- **10** Nevada member credit unions

## CREDIT UNION PERFORMANCE

### California

- **10,757,179,668** total California credit union members
- California credit union assets increased **6.3%**, to **\$197,058,511,262** billion
- California credit union loans totaled **\$132,489,983,859** billion, up **11.8%** from the year prior

### Nevada

- **262,876** total Nevada credit union members
- Nevada credit union assets increased **9.0%**, to **\$5,038,146,174** billion
- Nevada credit union loans totaled **\$2,952,927,370** billion, up **12.2%** from the year prior

## CONSUMER AWARENESS

### Spreading the Word

- **8,523** "We Own Our Bank" social media impressions
- **75 media mentions** in publications throughout the country and interactions with news reporters, including the following in the first quarter: *NBC News, Ridgecrest Independent, Northern Nevada Business Journal, SNL Financial Services Daily, MultiHousing Pro, Orange County Register, Fresno Business Journal, Central Valley Business Journal*, and several other publications, websites, and newspapers
- Provided detailed quarterly trend reports on **326 credit unions** over **16 geographical areas** in two states
- Reported to local credit union executives on **25 regional** economic events

**aSmarter  
Choice2,144**  
VISITS FROM CA AND NV  
TO A SMARTERCHOICE.ORG

## NEWS AND PUBLICATIONS

- **86,118** D.J.'s Economix messages opened and read
- **54,023** Education & Professional Development messages opened and read
- **48,735** CU Weekly opened and read
- **45,850** Advocacy Blog messages opened and read
- **9,833** Quarterly Economic Events communications opened and read
- **39,131** messages from Diana opened and read
- **3,647** Members in the News opened and read
- **1,203** Your League in Action opened and read

**288,540**  
OPENED AND READ LEAGUES  
COMMUNICATIONS



## COMPLIANCE SERVICES *Powered by PolicyWorks*

- **3,943** PolicyWorks Compliance calls and e-mails,
- **9,033** InfoSight logins
- **2,141** PolicyPro logins

 **15,117**  
ACCESS TO  
COMPLIANCE RESOURCES

## CREDIT UNION SOLUTIONS

- **51 credit unions** have partnered with the League's Financial Capability Initiative, powered by EverFi
  - **1,394,372** Total Learning Minutes
  - **1,055,361** Branded Educational pages viewed
  - **74,437** Total course User Enrollments
  - **107,331** Total Modules Viewed
- **40** in person visits with member credit unions, in Q3
- Held **two** lunch and Learns for business partners Vidyo and Kasasa, in Q3

**2.6**  
MILLION  
EVERFI  
TOUCHPOINTS



## ADVOCACY

### Federal Advocacy

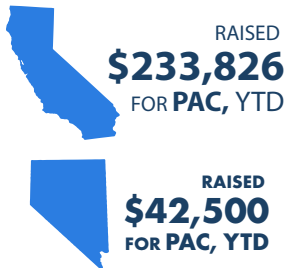
- Worked with the **four key members of Congress** to stop banks from getting parity with credit unions for free military base branches
- A California member of Congress circulated a letter to the Attorney General. The letter was signed by more than **110** republicans calling for website standards under the Americans with Disability Act

 **LEGISLATIVE  
SUCCESS**



### California Legislative Advocacy

- **SB 1121** exempts credit unions from the California Consumer Privacy Act, shielding them from significant compliance costs
- Successfully negotiated an amendment to largely exempt data collected by credit unions from the new **California Consumer Privacy Act**
- **AB 2862**, the League's sponsored state charter update, was unanimously approved by the Legislature and signed by the Governor
- **SB 1055**, authorizing prize-linked savings accounts in California, was approved by the Legislature and signed by the Governor



### California Political Advocacy

- Raised **\$6,295** for Political Administration
- Interviewed **6** state candidates, in Q3

### Nevada Political Advocacy

- Raised **\$10,000** for Political Administration
- Interviewed **15** state and **7** statewide candidates, in Q3

### REGULATOR ENGAGEMENT

### REGULATORY ADVOCACY

- Hosted **two exclusive meetings** with regulators and League members in Washington, D.C.—one with NCUA Chairman J. Mark McWatters and the other with BCFP senior staff
- Provided comments to the NCUA on the delay and redefined scope of the **Risk-Based Capital** rule and on proposed change to the **Payday Alternative Loan** rule



### EDUCATION & TRAINING

- Filled **6,140** live/archived webinar orders
- Ran **four** seminars drawing **694 participants**
- Seminars include Legal Update, Account Administration, Your Economy—Your Credit Union, and Regulatory Update



Here at the Leagues, we strive to put our core value of **Members First** into practice every day as we advance the cause of YOUR credit union and its members.



We hope this communication gives you insight into the goals and initiatives we are consistently working toward.



**Thank you for your membership and support!**

*For more information on the value of CUNA/League membership, contact the Leagues' Vice President of Credit Union Solutions and Membership Tonja Wheatley at 909.212.6023 or tonjaw@ccul.org.*