

Credit Union National Association: On a mission!

Jim Nussle

CUNA President/CEO

April 2018

DREAMS

Thrive
HERE™

CREDIT UNIONS

war for talent data security compliance

A background image featuring several Starbucks paper cups in various colors (white, red, brown) with the Siren logo. In the foreground, a white Starbucks cup is in focus, with the Siren logo and the text 'future relevance awareness' overlaid on it. To the right, there is a pile of dark brown coffee beans.

**future
relevance
awareness**



**regulation
frivolous lawsuits
model
tax status**

Stronger together: Through our combined strength and network with the state Leagues, we work so your credit union can focus on what's most **important:** your members.

1 CUNA

50 STATES and D.C.

5,700 CREDIT UNIONS

5,000

70,000 board members

credit union
service providers

110 million credit union
members

300,000 credit union
professionals

11 CORPORATE
CREDIT UNIONS

950 Credit Union Service
Organizations

Champion for America's Credit Unions

CUNA is the largest national association, and the only one that **advocates** on behalf of all of America's credit unions.

Together with the leagues, we work tirelessly to **support**, **protect**, **unify** and **advance** the credit union movement.

It's what we do together that sets us apart.

Strategic Plan 2018 – 2020

WE
DELIVER

FIERCE, BOLD,
360° ADVOCACY
OFFENSE

BEST-IN-CLASS
CREDIT UNION
SOLUTIONS

AWARENESS-BUILDING
CONSUMER
ENGAGEMENT

GOAL

Revolutionize the operating environment for credit unions through expanding powers and removing barriers to serving consumers and businesses.

Deliver solutions to credit unions that will foster membership growth, enhance their financial performance, improve their operations and enrich member service.

Create and enhance consumer awareness of credit unions as their best financial partner.

CUNA solutions

COMPLIANCE CONFIDENCE

CUNA eGuide *updated*
CUNA Compliance Community
Compliance Training & Tools

TALENT DEVELOPMENT

CPD Online
Learning Events & Webinars
CUNA Councils

FUTURE-FOCUSED INVESTMENT

CUNA Strategic Services
CU Ledger
dot.creditunion

Awareness Initiative

Led by a strong national advisory group

You
asked us
to step up.





LYNN KAMIMOTO, SANTA CLARA COUNTY FCU

EYES WIDE OPEN

GAVIN STEELE



JIM NUSSLE, CUNA

EYES WIDE OPEN

JAMES GREEN, AMERICAN SPIRIT FCU

EYES WIDE OPEN

ANTOINETTE OLIVAS, GUADALUPE CREDIT UNION

EYES WIDE OPEN



OPEN YOUR EYES TO A CREDIT UNION

Credit Union Messaging Guide

A research-backed handbook for consumer communications.

Download at

cuna.org/awareness

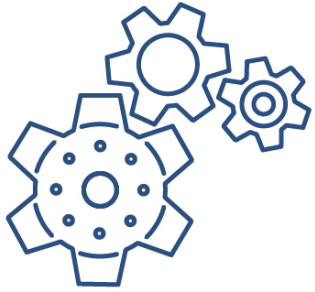


100% of dues go
towards advocacy.

Fierce advocacy lies at
the heart of everything we
do for our members.



The credit union advocacy fight



Reduce Regulatory Burden

So credit union **members** have access to more efficient and affordable financial services from credit unions



Expand Credit Union Powers

So **consumers and small businesses** can more easily access the credit union services they need and demand



Enhance Payments Security

To reduce the impact that merchant data breaches have on credit unions and their **members**



Preserve the Credit Union Tax Status

So that credit union **members** continue to enjoy not-for-profit cooperative financial services

Top advocacy accomplishments

Together we...



ADA lawsuit dismissed 8 days after CUNA-League filed brief



Prosecuted fierce data-breach lawsuits, and won



Convinced the CFPB to tailor its payday rule



Removed bank-backed tax increase in Iowa



S.2155 passes Congress and signed into law



Protected the NCUA's money and independence



Enhanced 12 state charters



Closed the corporate stabilization fund



Preserved the federal tax status

What's Next?

- Possible Second Tranche of Regulatory Relief
- CFPB RFI Process
- TCPA Petition
- RBC Delay
- TAILOR Act
- Privacy Notification Technical Corrections
- Operation Choke Point Legislation
- CFPB Examination Threshold
- Examination Fairness
- TRID Improvements

According to the *National Journal*

“CUNA and the Leagues represent the views of its industry and speaks for its entire membership more effectively than any other association in Washington.”

Data from 2017 Policy Brand Insights, a National Journal
Research study of effectiveness in Washington



750,000 dream of a home

175,000 dream of a better education

2,200,000 dream of a car

110,000 dream of a new job at a small business



2017 U.S. credit union financial benefit

\$10.2 billion

to credit union members

\$13 billion

U.S. economic impact

\$1.5 billion

through higher yields
on savings

\$7.4 billion

on lower loan rates

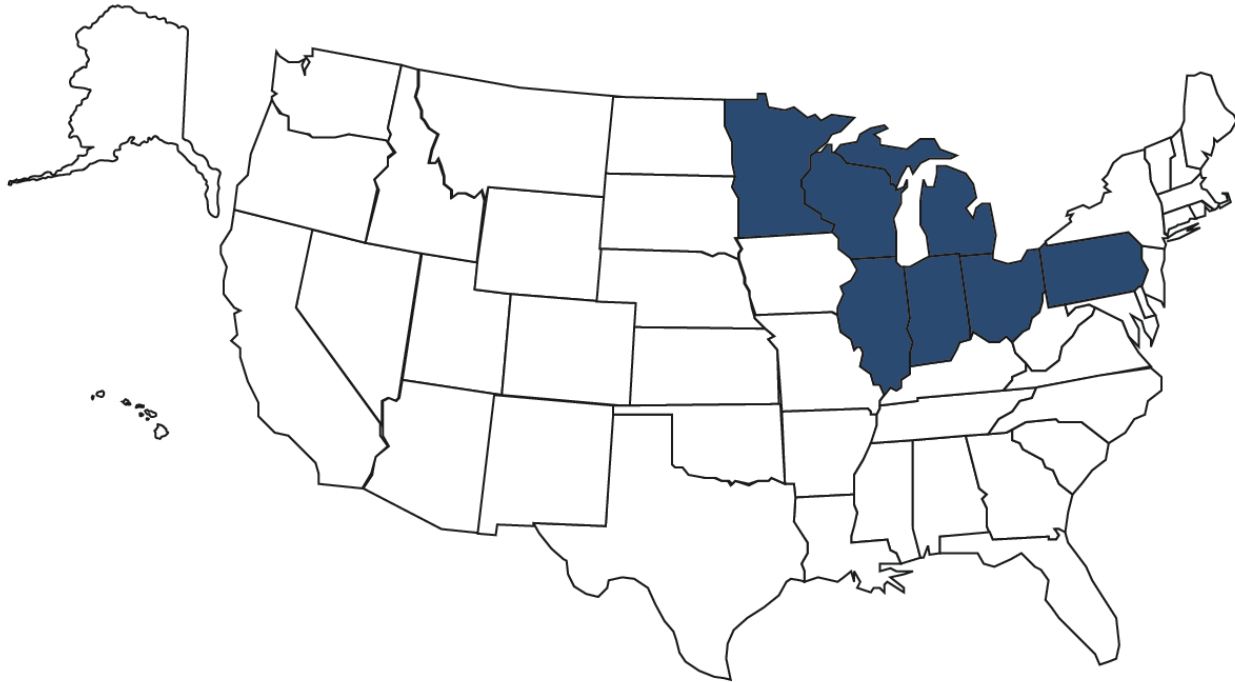
\$1.3 billion

on fewer and lower
fees

5 million

new members in 2017

Your engagement consultant



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The Nussle Report

CUNA News

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