



ANNUAL CONVENTION & EXPOSITION

TRAVERSE CITY 2018

Credit Union Ideas in Action

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***In the beginning,
there was usury....***



Our History: Rise of Credit Unions



The Problem: Usury

- Machine age
- Banks = business lending
- Consumer lenders:
 - Friends and family
 - Loan sharks
 - Salary lenders
- Need for Financial Literacy is born.



Our History: Rise of Credit Unions



The Solution: Edward Filene

- Invested \$1M over three decades
- **Goal:** End usury
 - Offer personal loans
 - Teach financial literacy
 - Cap interest paid on loans
 - People helping people
 - Not for profit, not for charity, but for service



Fast Forward to 2018



Reality Check: Usury Methods Evolved

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STORE**[®]

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TRUST
LOANS

CashNetUSA[®]
Money's on the way[®]

Rent to
OWN!

Have a car?
You're

APPROVED

 **ADVANCE AMERICA**[®]
CASH ADVANCE

PAWN SHOP



Current Trends:
Why is this a problem?



Current Trends: Retirees

52% of households age 55 and older have no retirement savings. Those with retirement, the median amount saved equals only \$405 per month of income for a 65-year-old.



Current Trends: Working Adults

26%

Adults are either
unbanked or
underbanked.

28%

Non-retired adult Americans
have no retirement savings
or pension.

32%

Adults say that their income
varies to some degree from
month to month.



Current Trends: Working Adults

44% of adults could not cover an emergency expense costing \$400, or would cover it by selling something or borrowing money.



Current Trends: Working Adults

23%

Adults had to pay a major unexpected out-of-pocket medical expense in the prior year.

30%

Adults, or approximately 73 million adults, are either finding it difficult to get by or are ***just getting by*** financially.

46%

With a credit card report that they are carrying credit card debt, and 55 percent carried a balance at least once in the prior year.



Current Trends: Students



Americans owe more than \$1.4 trillion in unpaid education debt; the average Michigan graduate, with loans, owes \$30,852 in student loans.



Ideas in Action



Ideas in Action: Working for Credit Unions



Protecting Tax Status

Passing S. 2155 – Reg. Reform



Ideas in Action: Preventing Payday Lending Expansion



10 Million

The estimated number of outdoor billboard views by Michigan commuters.*



8.5 Million

Online impressions over nine districts



Ideas in Action: Protecting Data Breach Victims



Wendy's



12,918,657

Total number of records exposed in data breaches
between Jan 1 – May 1, 2018



Ideas in Action: Increasing Awareness



There's Real Strength in Our Numbers

- 100% participation
- Year round advertising/media buys
- Focus on mobile friendly media



Ideas in Action: Leadership @ Eleven



Expanding Educational Offerings and Networking

- One-on-one executive coaching sessions
- 360-degree feedback
- Individualized feedback
- Self-awareness activities
- Leadership talent assessment



Ideas in Action: Making a Difference



Congratulations to Limestone Federal Credit Union and Manistique High School for winning 2018 MCUL Innovation Award, for The Grind Coffee House.



We need your ideas too...



Your Ideas in Action: 2018 Annual Membership Survey



Open now until June 30th

[MCUL.org/survey](https://mcul.org/survey)





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Thank you

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