



DCUC

ALERT

ISSUE 4

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APRIL 2024

CEO UPDATE

**Member Voices Are
the Only Ones
That Matter**

CAPITAL CORNER

**High Stakes
Card Games
in Washington**

DCUC NEWS

**Jason Stverak
Named DCUC
Chief Advocacy
Officer**

REGISTER NOW!

**DCUC 2024
Annual Conference**

*August 12 - 16, 2024
The Vinoy Resort & Golf Club
St. Petersburg, Florida*





ALBERT

DCUC is the trusted resource for credit unions on all military and veteran matters.

DCUC Latest Accomplishments

- DCUC sent a letter in support of California Credit Union League's (CCUL) position on SB 1075;
 - DCUC working with CCUL in state legislative matters in adding a military perspective to mutual advocacy efforts on your behalf
- DCUC continued to emphasize the importance of the **Veteran Member Business Loan exemption**
- DCUC successfully concluded its **2024 Hawaii Sub-Council Luncheon**; see page 8.
 - discussed current advocacy priorities, potential and emerging concerns, and how DCUC will be continuing to lay the groundwork for this unique sub-council.
- Released **DCUC's Official Home Buying Guide**: Download a free copy of this newest publication today!
- **Hall of Honor Nominations** are now closed! DCUC will be reviewing packets. Thank you for your submissions!

DCUC Happening Now

- Continuing to reject passage of **Credit Card Competition Act (CCCA)** in all "must pay legislation" in both houses of Congress
- Actively protecting regulations and statutes affecting all credit unions: Overseas Military Banking Program, **32 CFR Part 230.4 "One Bank & One Credit Union"**
- **Military Banking Program Improvement Act of 2024**: DCUC continues to meet with members of Congress; proposed legislation is gaining support and well-received
- **DCUC's Annual Conference CRASHers**: Applications close April 30!
- DCUC has been busy **engaging with its membership; responding to proposed legislation that would open up the Federal Credit Union Act (FCUA)**: this legislation would only benefit one credit union while potentially inviting attacks from bank lobbyists, questions to credit union taxation...see CEO Update for more.

DCUC Upcoming Activities

- Register today for **DCUC's 2024 Annual Conference**: August 12-16 at the Vinoy Resort & Golf Club in Saint Petersburg, Florida: reserve your room before they sell out!
- Army and Air Force have sent out the call for **Distinguished Credit Union of the Year Awards**.
- **DCUC's Overseas Sub-Council** in Warsaw, Poland, April 29-May 3, 2024
- **DCUC's Midwest Sub-Council** will be held from October 8-10, 2024, in Davenport, Iowa.
- **DCUC Call for Resolutions**: Submit a written resolution to DCUC prior to May 30, 2024, to be acted on by the Resolutions Committee and included with the Call of the Annual Meeting, which is issued 60 days before the DCUC Annual Meeting.
 - Proposed resolutions should be emailed to DCUC VP, Beth Merlo, at bmerlo@dcuc.org.

SERVING THOSE WHO SERVE OUR COUNTRY

DEFENSE CREDIT UNION COUNCIL, INC.

*Championing the interests of credit unions
serving our military and veteran communities*

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DCUC

ALERT

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DCUC
DEFENSE CREDIT UNION COUNCIL

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CEO UPDATE

Member Voices Are the Only Ones That Matter

First off, thank you for your participation in industry-wide events and meetings, especially as they directly impact your ability to serve those who serve our country. As a member-based organization, the title of this article is self-evident. Trade associations, leagues, and other system partners will always have their own opinions. However, these opinions must be shaped by the views expressed by members themselves, or else you risk losing the members your organization is supposed to represent.

Last week, an important meeting took place outside of DCUC. The purpose of the meeting was to hear your views on proposed legislation that will directly impact both your credit union and the industry's future. Once again, it was no surprise to DCUC that our members are passionate about certain issues and have no reservations in letting others know your position. DCUC repeatedly tried to warn industry leaders that pursuing this course of action and attempting to gain consensus for approval after the fact was ill-advised.

We are still amazed when industry partners fail to grasp the significance each DCUC member credit union has in representing the needs of your local military and veteran communities. Additionally, the collective voice defense credit unions have throughout the industry is often overlooked and underestimated. Yet, defense credit unions today make up a quarter of the industry and are collectively larger than the two largest leagues combined. This widespread influence is reflected by DCUC's nationwide and international presence.

There is always a danger in speaking with only "one voice" to Congress and the Administration. Common sense and experience remind us how difficult it is to be all things to all people. The best move is always to state your intentions up front, listen to all stakeholders, seek consensus on a path forward, decide, and then (and only then) execute a plan of action. It never works well in reverse, which last week's meeting demonstrated with respect to opening the

Federal Credit Union Act (FCUA) for the benefit of a single credit union.

One thing to clarify during last week's meeting since DCUC was not invited to participate:

1. Credit unions are NOT in danger of losing their leases or having to pay rent.
2. DCUC has never heard that, nor has our counterpart on the military bank side.
3. However, America's Credit Unions (ACU) did make our case regarding the DISCRETIONARY nature of our no-cost land leases; being "discretionary," they could theoretically be canceled.
4. This is why DCUC is advocating for NON-DISCRETIONARY no-cost land leases in our proposed legislation. Not to mention, DCUC also included protecting the "One Bank and One Credit Union" policy by putting it into law and creating a Federal Advisory Committee.

Altogether, our proposed legislation seeks to prevent the types of "exceptions to policy" that have plagued DoD's Military Banking Program over the last eight years.

DCUC has discussed this separate legislation in each of our last two Military Advisory Committee (MAC) meetings. It has broad support amongst our member credit unions and has gained support in Congress. We hope each of you will continue to support this bill as it makes its way through various Congressional committees and oppose opening the FCUA for the benefit of one credit union.

If you have any questions about either of these, please do not hesitate to reach out to me directly. As always, DCUC thanks you for your support and exercising your voice in matters of great importance. We will keep you informed as each measure progresses along the way. ■

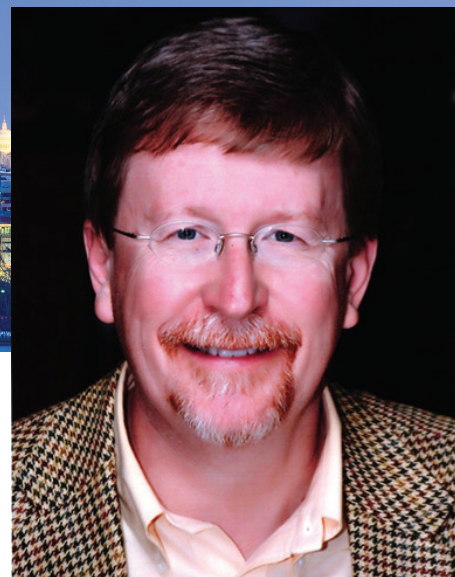


*Anthony Hernandez,
President and CEO, DCUC*



Common sense and experience remind us how difficult it is to be all things to all people. The best move is always to state your intentions up front, listen to all stakeholders, seek consensus on a path forward, decide, and then (and only then) execute a plan of action."

*– Anthony Hernandez,
DCUC President/CEO*



High Stakes Card Games in Washington

Provided by John McKechnie

There's been an uptick in activity in Washington on issues of interest to defense credit unions, particularly the evolving use of payment system technology. Key question: how are Congress and regulators going to adapt to changed consumer needs in a new financial landscape?

The ongoing battle pitting credit unions and banks against the retailer lobby heated up in March. Senator Roger Marshall (R-KS), a lead proponent of the Credit Card Competition Act, attempted to attach that legislation to the government spending bill amidst the high-stakes effort on Capitol Hill to avert a government shutdown. Senate leaders turned aside the Marshall gambit late in the evening of March 21—DCUC and several leagues were heavily involved in frantic last-minute lobbying of key Senators against this 11th hour maneuver—but Senator Dick Durbin (D-IL) vows to offer CCCA on every moving vehicle from now on.

Fuel was added to this fire a week later, when Visa and Mastercard agreed to a \$30 billion legal settlement with the merchants on credit card transaction fees. On its face the court deal appeared to be a victory for retailers, but they immediately said the settlement didn't go far enough and only lasts 5 years.

Later Durbin was dealt a setback, as his planned April 9 hearing in Senate Judiciary was postponed after Visa and Mastercard executives declined to testify. Durbin's staff also cited ongoing court review of the settlement as another reason to wait.

CFPB on March 5 unveiled a rule capping credit card late-payment fees at \$8. While on paper the 338-page rule only affects large issuers, defense credit unions and other industry leaders pointed to market pressures exerted by similar fee edicts. The CEO

of a \$1 billion credit union speculated that “if a large bank is charging \$8 per late payment, and we stick to our customary \$20, there will be a gravitational pull toward unrealistically lower fees.”

Banks are challenging the new regulation in federal court; a federal judge in Texas was petitioned to stop the rule, but he declined and instead transferred the case to the DC circuit (a venue seen as more friendly to CFPB). In a tartly worded order, the Texas judge told the plaintiffs (sarcastically?) that he “appreciates plaintiff efforts to educate the Court on what they believe the Court does and does not need” but noted he's been a judge for nearly a decade and can make those decisions on his own.

The Treasury Department has unveiled recommendations on how credit unions and others in the financial industry can manage fraud and cybersecurity risks stemming from artificial intelligence technology.

According to Treasury the regulation of AI in financial services “remains an open question.” The report, which notably doesn't say what further action regulators or Congress should take, only describes the importance of coordination among state and federal regulators.

Treasury's recommendations range from developing a common AI lexicon, to boosting employee training on AI, to finding ways to help credit unions and small banks with fewer resources leverage the technology. One challenge, the report notes, is that credit unions firms may lack in-house data to build anti-fraud models.

Treasury also floated the idea of “nutrition label” type disclosures to help credit unions and other financial companies understand AI data use. ■

Jason Stverak Named DCUC Chief Advocacy Officer

The Defense Credit Union Council (DCUC) is proud to announce Jason Stverak has been appointed to the new position of Chief Advocacy Officer (CAO). In this role, Jason will be responsible for ensuring DCUC's overall advocacy efforts continue to exclusively support the interest of credit unions serving our armed forces and veterans worldwide.

DCUC's Chief Advocacy Officer is a new position at DCUC and reflects DCUC's growth in the advocacy sphere over the last seven years. The CAO will serve as a direct link between membership and regulators, analyzing current and emerging regulations and legislation, fostering DCUC's working relationships with Congressional staff members, and ensuring DCUC's members remain informed, heard, and represented.

Jason has served as the Deputy Chief Advocacy Officer for Federal Government Affairs for the Credit Union National Association (CUNA), now America's Credit Unions since October 2021. He also performed the duties as Interim Chief Advocacy Officer for CUNA in 2022 and 2023. Before his time with CUNA, Jason worked as the Deputy Chief of Staff for U.S. Senator Kevin Cramer (R-ND).

Additionally, Jason has served as the Legislative Director and Lobbyist for Christians United for Israel Action Fund, and as Deputy Chief of Staff and Communications Director for Congressman Cramer in the U.S. House of Representatives.

A respected voice on Capitol Hill, Jason is a sought-after voice on important issues facing credit unions and the financial services industry. Known for his influential voice for credit unions, Jason has appeared as a guest on nationally syndicated radio shows and the Fox News Channel on several occasions. His articles and press releases have appeared in *USA Today*, *National Review Online*, *Roll Call*, *The Hill*, *Politico*, *Fox News*, *Forbes*, *the Washington Examiner*, *American Banker*, *CU Times*, and numerous other publications.

Jason was named one of The Hill's Top Lobbyists in 2022 and 2023, as well as a Top Lobbyist by The National Institute for Lobbying and Ethics (NILE) in 2022.

"DCUC is incredibly proud to have Jason join us as our Chief Advocacy Officer. We've always valued our joint trade



*Jason Stverak has been appointed
Chief Advocacy Officer (CAO) of DCUC.*

communications with Jason and hearing his take on legislative matters coming in and out of Washington," said Anthony Hernandez, DCUC president/CEO. "We're confident Jason will not only be a great addition to our team but will take DCUC's advocacy to the next level on behalf of our members."

"I am deeply honored and excited to be named DCUC's Chief Advocacy Officer. Every credit union across the country has members who are active-duty military, veterans, or members of their families and I look forward to fighting for their interests and the interests of all credit unions at DCUC," said Stverak. "America's service members, veterans, and their families give so much to our country, and I am proud to represent the credit unions that work for them each and every day." ■



Get the latest credit union
news at [DCUC.org/news](https://www.dcuc.org/news).

DCUC Hosts Annual Hawaii Sub-Council Luncheon

DCUC successfully hosted its annual Hawaii Sub-Council luncheon on Wednesday, March 20, 2024, at the Pacific Club in Honolulu, Hawaii. The Hawaii Sub-Council was formed in 2020 and created to support the interests of DCUC member credit unions serving the financial needs of servicemembers and veterans across the Hawaiian Islands. Hawaii remains home to more than 100,000 military personnel, veterans, dependents, and DoD personnel from all branches of the U.S. armed forces.

In addition to hosting the annual luncheon, DCUC visited with several of its member credit union CEOs including Aloha Pacific FCU, Hickam FCU, Pearl Hawaii FCU, Hawaiian Financial FCU, HOCU, Ko’olau FCU, and Schofield FCU.

“We value the support Tony Hernandez provided us to address some challenges we had with our on-base branch facility,” said Scott Kaulukukui, Hickam FCU president/CEO. “During his

visit to Hawaii, as part of the sub-council meeting, we were able to discuss and see firsthand what those challenges were and the impact it would have to our credit union.”

During the Hawaii Sub-Council luncheon, DCUC and the group of credit union leaders discussed current advocacy priorities, potential and emerging concerns, and how DCUC will be continuing to lay the groundwork for this unique sub-council.

“The Hawaii Sub-Council meeting continues to be an important annual event for DCUC and its member credit unions,” said Anthony Hernandez, DCUC president/CEO. “Not only is it great to meet with our members face to face, but we can discuss in more detail evolving needs and concerns and celebrate ways these credit unions are making a difference in their local communities.” ■

SUBMISSION

Submit a written resolution to DCUC for the Resolutions Committee to act on and to include with the Call of the Annual Meeting.

DEADLINE

Proposed resolutions are due no later than **May 30, 2024**.

CONTACT

Proposed resolutions should be emailed to DCUC VP, Beth Merlo, at bmerlo@dcuc.org.



DCUC
DEFENSE CREDIT UNION COUNCIL

CALL FOR RESOLUTIONS



Hawaii

Sub-Council Luncheon



AWARDS & RECOGNITION

NAA Names James Schenck as the 2024 Whitman Trophy Recipient

Provided by PenFed CU

The National Aeronautic Association (NAA) is pleased to announce that PenFed CU President/CEO & PenFed Foundation CEO **James Schenck** has been selected as the recipient of the 2024 Bruce Whitman Memorial Trophy.

A visionary leader and selfless humanitarian, Schenck is honored for his dedication to commemorating, celebrating, and advocating for the impact and heritage of America's military veterans and his willingness to promote and support the next generation of aviators.

Established in 2019 by the NAA Board of Directors, the Bruce Whitman Memorial Trophy honors outstanding individuals who have made significant contributions to aviation or aerospace in the United States and who, by working with museums and other institutions, have promoted an appreciation by students and the broader public of the sacrifices and legacy of members of the military service. Created in honor of the aerospace executive and philanthropist bearing its name, Bruce was posthumously named the first trophy recipient in 2019.

"No one cared more about our industry than Bruce Whitman," said Jim Albaugh, NAA Chair. "He dedicated his life to service, and I know Bruce would be honored to know that this year's recipient of the Whitman Trophy is James Schenck. James is someone who contributed so much to our military and our nation."

During his military career, James flew Black Hawk helicopters in Korea and trained other US Army aviators as a night vision goggle instructor pilot. He served on the Army Staff in the Office of the Deputy Chief of Staff for Operations and Plans and was later selected to serve as a Special Assistant to the Secretary of the Army. He received the Legion of Merit for his contribution to the Army by overseeing creation of the \$453 million Army University Access Online educational initiative. Prior to his assignment to

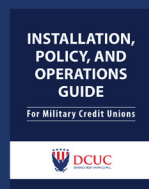
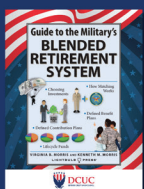


James Schenck, PenFed CU President/CEO & PenFed Foundation CEO, is the recipient of the 2024 Whitman Trophy.

the Pentagon, James taught Economics and Finance at the United States Military Academy. James is a graduate of the Harvard Business School (1996) and West Point (1988).

"Deeply impacted by the failed Iranian Hostage Rescue mission on April 24, 1980, when 8 American servicemembers lost their lives, I have been steadfast from that date forward in my commitment to our men and women who serve," said Schenck. "I am forever proud of my military service as an Army Aviator, and for the millions of other veterans who have worn the uniform of our nation. We can never do enough for the men and women and their families who keep us free. I am honored to receive this prestigious award from the National Aeronautic Association." ■

DCUC PUBLICATIONS



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AWARDS & RECOGNITION

Abound CU Recognized as a 2024 Winner of Best Places to Work in Kentucky™

Provided by Abound CU

Abound CU was recently named one of the 2024 Best Places to Work in Kentucky. This year's award marks the third year in a row that the Credit Union has been recognized as a leading employer in the state. The 20th Annual Best Places to Work in Kentucky, a joint project of the Kentucky Chamber of Commerce and the Kentucky Society for Human Resource Management (KYSHRM) in partnership with Workforce Research Group, honors employers in Kentucky who are making their workplaces great.

"We're thrilled to celebrate as a Credit Union and recognize our 348 amazing team members," says Ray Springsteen, president/CEO of Abound CU. "Their dedication and passion for finding real solutions that make more possible for our Members and communities is inspiring." ■

1st Advantage Earns Two Prestigious Awards for Outstanding Marketing Achievements

Provided by 1st Advantage FCU

1st Advantage FCU was recently recognized with two prestigious Diamond Awards. These accolades were part of the annual competition organized by America's Credit Unions (ACU) Marketing & Business Development Council, which featured 38 categories and received over 1450 entries.

1st Advantage received recognition in two distinct categories: Annual Report and One-Time Event for our Pickleball Tournament, which was organized to support the 1st Advantage FCU Foundation. ■

Energage Names Scott CU a Winner of the 2024 Top Workplaces USA

Provided by Scott CU

Scott CU has earned the 2024 Top Workplaces USA award, issued by Energage, a purpose-driven organization that develops solutions to build and brand Top Workplaces. The Top Workplaces program has a 15-year history of surveying more than 20 million employees and recognizing the top organizations across 60 markets for regional Top Workplaces awards.

Top Workplaces USA celebrates organizations with 150 or more employees that have built great cultures. Over 42,000 organizations were invited to participate in the Top Workplaces USA survey. Winners of the Top Workplaces USA list are chosen based solely on employee feedback gathered through an employee engagement survey, issued by Energage.

"Earning a Top Workplaces award is a badge of honor for companies, especially because it comes authentically from their employees," said Eric Rubino, Energage CEO. "That's something to be proud of. In today's market, leaders must ensure they're allowing employees to have a voice and be heard. That's paramount. Top Workplaces do this, and it pays dividends."

"We are proud and humbled to be recognized by Energage as a recipient of the 2024 Top Workplaces USA award," remarked Frank Padak, President and CEO of Scott CU. "This achievement underscores our commitment to fostering an environment where every team member feels valued, empowered, and heard."

Padak added, "The recognition is a testament to the dedication and passion of our employees, whose feedback has shaped our organization into the thriving community it is today. We are honored to be among the distinguished companies recognized for building exceptional workplace cultures, and we remain steadfast in our commitment to providing an outstanding experience for our team members." ■



DCUC

Send your credit union stories of impact to alert@dcuc.org

AWARDS & RECOGNITION



Pictured with the awards are Tower's Tom Poe, VP/Director Marketing & Business Intelligence and Renee Daley, AVP Creative Brand Services. Photo provided by Tower FCU.

Tower FCU Receives Two ACU Diamond Awards for Creative Excellence in Marketing

Provided by Tower FCU

Tower FCU proudly announces it was honored with two Diamond Awards from the CUNA Marketing & Business Development Council of America's Credit Unions (ACU). Tower won in the Rebrand/New Corporate Identity category for its recent brand refresh and in the Website category for website redesign.

"Tower is dedicated to improving the financial security and well-being of our members," said Tom Poe, Tower's VP/Director of Marketing & Business Intelligence. "I'm so proud of our talented marketing team and honored that our work in support of our mission has received national recognition." ■

Blue FCU Receives ACU Diamond Awards

Provided by Blue FCU

Blue FCU was among 168 credit unions nationwide named winners of the prestigious Diamond Awards, the Marketing & Business Development Council's annual marketing excellence competition.

Blue received the following recognition: Best Annual Report, Best Internal Marketing Program, Best Membership Marketing Program, and Best New Logo for the Blue Sport Stable.

"We are absolutely delighted to honor Blue Federal Credit Union and the other 167 winners with this level of recognition," said Lesli Bishop, Diamond Awards chair and Chief Marketing Officer at Family Savings CU in Gadsden, Ala. "It's evident that these credit unions not only embody the spirit of the credit union movement but also propel it forward with their innovative approaches." ■

Service CU's Jaime Yates Wins NHBR Outstanding Women in Business Award

Provided by Service CU

Service CU is excited to announce that **Jaime Yates**, AVP of Community Development, has been named as one of the 2024 recipients of New Hampshire Business Review (NHBR)'s Outstanding Women in Business Awards.

The Outstanding Women in Business Awards celebrate the women who have demonstrated excellence in their professional lives and as leaders and role models in their communities. These women come from various industries and backgrounds, but are all true leaders in their respective fields.

Jaime was recognized for her role in growing Service CU's vast community giving footprint, as well as its commitment to financial wellness. In 2023 alone, the credit union donated over \$1.6 million to local and national nonprofits, supporting 263 organizations and over 400 events. Service CU staff taught financial wellness and literacy classes to over 1,700 individuals last year, both in-person and virtually, on topics including understanding your credit report and score, strengthening family financial conversations, and the psychology of spending.

Jaime was also recognized for her advocacy of other women in the nonprofit, marketing, and credit union industries. She frequently speaks at the Portsmouth Chamber's CelebrateHER events, bringing professional women from the Seacoast, NH area to network and learn about important topics such as work/life balance and creating a personal brand. ■



AWARDS & RECOGNITION

Armed Services YMCA of Alaska Honors Local Businessman

Global CU President/CEO, Geoff Lundfelt, becomes 5th Alaskan recognized with annual civic leader award

Provided by Global CU

The Armed Services YMCA of Alaska (ASYMCA) presented the 2024 Bobby Alexander Civic Leader of the Year Award to Global CU's president/CEO **Geoff Lundfelt**. Lundfelt was honored at ASYMCA's 47th Annual Salute to the Military gala on Feb. 17, 2024, where he accepted the award on behalf of Global CU. Held annually in February, the event recognizes 13 junior enlisted service members, a military spouse, and a civic leader.

"Every year, we have the immense privilege of honoring some of Alaska's most influential leaders at the annual Salute to the Military," said Sarah Riffer, Executive Director of the ASYMCA of Alaska. "These leaders are selected by a committee of their peers, and the ASYMCA board and staff were thrilled to learn that Geoff was selected for the 2024 Bobby Alexander Civic Leader of the Year award. Under Geoff's leadership, Global CU has made a tremendous impact on our Alaska military members and it's wonderful to shine a light on the work that they do."

A long-time supporter of the Armed Services YMCA of Alaska, Global has played a crucial role in helping the nonprofit provide programs and services unique to military life. Most recently, the partnership yielded the new Global Early Learning Center, which provides affordable curriculum-based preschool options to military families on both JBER and Eielson Air Force Base. The two centers currently serve 85 students.

"For 75 years, Global has proudly served our military community, a legacy that began with our humble roots," said Lundfelt. "This award is a testament to the enduring commitment of Global to enriching the lives of our members and their families. It is a privilege to lead an organization that remains dedicated to our founding principles while continuing to evolve and adapt to meet the ever-changing needs of those we serve."

"Bobby Alexander has a long history of supporting our nation's defenders. He's provided an incredible legacy for both our state and the ASYMCA of Alaska," said Riffer. "I see Geoff and Global continue Bobby's legacy, and it is an honor to recognize their contributions with the 2024 Bobby Alexander Civic Leader of the Year award." ■



Geoff Lundfelt (right) receives the 2024 Bobby Alexander Civic Leader of the Year award. Photo provided by Global CU.

CONFERENCE

With a Purpose

HERE ARE JUST A FEW WAYS YOU CAN HELP



Donate an item to the Silent Auction



Bid on the great Silent Auction items



Buy raffle tickets for the 50/50 Drawing

Since 2003, together, we have raised more than \$400,000 for military-related charities!



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CREDIT UNION PEOPLE IN THE NEWS

PENSACOLA, FL—PenAir CU (PenAir) is delighted to announce the appointment of **Andrew Reynolds** as Chief Strategy Officer. PenAir also proudly announces the promotion of esteemed team members to key leadership positions, bolstering its commitment to excellence and community service.

Meg Rich, a seasoned professional with over a decade of experience, has been promoted to the role of VP of Project Management. **Ryan Vann**, a lifelong resident of Northwest Florida and a longstanding member of PenAir, has been promoted to VP of Lending. **Kristi Bird**, a seasoned professional with 17 years of experience in the financial industry, has been promoted to AVP of Operations. **Michael Davis**, the newest member of PenAir's leadership team, will serve as AVP of Accounting.

CREDIT UNIONS IN THE NEWS

TYSONS, VA—PenFed CU hosted a ribbon-cutting ceremony for its new financial center located at PR 2 KM 149.5, Mayagüez, Puerto Rico. This newest financial center represents PenFed's commitment to meeting the needs of members across Puerto Rico, while continuing to support Puerto Rico's economy by providing financial services and adding employment opportunities.

"PenFed is proud to expand our service to the Mayagüez community and all of Puerto Rico," said President/CEO of PenFed CU and CEO of the PenFed Foundation James Schenck. "The best way to serve Puerto Rico is by creating jobs and helping people achieve their financial dreams. PenFed continues to expand our investment in the people of Puerto Rico."



CRASH

DCUC'S 2024 ANNUAL CONFERENCE



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"Best investment we can make is to develop our future leaders"

-Annual Conference Attendee



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AmeriCU CU Celebrates 2023 Successes and Milestones

Provided by AmeriCU CU

On Monday, March 11, AmeriCU CU hosted the credit union’s annual membership meeting. AmeriCU President and CEO Ronald Belle, and Nick Fabrizio, Chairman of AmeriCU’s Board of Directors addressed the current membership on the credit union’s financial performance and successes in 2023, highlighting the achievements the credit union made throughout the year.

In July 2023, AmeriCU was proud to announce their largest expansion yet into 15 additional counties across the North Country, Mohawk Valley, Central New York, and Southern Tier Communities of New York State. The credit union is thrilled to expand their field of membership into now twenty-four counties to promote financial education, stability, and growth.

In 2023, AmeriCU remained committed to providing value to members through enhanced product and services, implementing innovative technologies, and first-class service. The year’s highlights included a new Virtual Financial Center, renovations of the Wassertown and Auburn Financial Centers, a website redesign, an expanded Interactive ATM network, and the new mobile and online mortgage application. AmeriCU introduced Pay A Person—a mobile application that allows their members to transfer money quickly and easily from their mobile phone, Pay A Day Early which provides early access to direct deposit paychecks including pension, social security, and all income payments, My Credit Score and Autobooks. AmeriCU also gave back generously to the communities it serves and was voted a Best Company to work for in New York State. American Banker recognized AmeriCU as one of the Best Credit Unions to Work For in 2023.

AmeriCU’s Nominating Committee announced that incumbents George Bauer and Joseph Turczyn have been nominated to fill two open positions on the Board of Directors. The two nominees were seated at the annual meeting.

“As AmeriCU looks ahead to 2024, we are eager to deepen the connections we have with our membership. We will continue to evolve our services to give back even more to our members and take care of those who have helped us get to where we are today as we expand forward,” said Ron Belle, AmeriCU President and CEO.

During the event, AmeriCU awarded ten \$1,000 scholarships to local students joined by their families and recognized for their academic achievement

Keesler Federal Announces Major Partnership with New Orleans Saints and New Orleans Pelicans

Provided by Keesler FCU

Keesler FCU proudly announces that is the Official Credit Union of both the New Orleans Saints and the New Orleans Pelicans. The announcement was made during the annual Keesler Federal membership meeting.

“This partnership is a perfect fit for Keesler Federal, and we are thrilled to become the only official credit union partner of these great teams,” said Andy Swoger, Keesler Federal president/CEO. “Our footprints in the Louisiana, Mississippi and Alabama markets align, and this partnership will allow us to expand our brand to the regional communities we serve and engage in community endeavors with these NFL and NBA organizations.”

This partnership represents more than just a collaboration between organizations. It signifies a shared commitment to the people of the Gulf South region. Keesler Federal’s dedication to the community mirrors that of the Saints and Pelicans. Together, we continue to make a positive impact in our communities.” Gayle Benson, Owner of the New Orleans Saints and Governor of the New Orleans Pelicans.

“This is a long-term commitment as we continue to focus on making a meaningful difference in the communities where we live, work, and enjoy outstanding quality of life,” said Swoger.

Many people don’t realize they can join Keesler Federal,” said Swoger. “This partnership is a great opportunity to expand our brand awareness and educate consumers about membership benefits—especially as we begin to increase our footprint in the Greater New Orleans area.”



GET INVOLVED!

**MILITARY ADVOCACY
COMMITTEE MEETING**

June 13, 2024

2:30 PM ET

dcuc.org/MAC

SECU Foundation Welcomes 16 Non-profits to Mission Development Grant Program With \$640,000 in Awards

Provided by SECU

A new round of Mission Development grants approved by the SECU Foundation Board of Directors welcomes 16 non-profits to the two-year capacity-building program, with awards totaling \$640,000. The Foundation's Mission Development Grant Program, which began seven years ago, has been fill-ing unmet financial needs for North Carolina non-profits seeking to strengthen their long-term growth and stability.

While the goal of the grant program is to assist non-profits with increasing organizational capacity, SECU Foundation has achieved several measurable goals in the process, including the ability to re-pond to identified needs in areas of the state with fewer resources, along with the opportunity to expand its grantmaking strategy and reach. Since 2017, over \$3 million has been awarded to 89 non-profit organizations to help further their mission of serving others.

"We are thrilled with the program's success and strong interest from non-profits throughout the state," said SECU Foundation Executive Director Jama Campbell. "We are seeing positive, tangible outcomes for grant recipients working to boost their capacity and impact for programs and services that are vital to those in need. The cooperative efforts of many amazing people are coming together to uplift our communities and the lives of those served by these non-profits."

Grantees representing 13 North Carolina counties include:

- Alamance Eldercare Inc., Alamance County
- Family Abuse Services of Alamance County, Alamance County
- Hands of Hope Medical Clinic, Yadkin County
- The Sister Circle International, Guilford County
- N.C. Coalition to End Homelessness, Wake County (statewide reach)
- Designed For Joy, Wake County
- Communities in Partnership, Durham County
- Dew4Him Ministries, Wake County (five-county reach)
- Pee Wee Homes, Orange County
- State Line Community Action Association, Scotland County
- Hope Alive Inc., Robeson County
- I Got Next Youth Sports Inc., Cabarrus County
- Steps to HOPE, Polk County
- Rise & Shine/Neighbors in Ministry, Transylvania County
- TFBU Foundation, Martin County
- Friends of Jockey's Ridge State Park, Dare County

**VETERANS
HOME BUYING
GUIDE**

VIRGINIA B. MORRIS

NEW!

DCUC
DEFENSE CREDIT UNION COUNCIL

DCUC Call for Resolutions

Submit a written resolution to DCUC prior to May 30, 2024, to be acted on by the Resolutions Committee and included with the Call of the Annual Meeting, which is issued 60 days before the DCUC Annual Meeting. Proposed resolutions should be emailed to DCUC VP, Beth Merlo, at bmerlo@dcuc.org.

PenAir CU Announces 2023-2024 NOW Program Winners

Financial Wellness Competition Helps Members Reduce Debt and Save Money with Practical Advice and Counseling

Provided by PenAir CU

PenAir CU (PenAir) congratulates Beverly Johnson as the first-place winner of its 2023-2024 NOW Program, a seven-month-long financial wellness competition that gives participants a better understanding of their income vs. expenses while creating healthier spending habits. As the first-place winner, Beverly received a \$10,000 cash prize from PenAir.

“The goal I am most proud of is improving my credit score. When I saw my debt balances go down, I was thrilled. It was such a huge weight off my shoulders,” shares Johnson, whose next goal is to buy a home. “I am so grateful for PenAir’s Financial Counselors who helped me tremendously along this financial wellness journey. I am so excited to take what I learned during the competition and apply it to my habits for the rest of my life.”

Over the seven-month competition, all NOW participants made significant strides toward eliminating debt, boosting credit scores, and increasing savings. On average, teams were able to save \$7,300 and decrease personal debt by \$7,500. All teams were coached by a PenAir Certified Financial Counselor. Second and third-place teams this year received cash prizes of \$5,000 and \$2,500, respectively.

“We are so proud of all our NOW participants this year,” said Lee Morgan, president/CEO of PenAir. “I would like to give special thanks to our PenAir coaches,” Morgan continued. “Their expertise is invaluable and their practical approach to reducing debt and increasing savings will serve our participants well throughout their lifetimes. We look forward to helping more PenAir members transform their finances in our next NOW competition beginning later this spring.”



Service CU Partners With NH Housing to Make Homeownership More Accessible

Provided by Service CU

Service CU is excited to announce it has teamed up with the New Hampshire Housing Finance Authority (NHHFA) to make homeownership more affordable and accessible. Through NHHFA’s Home First and Home First Plus Programs, qualified homebuyers can apply to receive benefits such as down payment assistance of up to \$10,000, as well as closing cost help and reduced mortgage insurance assistance. By applying for a mortgage with Service CU, prospective homebuyers who meet NHHFA’s assistance requirements will be able to access some or all of these benefits.

To qualify, applicants must have a maximum household income of \$169,900 and must purchase a single-family home in New Hampshire that will be their primary, owner-occupied residence.

“The partnership with NHHFA fits perfectly with our efforts to help solve the housing affordability crisis in NH. The lack of a down payment is the biggest barrier to homeownership and the NH Housing grants go a long way toward addressing that issue,” said Rob Derrickson, Senior Manager of Real Estate Origination at Service CU.

Blue FCU and Blue Foundation Announces \$18,500 in 2024 Scholarships

Provided by Blue FCU

Blue FCU and Blue Foundation are proud to once again, offer a total of \$18,500 in higher education scholarships to members of the credit union in 2024. Nine scholarships of \$2,000 each, through the Blue Foundation Scholarship in memory of Myrtle Knight, will be awarded to current high school seniors who are current members of Blue FCU. The Shirley Howard Blue Foundation Scholarship of \$500, will also be awarded to a student attending Laramie County Community College in Wyoming.

This year marks an increase of \$6,000 in additional scholarship funds open to eligible students. With the merger of Aventa CU in Southern Colorado confirmed, more funds were added to create additional opportunities for students throughout Blue’s footprint.

“As Blue Federal Credit Union continues to grow, we are excited to continue our support of our youngest credit union members,” says Stephanie Teubner, president/CEO at Blue FCU. “We look forward to awarding scholarships to our young members poised to discover their pathways to possibilities through educational pursuits.”

“We are always impressed with the caliber of students that apply for the Blue Foundation scholarship,” says Blue Foundation Executive Director Laura Fowler. “With the increase of available scholarships this year, we look forward to reviewing all the applications that come in from young credit union members.”

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Global CU Foundation gives \$12,400 to Girl Scouts of Alaska.

Global CU Foundation Gives More Than \$42,000 to Local Nonprofits

Provided by Global CU

The Global CU Foundation donated \$42,400 to community nonprofits in Alaska and Arizona. The February donations were part of the foundation’s 2024 quarterly distribution of funds in support of its mission to aid organizations that benefit children, veterans, and local food banks and pantries.

“Thanks to the generosity of our members, the foundation is able to give back to the community by supporting some incredibly impactful organizations,” said Noël Gabler, executive director, Global CU Foundation. “By developing long-lasting partnerships like these, we’re able to help more people than we otherwise would.”

Recipients of funds include:

- \$12,400 to Girl Scouts of Alaska
- \$5,000 to NAMI (National Alliance on Mental Illness)
- \$5,000 to Educare Arizona
- \$15,000 to American Red Cross
- \$5,000 to Southwest Human Development

AmeriCU CU to Make National Television Debut

Provided by AmeriCU CU

AmeriCU CU is proud to announce it is currently featured on Viewpoint, a public television pro-gram, highlighting the credit union’s pivotal role in the financial industry. During this educational documentary, CEO, Ron Belle and COO, Alissa Sykes Tulloch discuss the importance of how credit unions like AmeriCU support their members and the communities they serve.

“We are honored to have credit unions showcased on this platform and for AmeriCU to share our knowledge on such a prestigious and widely viewed program like Viewpoint. This opportunity not only highlights our commitment to our members, but also recognizes our ongoing efforts to continuously evolve our products and services,” said Ron Belle, president/CEO of AmeriCU. “At AmeriCU, we take pride in focusing on our membership, teammates, and community initiatives. We offer financial solutions to support our members and contribute to the overall welfare of our community.”

“We are thrilled to share our story with a national audience further solidifying the credit union’s position as a forward-thinking financial institution,” said Alissa Sykes Tulloch, EVP, COO of AmeriCU. “AmeriCU remains dedicated to our members and community by providing them with financial and educational resources.”

For more information on AmeriCU CU or to view the Viewpoint series, visit <https://youtu.be/1wmsyBfRerA>.

PenFed CU and EVERFI Host Fourth Financial Literacy Event at San Juan Public High School as Part of “Tu Dinero, Tu Sueño” Program

PenFed continues to invest in the future of Puerto Rico by providing financial education to over 4,000 public and private school students

Provided by PenFed CU

PenFed CU and EVERFI from Blackbaud hosted an interactive learning event focused on improving financial literacy for over 110 students in grades 9-12 at Escuela Superior Rafael Cordero Molina in San Juan, Puerto Rico on March 20. The students recently completed the “Tu Dinero, Tu Sueño” (“Your Money, Your Dreams”) program, a scalable digital financial education curriculum provided by PenFed through a strategic partnership with EVERFI, the leader in powering social impact through education.

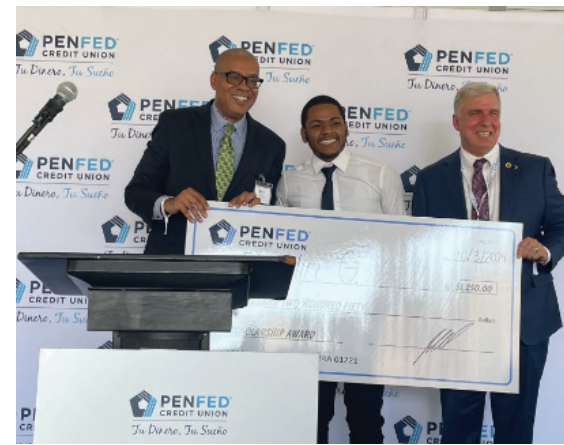
“PenFed believes the best way to serve Puerto Rico is to continue to empower the next generation to achieve their financial dreams,” said PenFed Executive Vice President of Member Operations and Global Fixed Assets Jamie Gayton. “We remain committed to investing in the development of Puerto Rico’s young future leaders and are grateful for the support of EVERFI and Escuela Superior Rafael Cordero Molina as we promote financial literacy and encourage students to create a brighter future for themselves and their communities.”

PenFed and EVERFI have had a strategic partnership for the past five years to bring critical financial education to over 4,000 public and private K-12 school students in 39 schools across Puerto Rico at no cost to the schools. PenFed provides students with access to EVERFI’s proven curriculum teaching them how to make smart financial decisions and achieve success in life. The program teaches students about savings and checking, building and maintaining healthy credit, planning for major purchases, investing and retirement, and funding higher education.

PenFed leaders, including PenFed financial center managers, wealth managers, and mortgage managers participated in a “speed networking” activity with students who recently completed the EVERFI financial education program. During the activity, students had the opportunity to ask PenFed leaders and community volunteers questions as part of small group conversations tying back to the critical skills taught in the curriculum.

This year’s financial literacy event is the fourth PenFed and EVERFI have held in Puerto Rico. In previous years, PenFed held events at both private and public schools in San Juan. Following these activities, PenFed announced two students were awarded a scholarship in the amount of \$1,250 in recognition of their work throughout the Tu Dinero, Tu Sueño program.

“PenFed has made a long-term investment in improving the financial literacy of students in Puerto Rico and we appreciate and applaud their dedication to this critical topic,” said EVERFI from Blackbaud Co-Founder and President, Ray Martinez. “The students in San Juan who took part in this program are incredibly talented and the stories they shared of the impact they hope to make on society were nothing less than inspirational. We are proud to be able to work alongside PenFed to bring this education to such deserving students and to play a part in helping them achieve their dreams.”



PenFed CU and EVERFI Host Fourth Financial Literacy Event at San Juan Public High School as Part of “Tu Dinero, Tu Sueño” program. Photo provided by PenFed CU.



Franklin A. Guzmán Colón, a student at Escuela Superior Rafael Cordero Molina, receives a \$1,250 scholarship in recognition of his work throughout the “Tu Dinero, Tu Sueño” program. Photo provided by PenFed CU.



Adriana M. Espiritusanto Cairo, a student at Escuela Superior Rafael Cordero Molina, receives a \$1,250 scholarship in recognition of her work throughout the “Tu Dinero, Tu Sueño” program. Photo provided by PenFed CU.



2024 ANNUAL CONFERENCE

AUGUST 12 - 16 , 2024

The Vinoy
RESORT & GOLF CLUB
ST. PETERSBURG, FLORIDA

KEYNOTE SPEAKERS



DEDE HALFHILL

Consultant and
Colonel, USAF (Ret.)



ALEX PELBATH

Managing Director



JIMMY YEARY

American Singer and Songwriter



HEATHER PENNEY

Senior Resident Fellow



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