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Bringing the military perspective to credit union industry issues

DCUC Latest Accomplishments

- Led efforts to successfully convince DOD to overturn controversial GAP restrictions in 2015 MLA after long 2-year effort at White House & Congress
  - Unfairly discriminated against military borrowers—damaged/risked family financial health
- Successful DCUC’s Defense Matters Forum—improved attendance and ratings!
- Attended CFPB and DoD (Personnel & Readiness) program rollout by service on 10 U.S.C. § 992
  - Presented new copies of Armed Forces Financial Guide to CFPB and DoD officials
- Debut of “Why We Do What We Do” video—co-branding available for DCUC members!
- DCUC partners appear in series of “DCUC Presents” articles in VIP Alexandria Magazine
- CUInsight Podcast #59 featured DCUC’s President/CEO—offered leadership insights
- Hosted GAC Crashers at DCUC Headquarters—engaged with our future CU leaders!
- Expanded Veteran Benefits Banking Program participation—open to all CUs!
- Held successful Q1 DCUC Board Meeting

DCUC Happening Now

- Working with House Veterans Affairs Committee Members to address concerns with VA’s new Veterans Benefits Banking Program—official VA site owned/operated by bank trade association
  - Key support—CA/NV Credit Union League & Northwest Credit Union Association
- Closely monitoring COVID-19 updates and re-evaluating spring conference plans
- Continued PR campaign & Congressional meetings in advance of FY21 NDAA
- Working with NCUA on 12 CFR § 701.34(2)—including APO/FPO addresses in LICU designation
- Elevating issues to Senior DoD Officials—government non-compliance with DoD FMR; AAFES rent, lease renewals, commercial solicitations, restricted access, hiring

DCUC Upcoming Activity

- DCUC Annual Conference (Aug 9–12, 2020) at Palace Hotel in San Francisco, CA
- DCUC Crasher Nominations due on June 30, 2020—application open, don’t delay!
- DCUC Hall of Honor Nominations—start planning/writing packages for 2020
- Start making plans for April “Military Saves Month”—DCUC will be heavily involved in campaign
- Visiting more DCUC Members to listen and learn while solidifying hard-won gains/member value
DEFENSE CREDIT UNION COUNCIL, INC.
is an association of credit unions serving Department of Defense personnel, military and civilian, worldwide.

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Kathrine Switzer, of Syracuse, N.Y., becomes the first woman to ‘officially’ run the Boston Marathon. Behind her, her then-boyfriend Tom Miller and coach Arnie Briggs push race official Jock Semple away. (Paul Connell/The Boston Globe via Getty Images)

DCUC Salutes Women Making a Difference

Anthony Hernandez, President and CEO, DCUC

Individuals making a difference is what makes our country unique and inspires the imagination for even more innovation and progress. Whether it is in politics, science, industry or sports, the number of breakthroughs has advanced our society faster than ever before. This month, we celebrate Women’s History Month, which carries special meaning: first as a husband and father of some amazing women, as a former military commander, and now as President and CEO of the Defense Credit Union Council.

As I reflect on all the above, I am reminded of a trip our family took to the Canadian Museum for Human Rights in Winnipeg, Canada, while I was in command at Grand Forks AFB, North Dakota. For me, one of the more compelling exhibits was the one on Katharine Switzer, who made history as the first female to enter the Boston Marathon in 1967 (see https://kathrineswitzer.com/1967-boston-marathon-the-real-story/). It was the images of Katharine Switzer being physically attacked for being a woman while she ran in the Boston Marathon that caught my eye. At the time of our visit, my oldest daughter was competing in marathon races, so Katherine’s story hit home.

It also reaffirmed something I had not really thought about since the concept of women running in a race seemed very natural, at least during my lifetime. The fact that my wife and daughters can compete in athletic events (and in their professions) is a testament to the imagination and perseverance of these pioneering women. I am very proud of my wife and daughters’ achievements and because of their success, I have no doubt we will see a woman win the Presidency very soon!

At the same time of my visit to the Canadian Museum for Human Rights, I was also a group commander in the United States Air Force. It struck me that three of the seven squadron commanders I hired at the time were strong female commanders. All I remember is they had strong records and were hired because they were the best in their respective career fields. Again, the decision to hire each of these commanders seemed natural at the time. Plus, each went on to successfully lead and graduate in their respective commands. Yet, I know there were many years of struggle getting to this place. In fact, their individual stories are amazing and a source of inspiration.

Finally, as I dwell on Women’s History Month, I am very proud of all the female CEOs of Defense Credit Unions who are also very powerful leaders in our industry. This also seems natural from a merit point of view, as it should. Yet, as we observe and celebrate these achievements, it is important to understand how new this reality is and how much more work remains to achieve true parity. However, I am very optimistic about our future!

continued on page 3
We as an industry support the Credit Union Cherry Blossom Ten Mile Run & 5K Run-Walk every year. And while this year may be cancelled, it is not the end of the CU support and participation in the future. The race benefits the Children's Miracle Network which is a fantastic organization. I hope many of you are competing, volunteering, or cheering in this race. Bringing this home, I encourage each of you to take pride in the diversity of competitors and reflect on how far we have come in a short amount of time.

Similarly, DCUC is sponsoring the 10-Mile Freedom Run in Kuwait and our member credit unions are sponsoring companion races with the Credit Union SACTOWN race in Sacramento, California and the Andrews FCU Freedom Race in Wiesbaden, Germany. In each of these races, I hope whoever is wearing “bib #261” wears it with honor and reflection. Again, DCUC salutes how far women have come not just in official running events; but in all walks of life—making a difference all around the world.

**Advocacy Takes Priority at Defense Matters**

*Brittany Boccher, Special Projects Coordinator DCUC*


Several guest speakers participated in the forum to include The Honorable Todd M. Harper, Board Member, National Credit Union Administration (NCUA). Harper addressed the attendees and identified capital and liquidity, cybersecurity and diversity, and equity and economic inclusion as 2020 priorities. As the world changes and evolves, the NCUA recognizes the need to ensure they are innovative and inclusive by embracing diversity, providing financial dignity, and appropriately engaging with stakeholders, because effective and efficient regulation comes from engagement.

Jim Rice, Assistant Director, Office of Servicemember Affairs, Consumer Financial Protection Bureau, provided an informative brief about military consumer complaints and the importance of advocating for financial literacy. The Consumer Financial Protection Bureau introduced the Misadventures in Money Management (MiMM) initiative that allows servicemembers to choose a life adventure through a virtual learning experience that trains servicemembers on how to navigate future financial landmines in a risk free and interactive way.

Additional highlights from Defense Matters included the introduction of the Armed Forces Financial Guide: Mapping the Military Lifecycle, which features leave and earning statement, service related and special benefits, PCS moves, healthcare and insurance, retirement plans, and transition and separation. This guide assists servicemembers and their families with money management and financial planning through each state of the military lifecycle, from enlistment and promotion to separation or retirement. The financial guide was written by the United States Military Academy and co-sponsored by DCUC. This guide provides the entire military lifestyle resources under one cover.

Hernandez utilized the forum as a way to explain the Defense Credit Union (DCU) difference and why DCU’s do what they do to serve our military and veterans. Military life is like no other, and our servicemembers are putting down roots far and wide in communities around the world. Our DCU’s understand the challenges of military life and also recognize military life is still real life, real people, who get married, buy homes and have children. DCU’s are helping servicemembers and veterans achieve the American Dream. It’s about life, family, and community and that is something we are all part of and that is the defense credit union difference, Serving Those Who Serve our Country.

**Abound CU Accepts National Award for Youth Financial Literacy**

*Provided by Abound CU*

Abound CU (formerly Fort Knox FCU) received national recognition in Washington, DC, last week during an industry conference. The Credit Union was a 2019 award recipient of the Credit Union National Association (CUNA) Alphonse Desjardins Youth Financial Education Award.

Specifically, the award recognized Abound CU’s development of the VAULT, an interactive financial literacy program, empowering students to be smart financial decision makers. This digital program consists of six 30-minute lessons and was developed for 4th-6th graders. Learning resources include supplemental lesson plans, engaging discussion guides, and real-time student score reports to assist teachers in the classroom. During the 2019-2020 school year, ten schools and 1,347 students are participating in the VAULT program with 2,969 hours of learning dedicated to financial education. The Credit Union plans to continue rolling out the VAULT program to additional schools.

“At Abound Credit Union, we are committed to sharing our strength and helping Kentuckians achieve more. By teaching children to be smarter financial decision makers early on, we’re making a long-term impact that will help their families and entire communities thrive,” said Becky Ates, Executive Vice President of Abound CU. “During the 2020-2021 school year, high schoolers throughout the state will also have access to financial literacy programs because of our support.”

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Alaska USA FCU Engages its Employees to Increase Support for United Way

Provided by Alaska USA FCU

People helping people, the credit union philosophy, is something Alaska USA FCU takes seriously. This was evident as employees in Alaska, Arizona, California, and Washington collaborated to raise funds for United Way. For several years, Alaska USA has been committed to strengthening its partnership with United Way through volunteering, employee giving and engaging fundraisers. This year the organization will donate $71,000 to United Way.

“We are committed to the communities we serve so when we noticed employee giving was down from previous years, we knew we needed to step up, even beyond our creative employee fundraising events. For the third year in a row Alaska USA will be donating an increased amount to United Way, thanks in part to a corporate donation backing our already generous employees,” said Geoff Lundfelt, president & CEO.

The credit union hosted several employee fundraising events. Activities included Donate for Days Off, where employees donated for a chance to win a paid day off; Pizza with Purpose, where senior executive staff served pizza to employees for a donation; Football Friday, where employees wore jerseys in support of their favorite football team; and Dunk for Dollars, where employees could donate for a chance to drop a member of the senior executive team into a dunk tank. Alaska USA looks forward to new and engaging fundraising ideas and continuing to “Live United” in 2020.

Rethinking Your Member Experience

Bill Hampton, Credit Union Division Executive, FIS

Ownership. That is the key differentiator between being a member at a credit union and a client at your local or national bank. That is why credit unions need to make the member experience the cornerstone of any strategic business plan they have. By doing this, there is a unique opportunity to build a brand that prides itself on building a relationship grounded in trust.

Steps to Rethinking the Member Experience

1. Take a Focused Look
Now more than ever, we have seen a rush from tech companies to develop and deploy the next great thing. Whether it be an entirely new form of currency like Bitcoin or harnessing the power of data, the advances in technology in the financial industry being brought to the forefront can be overwhelming. However, in the case of most credit unions, investing in the newest technology for the sake of trying to keep up is not an option. There is no one size fits all when it comes to your members’ journeys, which is why credit unions need to take a hard look at what their members need to make their experience the best possible one. Investing in the right technology, as opposed to the shiniest, is how you provide the most value to members.

2. Rethink how you choose your technology partners
Choosing the right technology partner is just as important as choosing the right technology. In fact, there were 5,779 new financial technology “startups” in 2019 in the Americas alone, meaning that there is a tremendous amount of options to choose from. A credit union partner must have well defined goals and the ability to be nimble to allow a credit union to be able to measure and pivot, shift or tweak as they go along, and be there as the technology goes through its various phases of adoption and usage. Members also expect their technology to work 100% all of the time, regardless of what channel they are using. Each transaction, whether B2B, P2P, or any other variation, is a miniature moment of truth for a credit union that the member may not even realize until a problem occurs. These moments of truth can be the difference between a member that feels valued and trusts in their credit union and one that is currently searching for a new place to put their hard-earned money.

3. Choose the technology that will make your investment dollars count
You have taken a broad look at your member experience and narrowed down what you need to improve. You have then looked at your options and chosen the technology provider that you believe will be in the trenches with you, proactively solving any problems your members may have. Now, you’ve finally reached the final step, picking the technologies that will have the largest benefit to members. This can be tricky as the demographics are often spread over several generations all with different needs. For example, Gen Z and millennials are much quicker to adopt digital payments such as Zelle and use their credit union’s apps, with a Javelin Strategy & Research poll showing that 47% of millennials use mobile apps for their banking. Then there is Gen X (88%) and Baby Boomers (91%), who value that their money is achieving their exact financial goals. By looking at the specific needs of your credit union’s members and by picking a partner that will guide you on your path, you can accurately choose which technology will provide the largest benefit for all involved.

Credit union members want to feel a part of the business that they trust with their money. Their financial journey is much different than that of a standard bank, as they want that interaction and sense of ownership in each of their transactions. That is why advancing the member experience by taking a focused look at areas of improvement, choosing the perfect technology partner, and picking the right solutions can propel a credit union’s brand to one based on partnership and trust for their members.

GOT NEWS?
Send your credit union news to alert@dcuc.org.
All In CU and WTVY-TV Honor Teacher of the Month
Margaret Donald, All In CU

All In CU and WTVY recognize the important role educators play in the lives of our nation’s children. Locally, the two organizations have partnered together to honor Wiregrass educators who go above and beyond to inspire their students.

All In and WTVY Teacher of the Month, John P. Taylor, is the Band Director at Headland High School. He received numerous nominations for this award, in part, because of his extraordinary efforts to help the band achieve a significant milestone. Over the holiday break, Taylor took his students to Annapolis, MD, to perform during the Military Bowl. As a result of his guidance, his students participated in the pre-game, halftime shows and concert competition. Headland High School was the only Alabama-based band at the event.

“We are impressed with the exemplary leadership shown by Wiregrass teachers,” stated Kathy Scarbrough, All In CU Vice President of Marketing. “We are pleased to highlight their contributions to the community in addition to their exceptional commitment to their students.”

Financial Center Launches New Podcast Series, Carpe Dime

Courtney Cooper, Financial Center First CU

Financial Center First CU launched a new podcast series titled Carpe Dime. Dusty Simmons, Vice President of Membership Development, and AVP of Financial Literacy, James Davidson, host episodes every other week discussing personal finance topics and financial education.

Episode 1 focuses on New Year’s financial resolutions, and why they tend to fail without a plan.
Episode 2 focuses on identifying spending leaks and sticking to a budget.
Episode 3 centers around Valentine’s Day, and how to create positive spending relationships with your spouse, and how to maintain financial independence through divorce.
Episodes are available on Spotify, SoundCloud, Apple Podcasts, and Google Podcasts. For more information, visit www.fccfu.com/carpedime.

Cobalt CU Provides Financial Coaching to College Students
Karen Guy, Cobalt CU

Cobalt CU partnered with the Avenue Scholars organization which emphasizes career training by preparing students for high demand careers. Cobalt managers gave Metropolitan Community College students one-on-one financial coaching during which the students could discuss their own personal budget plans and questions on improving their credit history. Students appreciated the valuable advice and realistic tips on how to maximize their budgets and improve their credit score.

What is your credit union doing for Military Saves Month?

Hosting financial education webinars?
Offering special rates on savings accounts?
Special plans for social media pushes?
Let us know at alert@dcuc.org
DCUC is pleased to welcome the first female White House CIO, leading cybersecurity expert, and 2019 Woman Cybersecurity Leader of the Year as our Tuesday morning Keynote Speaker at the upcoming 2020 DCUC Annual Conference.

Theresa Payton is one of the nation’s most respected authorities on cybersecurity. She captivates audiences by drawing from her experience as a veteran cybercrime fighter and entrepreneur, masterfully blending memorable anecdotes with cutting-edge insights.

Theresa Payton identifies emerging trends and techniques to help audiences combat cyber threats, from the impact of the Internet of Things to securing Big Data. Payton is the cybersecurity expert that organizations turn to for discreet help during data breaches and to improve IT systems and strategies. She made history as the first female to serve as White House Chief Information Officer and currently helps organizations in both the public and private sectors protect their most valuable resources.

Managing cybersecurity risk is what Payton knows and does best. Before overseeing IT operations as CIO for President George W. Bush and his administration, she held executive roles in banking technology for two of the country’s top financial institutions. After serving in the White House, she went on to co-found Dark3, a cybersecurity product company, and Fortalice Solutions, a world-class cybersecurity consulting firm ranked a “Top 5 Most Innovative Cybersecurity Company” in Northern Virginia, Maryland, and DC.

Named one of the “Top 25 Most Influential People in Security” by Security Magazine, Payton was also featured in the book 100 Fascinating Women Fighting Cybercrime and honored as the 2019 Woman Cybersecurity Leader of the Year. She is the author of several publications on IT strategy and cybersecurity, including Manipulated: Inside the Cyberwar to Hijack Elections and Distort the Truth, scheduled for release in April of 2020.

Payton is sought out by national and international media news outlets to explain complex security issues and help viewers understand how to protect their privacy. She was recently a host on the History Channel for their documentary, “The Secrets of the White House” and she has been a frequent guest on The Today Show, Good Morning America, Fox Business, and Fox News and has been featured on CBS News, CNN, NBC News, and MSNBC, as well as the BBC, Canadian and Irish news outlets. Payton and her team provide insight and methods critical to protecting people and organizations for rapidly evolving cyberattacks.
The Course History

*God shaped this land to be a golf course. I simply followed nature.*
—John Lawson, designer of the first course

The Presidio Golf Course is one of the oldest courses on the west coast and has a storied history. It was built in 1895 when Colonel William M. Graham, the Presidio’s commander at the time, allowed a group of businessmen known as the San Francisco Golf and Country Club to create a nine-hole course within the post. Greens fees were just 50 cents. The Presidio’s signature trees were at first absent, since the huge stands of eucalyptus and Monterey Pine were not fully grown.

The founders hoped for a quick expansion, which the Army did not immediately approve. Many of the original members thus left the Presidio for a new course near Lake Merced. The remainder formed the private Presidio Golf Club (PGC). The course was ultimately expanded to a full 18 holes in 1910.

The course has also been called into service for non-recreational purposes. President Theodore Roosevelt reviewed the troops on the links in May 1903. Three years later, the course was used as a refugee camp for survivors of the 1906 earthquake.

When the Presidio became a national park site, the course was opened to the community, and a new public clubhouse was built in 1999.

Notable Players

Presidio Golf Course has hosted some of the world’s most famous golfers and celebrities. Babe Ruth, Bob Hope, Bing Crosby, Charles Schulz, and Joe DiMaggio played here. As Rosenbaum tells it in his book, the famously reclusive DiMaggio insisted on “crack of dawn sessions, so his ‘crude’ attempts at learning the game were hidden from public view.” His friend Walter Frick described DiMaggio’s game as “good off the tee, but his second shots were weak and his short game inconsistent. Now I know why he never bunted... he had no short game.”

Cost is $250 per player and includes round trip bus transportation, greens fees, cart, breakfast, and the Awards Lunch, sponsored by CUNA Mutual Group. Callaway and Taylor Made Golf Clubs are available to rent at $55 per set.
Impeachment hearings have concluded, and now it's time to turn to what passes as “business as usual” in Washington. But what is that “business as usual”? The reality on the ground is that a gridlocked Congress and very contentious presidential election are likely to stall financial services legislation in 2020. However, regulators are expected to be in full swing. Both arenas could have real implications for defense credit unions.

Here are five financial policy developments to watch between now and the November elections:

NCUA and CFPB will both be active, particularly in the area of financial privacy and data protection. Also, NCUA is expected to devote attention to credit union capital reform; a majority of the Board is dissatisfied with the Risk-based Capital regulation, which was approved amidst controversy in 2015, but saw its implementation delayed until 2021. A new rule that more closely mirrors the bank regime, with numerous regulatory off-ramps designed to give credit unions a way to comply without restrictive regulatory targets, is rumored to be on the drawing board. CFPB will press forward with regulations governing debt collection, but onerous Overdraft Protection rules have been shelved. Also look for CFPB, possibly in concert with NCUA and other financial regulators, to roll out new regulations regarding small-dollar loans.

Cannabis banking legislation appears to be stalled, as serious philosophical differences remain in the approaches between the Democratic House and Republican Senate. While the House approved a bill that would allow credit unions and other financial institutions to accept deposits and establish relationships with marijuana businesses in those states where cannabis is legal, Senators appear much more reluctant to change the law. Senate Banking Committee Chairman Mike Crapo (R-ID) said, “I am not going to alter banking statutes concerning marijuana until laws governing its legality are dealt with at the federal level. That is not a banking issue; it’s an issue of criminality.”

In both the House and Senate, Bank Secrecy Act reform bills have been introduced. The intent of these legislative fixes would be to modernize BSA, update reporting thresholds and relieve financial institutions of regulatory burdens associated with reporting certain transactions. While these bills enjoy significant bi-partisan support, the law enforcement community has expressed significant concerns with relaxing standards. Progress has slowed, but could pick up again if a year-end financial services bill starts to gain steam.

CECL continues to be an issue in Congress. FASB, arguably under pressure from Congress, announced a delayed implementation of CECL for credit unions until 2023. On a parallel track, members of Congress in both chambers are considering legislation to force FASB to go back to the drawing board on CECL. This is another issue that could be dealt with by Congress at the end of the year.

Several bills that focus exclusively on credit unions are being considered. The most notable: The Veterans Member Business Loan Act, which would exempt credit union loans made to veterans from the lending cap. DCUC is pushing to build support for the measure before the end of this Congress. Other credit union-specific bills would prevent members from abusing credit union services, and update credit union board member responsibilities.

The issue of banks selling to credit unions, almost unheard of a year ago, has developed into a major point of contention as the bank lobby loudly voices their objections in both Washington and state capitals. As the bank trade groups turn up the volume through PR efforts such as the Independent Community Bank Association (ICBA) “Wake Up” campaign, look for this to become a focus in their overall efforts to constrain and contain the credit union system.

For the latest credit union news, visit www.dcuc.org
Fort Sill FCU believes in spreading kindness and selflessness in their community in hopes that it will inspire others to do the same. Many people have heard of the slogan "People Helping People," which is the foundation of which credit unions were established. FSFCU celebrated a week of Random Acts of Kindness in February in order to extend thoughtfulness to others who least expected it. "Helping our members improve their financial success is our passion, but it’s equally important we do our share in investing back in to the communities we serve. It’s an essential part of the credit union difference,” said Denise Floyd, President/CEO of FSFCU.

Day 1: Marie Detty Youth & Family Service Center is a private, non-profit agency that reaches out to those who are vulnerable and in need and provides comfort and care to families and youth. FSFCU donated a Laugh Out Loud gift card so that 8 children from the program could enjoy a meal together and have fun at the amusement center.

Day 2: The Elgin Blessing Box is a community box that is stocked with non-perishable items ranging from food to hygiene products. FSFCU supplied it with dried pasta and an assortment of vegetables, soups, canned meat and breakfast items.

Day 3: Associates of FSFCU surprised shoppers at Aldi in Lawton and Williams in Elgin, and picked up a total of 14 grocery tabs, calculating to $631.00.

Day 4: Five credit union associates served lunch at the United Service Organization (USO) on Fort Sill who serves lunch on Wednesdays and breakfast on Saturdays to active service members and their families. The USO is a non-profit organization whose mission is to strengthen America’s military service members by keeping them connected to family, home and country.

Day 5: 30 Cameron University students at the McMahon Centennial Complex & Library received a care package which included a warm beanie and other essentials like school supplies, snacks and self-care items. Since it was a cold afternoon, many of them put on their beanie right away!

Day 6: Over 140 homemade Valentine’s Day cards were made by the FSFCU Contact Center and were personally delivered to the residents at the McMahon Tomlinson Nursing Center.

Fort Sill FCU encourages everyone to make a difference. Keep in mind that you don’t have to spend money—donating your time can also be rewarding.

Tinker FCU Introduces Humanoid Robot at Midwest City Branch

Tinker FCU has a teammate supporting staff—an autonomous robot named Pepper. Pepper debuted during the Midwest City Chamber of Commerce’s Business After Hours event.

Pepper, a product of SoftBank Robotics, is a humanoid robot designed to provide unique, interactive experiences for users. Pepper interacts with users by answering simple questions, providing information about products and services, and entertaining members with dancing, singing and posing for selfies.

“We view Pepper as part of our larger strategy to join the digital and physical delivery channels to help transform our branch experience,” said Matthew Downing, TFCU’s VP of Research and Delivery. “We are excited to create a unique branch environment using leading robotic technologies to engage consumers. Our hope is that Pepper drums up excitement and curiosity for members and non-members to make the trip to the credit union and build a memorable experience.”

Follow Us!

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LinkedIn: Defense Credit Union Council
VyStar Pledges 2.5 Million to Museum of Science & History

Sandy Baker, VyStar CU

The Museum of Science & History (MOSH) announced that VyStar CU has pledged $2.5 million to the MOSH 2.0 capital campaign. Leaders from both organizations joined representatives from the City of Jacksonville to announce the partnership at a press conference held at the Museum.

VyStar CU’s pledge comprises a $2.5 million donation to the Museum to support MOSH 2.0. The Jacksonville-headquartered credit union will be recognized as the title sponsor for the VyStar CU Cultural Ecosystem, an area within the Museum that will explore Jacksonville’s roots and the many facets of its identity. The visitor experiences within the Cultural Ecosystem will celebrate the city’s rich diversity through storytelling, music, art and dance.

“MOSH 2.0 will transform Downtown Jacksonville while advancing our mission of inspiring the joy of lifelong learning for the region’s residents and visitors,” said Maria Hane, MOSH President. “We are inspired to welcome VyStar CU as a partner in creating a new center for science, culture and innovation and a reimagined Downtown experience.”

In addition to supporting the Museum’s expansion plans, VyStar CU will sponsor free admission for all military personnel and their families on Saturday, April 18, 2020—representing an extension of the credit union’s longstanding commitment to recognizing and honoring the service of Northeast Florida’s military community.

Brian Wolfburg, President and CEO of VyStar CU, will also join the Museum’s Board of Trustees. His three-year term will begin on June 1, 2020.

“We are honored to expand our partnership with MOSH to empower and inspire our leaders of tomorrow through education and financial literacy, while also supporting and respecting our military,” said Wolfburg. “VyStar is proud to support MOSH’s bold vision for the future—and I am personally looking forward to collaborating with the Board of Trustees to bring that vision to life.”

Expanding Your Civilian Membership

James Lake, Managing Partner, Michael Walters Advertising

Most defense credit unions are very good at marketing and communicating to their military members, and if that is your only audience, you should be fine. However, many defense credit unions are looking to grow their membership base in the civilian sector. Our work with Keesler FCU, Robins CU and Travis FCU gives us good insight into how to grow your civilian membership. We start with three basic rules to communicate to the market that you are open to the community: Tell them, show them, join them.

While it may seem simple, the first step towards engaging consumers is to tell them that you are open to the community at large. Education should always be a big part of what a CU does, but in this particular instance you need to educate the civilian population on accessibility. This can be done very affordably with basic ground level marketing like signage, homepage information, and member communications that encourage them to recommend their civilian friends. Anywhere the general public sees your brand, there should be an “open to the public” component.

Show them. This can be the trickier part. It’s easy to tell someone you are open to doing business with them but it is much harder to show them you share the same values and passions. Start first by using the imagery in your communications that mirror your audience. Unlike the military population, civilians have beards and tattoos and even piercings. Let your imagery reflect that! Show diversity. Show inclusivity. Show what your market actually looks and feels like. The next part can be even tougher for some defense CUs. Most likely you have a military based logo and color palette. You don’t necessarily need to change that but know that there are more colors than red, white and blue. Use them. Pick some complementary colors that incorporate what consumers are seeing today: brighter, lighter, more contemporary options. When you advertise to consumers, it’s not just banks and other CUs that are your competitors. Brilliant marketers like Apple, Nike, and Target are competing for their attention as well. You need to look and feel like you are at their level.

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Join them. Be a part of their community both in person and virtually. Credit Unions do a great job of supporting worthy causes, in their communities but remember that there are great online communities on Facebook, Instagram, Twitter, and many other places. One of the best ways to show a consumer that you understand them is to be everywhere they are. Subconsciously they will start to recognize that you share the same behaviors, patterns, and beliefs, and that is when a consumer develops loyalty to a brand.

One of the great benefits to following these suggestions to reach the civilian market is that you will also see a benefit on the military side. Military personnel utilize the same social media as civilians. The wives have FRG Facebook pages. Their family and friends can be great brand ambassadors for you, but they would never have seen you or related to you without a civilian outreach plan.
ELKHORN, NE—**Cobalt CU** held a ribbon cutting for its new branch in the Elkhorn Family Fare on February 26, 2020… N. CHARLESTON, SC—**South Carolina CU** is proud to officially announce the acquisition of Health Facilities CU in Florence after a member-approved merger in November.

ANCHORAGE, AK—Alaska USA announced **Chris Brown** has been selected to fill the position of Executive Director, Consumer Lending. Brown will ensure the efficiency, effectiveness, and control of operations while assisting with the credit union’s goals and strategies. **Todd Pearson** was appointed as Regional President for the southwest region of Alaska USA CU, which will allow the credit union to continue providing exceptional service to members as it sees increased investment and growth in the Phoenix area… ANCHORAGE, AK—The Armed Services YMCA has honored **Bobby Alexander**, Alaska USA FCU Chairman of the Board, with the inaugural Civic Leader of the Year award. The Civic Leader of the Year award is given to individuals who have displayed outstanding dedication to bettering their community and an unwavering commitment to the armed forces… HANSCOM AFB, MA—Hanscom FCU announced **Maria Porto**, Assistant Vice President of Partner Relations, was named Vice President of the Bedford, MA Chamber of Commerce Board of Directors. She will serve the board in this role for a two-year term… N. CHARLESTON, SC—South Carolina CU CUSO, SCF Solutions, LLC*, has hired **Todd Pelfrey** to join SCF Solutions as a Senior Insurance Agent. Pelfrey will work with clients to assess their insurance needs and find the right solutions for their lifestyles…

**DEFENSE CREDIT UNION PEOPLE IN THE NEWS**

**MILITARY SAVES MONTH**

Military Saves Month is April 1–30, 2020, and the sign up is open! This year the weekly themes are:

- **Week 1** — Save Automatically
- **Week 2** — Save to Retire
- **Week 3** — Save for the Unexpected
- **Week 4** — Save with a Plan
- **Week 5** — Save by Paying Down Debt

Check out our digital toolkit here. It’s filled with talking points, graphics, and ways to make your Military Saves Month successful. Even if you’ve signed up in the past, please sign up again so that you can receive current information and updates.

Credit unions play an important role in Military Saves Month by making it easy for their customers and members to save. When individuals utilize saving accounts they build financial security and financial institutions increase deposits, build goodwill, and strengthen relationships.

That’s why we recognize financial institutions that show exceptional achievement in Military Saves Month activities by awarding them the Designation of Savings Excellence.

Find out more about the Designation and how your credit union can be awarded it here. For more information, please email us at info@militarysaves.org.

While Military Saves continues to operate on a normal schedule, we are aware that if there are any future public health-related closures, this may impact the activities and events your organizations have scheduled for the month of April in observance of Military Saves Month (Financial Capability Month). As a digital-marketing campaign, Military Saves is equipped and ready to provide any support needed to help you shift from any in-person events and to encourage your audiences to participate online.

**Dover FCU & Nemours Develop a New Partnership**

Joshua Cordeiro, Dover FCU

Dover FCU and Nemours Children’s Health System recently worked to develop their new partnership, with Nemours becoming one of Dover Federal’s Workplace Partners. At the beginning of March, Dover FCU donated $1,850 to Nemours to aid in their amazing effort of bringing exceptional care to Kent County.

The funds that comprised this donation were private donations made by Dover Federal employees during the month of February, which were then matched by the credit union. Tyler Kuhn, Director of Marketing & Community Development at Dover FCU, stated, “It is truly our pleasure to donate money to such a worthy cause. Along with most other Kent County residents, we are very excited to have exceptional care closer to home.”

Don’t Miss Out!

Eight Hanscom FCU employees have graduated from the credit union’s most recent L.E.A.D. (Leadership Education and Development) program, designed to help those without formal management experience develop the skills and attributes needed for leadership positions within the organization.

“We’ve continuously recognized the value of our employees, but noticed that some were being passed over for promotions because they lacked management experience on their résumés,“ said Mike Rzeszutek, Assistant V.P. of Sales and Service for Hanscom FCU. “Growth is incredibly valuable for both the credit union and the employees themselves, and we see it as an investment to teach these crucial skills to our promising employees. L.E.A.D. was created so that we could empower them to reach for and attain the higher-level roles they desire.”

This second class of leader trainees were nominated by their managers or senior management. The program included classroom time, a mentoring program, departmental visits, and a leadership book club. There are additional L.E.A.D. classes planned for 2020, as well as an additional course for graduates of the first L.E.A.D. program focused on even more advanced leadership skills.

State Department FCU is proud to help sponsor the Filene Research Institute in launching their new Center of Excellence for Diversity, Equity and Inclusion (DEI).

The Center of Excellence for DEI is a five-year research project led by Dr. Quinetta Roberson of Villanova University to tackle challenges in access to both talent and products and services in the financial services industry. Dr. Roberson will build off of the work that the credit union industry is already doing and conduct applied research on DEI practices in credit unions to serve as a model for the larger financial services sector.

“I have always believed it is an organization’s duty to understand and embrace diversity and fairness in all that it does,” said Marlene Schwartz, Chair of the SDFCU Board of Directors. “In doing so, we better serve the needs of our diverse staff and membership. This research effort led by Filene and Dr. Roberson will be instrumental in expanding our knowledge and capabilities to better serve our communities.”

The topic of DEI is not new to the credit union industry but there is much work to be done. Dr. Roberson brings a fresh perspective to creating compelling research and actionable ideas for the credit union industry and through her leadership and passion will focus on:

• Laying the foundation for industry-wide benchmarking of the current state of DEI in credit unions to accurately measure progress.
• Bringing cutting edge academic research forward by studying the barriers to a more diverse, inclusive and equitable workforce and workplace.
• Identifying best practices, establishing playbooks and building tools and guides to implement best practices.

“We are excited to see the research and findings that come out of this Center of Excellence,” continued Jan Roche. “It will enable SDFCU to further integrate DEI into our organization and also help to ensure that the Credit Union movement, which is founded on the principle of “people serving people,” is better poised to deliver on that mission.”

The purpose of Filene’s Centers of Excellence is to bring cutting-edge insights and innovation to credit unions. Four years ago, Filene first introduced the concept of Centers of Excellence to help address the most pressing issues facing the future of credit unions. Each Center of Excellence is led by an academic at the top of their field and delivers multiple research outputs each year to help credit unions prepare for the future and improve their members’ financial well-being. In order to do this important work, each Center of Excellence is supported through partnerships like this with State Department FCU.
Fort Knox FCU Launches New Brand

The volunteer board of directors of Fort Knox FCU has adopted a new brand and a new name for the state’s largest member-owned financial cooperative. The new name, Abound CU, is reflective of the diverse membership the credit union serves and took effect on February 18, 2020.

Seventy years ago, ten people living in Hardin County believed they could make a difference in the lives of their fellow Kentuckians living near Fort Knox. They took a risk to make their idea a reality. Investing $100 each, with no opportunity to profit themselves, they created a financial cooperative that would put helping people first. Since that time, the Credit Union has grown to serve more than 105,000 community and military members who have benefited from excellent rates and superior financial services.

“We conducted extensive research with our current members, and those in our community who have not yet joined the credit union, to understand their perceptions of our brand. This research indicates that many residents in our service area did not recognize they could become members of any credit union,” commented Ray Springsteen, President/CEO of Abound CU. “With 80% of Kentuckians not utilizing a credit union today and the state ranked 45th in financial literacy, we need to eliminate that type of confusion. That’s why we decided to change the name of the Credit Union. We want to help Kentuckians make more possible in their lives through affordable financial services and solid financial education.”

The Credit Union is profoundly aware of the heritage and prestige of carrying the Fort Knox name. In fact, the credit union team announced the new name on Fort Knox right next to building 1110 where they were started 70 years ago. The Credit Union continues to proudly serve and support members of the military and their families directly with services available on post.

“The Credit Union’s support of the military is increasing as we move forward with our new brand and name. In fact, we have invested more in military and Veterans groups, including $1.5 million in a military and community health program, than ever before,” Reba Watson, Chair of Abound CU Board of Directors, said. “We are excited about starting this next chapter in our financial cooperative’s history and believe that these changes will create even more value for our existing members. It is important to understand that the new name is not the result of a merger nor is it a change in management or staff. The Credit Union will still be owned 100% by our members, just as it is today. Our mission to improve your financial lives and our commitment to offering the best financial services available remain the same. Our members will not even need to order new checks or worry about new account numbers, our operations as the Credit Union you trust will remain the same.”

Security Service Foundation Donates $13,670 to Veterans

Travis Bowles, Security Service FCU

The Security Service FCU Charitable Foundation is helping veterans by donating $13,670 to Homeless Veterans Fellowship, a Utah-based non-profit organization that administers programs enabling homeless veterans, and veterans at risk of being homeless, to return to self-sufficiency. The donation will be used to purchase new windows for some of the organization’s buildings.

“We’ve been replacing the windows slowly as the original windows are single pane glass and the glaze has long worn off,” explained Jeff Kane, executive director for Homeless Veterans Fellowship. “This generous donation will allow us to have full use of our facility and continue our important work.”

The organization is housed in buildings that are more than 100 years old, and although the apartments where veterans are living have secure windows, the intake office, food pantry, laundry area and clothing donation area are still in need of new windows.

“The work of Homeless Veterans Fellowship impacts important members of our community,” said Ben Wiseman, senior vice president of member service—Mountain West Region for Security Service. “Their outreach changes lives. We are honored to provide this donation and look forward to seeing the continued positive effects it will have on veterans and their families.”

Homeless Veterans Fellowship was founded in 1989 to offer a comprehensive set of services designed to address homelessness among veterans. The organization has a transitional housing program, a permanent residence program, and a program for families of veterans.

Ben Wiseman (right), senior vice president of member service—Mountain West Region for Security Service FCU, presents Jeff Kane, director of Homeless Veterans Fellowship, with a donation for $13,670. Photo courtesy Security Service FCU
“Brain Booster” Kits for Hungry Fairbanks Students

Jennifer Thompson, MAC FCU

MAC FCU partners with COSTCO to bring “Brain Booster” Food kits to students who do not have food, allowing them to build healthy brains and focus on school, not hunger.

COSTCO has been in Fairbanks for two years, and from day one has supported the Fairbanks Food Bank. MAC has had the privilege of working alongside COSTCO in other local events. But this latest behind-the-scenes project has been a highlight.

MAC got to spend some time with Sam, Community Developer for the Fairbanks Food Bank and Brad, Marketing Manager of COSTCO Fairbanks. Together we roamed the aisles looking for non-perishable healthy food items for kids. The Goal: Create some school food kits “Brain Booster” for students who arrive to school without breakfast, or lunch.

With an average of 500 students needing help across the Fairbanks North Star Borough School District. This is a growing program that usually provides 30 to 40 kits per week. Each kit is made up of twelve sets of snacks consisting of canned fruit, granola bars, mac and cheese, oatmeal, tuna fish or beef jerky, trail mix, juice or milk, and so much more. Often the snacks provided are the only food students have in their homes. MAC and COSTCO wanted to help make sure that the students who come to school are able to learn and not solely be focused on being hungry, thus, unable to concentrate.

Together, MAC and COSTCO purchased 5,141 pounds of food. MAC’s volunteer arm, the MAC PAC assembled 100 “Brain Booster” food kits in about 2 hours—almost one ton of food! These Brain Booster kits will be distributed to 14 different schools within the Fairbanks School District allowing school nurses and counselors to meet the needs of the students. There is still 4,259 pounds of food to be packed, and MAC PAC volunteers will pack more in the next upcoming months.

Community Involvement Continues to Be a Priority for Scott CU

Adam Koisher, Scott CU

Scott CU has made giving back to its communities a priority. The local credit union contributed about $369,000, and its employee volunteered 1,900 hours to a variety of local civic efforts throughout the region through the end of 2019.

The credit union has contributed approximately $3.4 million, and its employees have volunteered over 23,000 hours to a variety of local civic efforts and financial education over the past 11 years.

“We realize that without our members and the communities in which we serve, we would not exist as a financial alternative,” said Scott CU Community Relations Supervisor Carol Wylie. “Through the end of the year, we donated about $369,000 to a variety of fundraising efforts for charities, schools and civic and community organizations.”

Scott CU’s top volunteer in 2019 was Renee Van Dyke. She volunteered 102.5 hours at 32 events throughout the area last year.

Scott CU created its Volunteer Incentive (VIP) Program to show how important community involvement is to the organization and to encourage the staff to volunteer their time supporting local efforts, Wylie said.

“Through our VIP Program, we offer our staff a chance to win prizes for volunteering,” she explained. “Last year, our volunteers logged 1,900 hours in community service at a variety of charitable or civic events. We are extremely excited and proud of our staff for all that they do to give back to the community.”

The credit union has increased its community involvement in the past few years while also increasing its efforts to educate consumers of the value of doing their financial business with a not-for-profit credit union.

“We really want people in the area to know more about the value of doing business with a credit union,” Wylie added. “That is why we have focused our time on educating area residents about Scott CU. A couple of the ways we’ve done that is through our community involvement and through our employees giving financial education presentations. Last year, the employees in our Speakers Bureau presented financial topics at 29 speaking engagements to more than 776 people.”

“Conducting financial business with a credit union saves the consumer real money,” said Scott CU President & CEO Frank Padak. “Many credit unions, like Scott Credit Union, offer similar products and services to what the conventional financial institutions have, but we do so with our members’ best interest in mind because we are a not-for-profit cooperative. Plus, we care about the community and we are committed to supporting local efforts through contributions and volunteerism.”
Redstone Celebrates its 500,000th Member with Giveaways at Each Branch

Redstone FCU recently celebrated serving 500,000 members—a major milestone for the Huntsville, AL-based cooperative that began in 1951 with only 11 members.

Branch staff decorated their branches, and handed out commemorative lapel pins and sweets, while thanking members for their loyalty and dedication.

“We experienced a fourth straight year of explosive membership growth—adding more than 55,000 net new members during 2019,” said Redstone President and CEO Joe Newberry. “This great accomplishment would never have been possible if not for our members. We believe we are the financial partner of choice because of the value and service we offer.”

In addition to reaching 500,000 members during the month of February, Redstone is celebrating surpassing $5.5 billion in assets, making it one of the 20th largest federal credit unions in the country.

PenFed Foundation Launches Veteran Entrepreneur Investment Program

The PenFed Foundation, the charitable arm of PenFed CU, announced the launch of the Veteran Entrepreneur Investment Program (VEIP) Master’s Program. With a generous $200,000 sponsorship from SOSi, a family-owned, government services integrator that works principally in the defense sector, the VEIP Master’s Program will empower veteran entrepreneurs through an intense program, mentorship, and networking opportunities.

“One in four veterans want to start a business, but less than four percent succeed due to challenges in accessing capital and a lack of professional networks,” said PenFed Foundation President and retired Army General John “Mick” Nicholson. “While these men and women were honorably serving their country in various parts of the globe, their peers were gaining valuable business contacts and experience here in the United States. The PenFed Foundation Master’s Program hopes to bridge this gap through meaningful network opportunities and training.”

The PenFed Foundation Master’s Program will work to prepare growth-stage veteran-owned startups to raise investor funds through multiday education-al programs focused on different aspects of entrepreneurship. Topics include traction, unit metrics, financials, legal, accounting, building an investor pitch deck, preparing for meetings with investors, and pitch preparation.

The program will directly help 20 veteran-owned and led companies, and will be held on PenFed’s Tysons campus as well as offsite facilities. The capstone of the class will be a deal day, which will allow all the startups to present their products and services to a specially selected audience of investors and press, connecting them to tangible capital to accelerate their business.

PenFed Foundation is accepting applications for the inaugural 2020 Cohort, and the classes will begin April 27.

“Veterans have already received some of the best entrepreneurial training in the military, and they have proven their ability to create successful and long-lasting businesses,” said Seda Goff, PenFed Foundation Director of Veteran Entrepreneurs. “The goal of the VEIP Master’s Program is to allow veteran entrepreneurs to not see access to capital as a roadblock to creating a successful business.”

Master’s Program participants will become part of a year-long incubator, through which they receive coaching and mentorship, marketing assistance, and $5,000 to be used with vetted professional services to advance their business.

The Master’s Program is a central part of the VEIP Innovation Lab. Also as part of the Innovation Lab, VEIP will host Pop Up Labs around the country. Events will include a speakers series, featuring leaders in the military and business worlds to help inspire, teach and motivate veteran entrepreneurs, and one-to-two-day educational programs focused on different aspects of entrepreneurship. With its partners, the PenFed Foundation workshops and boot camps will provide in-person education at PenFed and their partners’ locations, as well as in locations like military bases or at related events.
DCUC introduced the *Armed Forces Financial Guide* at our 2020 Defense Matters forum. The initial reaction to the guide has been highly positive, and DCUC and Lightbulb Press, the developer and publisher of the guide, are offering a special introductory sales price to help get the guide into the hands of as many servicemembers as possible.

Specifically, we are offering all DCUC members the opportunity to benefit from bulk order pricing by combining orders from all interested credit unions and passing along the deep savings to those who participate. The deeply discounted price, which we anticipate would be about $10 per guide (vs $19.95 retail), would depend on attaining a combined order of at least 3,000 copies.

If you are interested in taking advantage of this one-time special promotion, please let Lightbulb Press know how many copies you plan to order. There is no commitment on your part to order if we do not meet this threshold—you can make the decision to place your order once the final discounted price is determined.

As an additional incentive, if you order 250 or more copies, Lightbulb will put your branding on the cover of the guide for no additional fee. And for orders of 500 or more guides, they will also discount a customized PDF version of the guide for you to use on your website. (The regular annual fee ranges from $1,500 to $7,500, depending on the size of your organization.)

Please contact Lightbulb Press at mwright@lightbulbpress.com for further details, including a sample of the guide. You can view a PDF of the guide on the DCUC website at www.dcuc.org/AFFGuide.