1st Choice CU • AFLAC CU • Altamaha CU • Artesian City CU • Associated CU • Atlanta CU • Atlanta Postal CU • Augusta Metro CU • Augusta Seaboard Community CU • Augusta VAH CU • BEKA CU • Berrien Teachers CU • Big Bethel AME Church CU • BOND Community CU • Brosnan Yard CU • Catoosa Teachers CU • CDC CU • CGR CU • Chatham CU • City Employees CU • Coffee Co. Teachers CU • Colquitt Co. Teachers CU • Combined Emp. CU • Community United CU • Coosa Valley CU • CORE CU • Coweta Cities & Co. Emp. CU • Credit Union of Atlanta • Credit Union of Georgia • CRMC Emp. CU • Dairy-Pak Athens CU • Delta Community CU • DOCO CU • ELCO CU • Emory Alliance CU • Ethicon CU • Etowah Valley CU • Excel CU • FAB Church CU • Fidelity CU • Fieldale CU • First Reliance CU • Flint CU • Flint River Emp. CU • Flowers Emp. Credit League • Floyd Co. Postal Emp. CU • Fort Gordon & Community CU • Fort McPherson CU • Fulton Teachers’ CU • GDC CU • GEMC CU • Genuine Parts CU • Georgia Coastal FCU • Georgia Guard CU • Georgia Heritage FCU • Georgia Pine CU • Georgia Power FCU • Georgia Power Macon FCU • Georgia Power Northwest CU • Georgia Power Valdosta CU • Georgia United

THE
POWEROFAFFILIATION

CU • Georgia’s Own CU • GeoVista CU • Glynn Co. Federal Emp. CU • Golden CU • GPA CU • Habersham CU • Hallco Community CU • Harris Emp. CU • HEA CU • Health Center CU • HealthCom CU • Hutcheson CU • Interstate Unlimited CU • Jeff Davis CU • Lanier CU • LGE Community CU • Local 461 CU • Locoga CU • Macon Firemen’s CU • Macon Police CU • Macon Water Works CU • Marshland Community FCU • MEA CU • Mead Emp. CU • Members Alliance CU • Members United CU • MembersFirst CU • Memorial Health CU • Mercy CU • MidSouth Community FCU • Multiple Employee Group CU • Mutual Savings CU • Nashville CU • North Georgia CU • Northside CU • Northwest Georgia CU • Omega Psi Phi Fraternity CU • Patterson Pump CU • Peach State CU • Piedmont Plus CU • Piney Grove Community CU • Pinnacle CU • Platinum CU • Powerco CU • Rabun-Tallulah CU • RCT FCU Regional Members CU • Richmond Co. Health Dept. ECU • Richmond Community FCU • RIG Emp. CU • Robins CU • Rome Kraft Emp. CU • Roper Corp. Emp. CU • Rose City CU • Savannah Federal CU • Savannah Postal CU • Savannah Schools CU • Savastate Teachers FCU • Southeastern FCU • Southern Pine CU • SPC CU • Stephens Co. Comm. FCU • Stephens-Franklin Teachers FCU • Tabernacle CU • The Coca-Cola Company Family FCU • The Southern FCU • The Wright CU • Three Rivers CU • TIC CU • Towns Union Educators FCU • United 1st FCU • United Methodist Connectional FCU • United Neighborhood FCU • University Health FCU • Valdosta Teachers FCU • Walker Co. Educators FCU • Ware County School Emp. FCU • Workmen’s Circle CU
Together we are stronger.

The Georgia Credit Union League and the Credit Union National Association are a vital part of any credit union’s success. Influencing a positive reputation for credit unions and helping gain new members are the goals of this strategic partnership. In building trust and loyalty, this partnership helps to improve the operating environment and the credit union charter.

As an affiliate, you are part of a highly effective team of credit union advocates, statewide and nationally. You experience the strength that comes from joining together on behalf of our credit union movement and our credit union members. You are part of the most comprehensive credit union political action and grassroots mobilization program in the industry. Your voice enhances our legislative and regulatory advocacy. You receive timely information from the most sophisticated credit union communications program. You have access to our extensive compliance and education resources.

All are tools to help you fulfill your mission of member service. Working side by side, the League, CUNA and credit unions propel our credit union movement forward. If you are not already a member, now is the time to join and gain full access to all our partnership has to offer.

Together, we are stronger. There is power in affiliation. Thank you for being part of ours.

Mike Mercer
President/CEO
Georgia Credit Union Affiliates

Bill Cheney
President/CEO
Credit Union National Association

Thrive

The League and CUNA lead the charge to promote credit union growth and inspire the ability to thrive. Your affiliation allows ongoing advocacy on all fronts to help alleviate regulatory burden, build a constructive legislative environment, create positive awareness of credit unions, and support organizational and operational excellence for credit unions.

FIGHTING REGULATORY BURDEN:
The League and CUNA are the eyes and ears of the movement, not only by monitoring regulatory issues, but also by being your advocate to protect credit unions from unnecessary rules, while guarding credit unions’ safety and soundness.

SHAPING THE RULES: The power of affiliation gives voice to your recommendations to impact regulatory and legislative plans before they become final and oversees budgeting issues, to assure the movement does not support unnecessary spending.

STREAMLINING COMPLIANCE: The power of affiliation affords you unmatched analysis, advice and training on federal and state compliance issues. Extensive member resources include InfoSight Compliance eNewsletter, CU Policy Pro and Compliance Hotline.

UPHOLDING CREDIT UNION IDEALS IN COURTS: With litigation information and support, the League and CUNA defend the ability of all credit unions to extend their service and operations to the full extent allowed by law. This includes interchange and field of membership issues, unrelated business income tax (UBIT) actions, state tax issues, and other key areas.
Through the power of affiliation, credit unions have access to key players at the state and federal levels. In Georgia, the League’s Government Influence Team has earned a reputation as a premiere lobbying force that ensures credit union views are heard in high places. On Capitol Hill, CUNA’s reputation gives credit unions recognition among key lawmakers in the federal government.

**CREDIT UNION STRENGTH:** The credit union grassroots network is second to none among trade associations. Legislators in Georgia and Washington, D.C. recognize the impact of credit unions’ strength.

**CREDIT UNIONS DEFINING CREDIT UNIONS:** Statewide Hike at Home and national Hike the Hill efforts put genuine credit union boots on the ground to effectively educate members of the Georgia legislature, U.S. Congress and regulators about the credit union difference.

**PROTECTING OUR TAX STATUS:** Ongoing diligence in protecting the tax-exempt status and insider read on potential political flashpoints keep the League and CUNA ahead of threatening political maneuvers.

**BACKING CREDIT UNION-FRIENDLY CANDIDATES:** Through the generous support by many individual donors, the Georgia Credit Union Political Action Committee (CUPAC) and CUNA’s Credit Union Legislative Action Council (CULAC) support worthy credit-union friendly candidates for state and federal office.

**ADVOCACY AT THE STATE LEVEL:** Successful political advocacy occurs when the League and credit unions collaborate to build strong relationships with legislators at informative events such as the annual Grassroots Academy. The power of affiliation ensures that the credit union movement has a voice at the Statehouse and influence with state lawmakers.

**CREDIT UNION PRESENCE ON CAPITOL HILL:** The prime location of Credit Union House gives credit unions a stately and permanent presence on Capitol Hill. Built by the leagues and staffed by CUNA, Credit Union House serves many functions, such as being the launching point for Hike the Hills, and as an event venue for members of Congress.
Increasing Our Reputation

The Georgia Credit Union League and CUNA improve the climate for credit union growth by promoting a broader awareness and understanding of the credit union difference. The League’s public influence impact, coupled with CUNA’s national efforts to raise awareness with consumers, send a message across demographics that, at credit unions, “people are worth more than money.”

AMPING UP THE VOLUME: The League’s Public Influence Team creates a huge splash for credit unions with each media placement telling the credit union story. The message delivered: Credit unions are a trustworthy consumer resource, and a place to find reliable financial services and products in good times and bad. In addition, the League communicates to consumers the message that credit unions are helping people afford life.

ENHANCING AWARENESS: Through the use of social media (Twitter and Facebook) and video (CUBE TV), the League’s Public Influence and Government Influence teams have accessed the power of social networking to engage a broader audience of consumers and journalists with the credit union message.

HELPING PEOPLE AFFORD LIFE: Through the REAL Deal Outreach Framework, the GettingAhead Association, and partnerships with community organizations across the state, the League demonstrates its commitment to helping those with middle-class aspirations. The power of affiliation proves that credit unions are the financial partners that Georgians can depend on to help in tough times and in good times alike.

A GLOBAL VIEW: The Georgia League partners with numerous national and worldwide organizations to foster the goal of financial independence, self-sufficiency and entrepreneurship. These partners include the National Credit Union Foundation, the Polish credit union movement and the World Council of Credit Unions.

RAISING AWARENESS: Positive credit union stories have been carried by media heavyweights within Georgia and nationally, including:

-ajcThe Atlanta Journal-Constitution
-Rome News-Tribune
-GeorgiaTrend
-The Savannah Morning News
-The Atlanta Chronicle
-chronicleatlantaonline.com
-The New York Times
-The Huffington Post
-USA Today
-Wall Street Journal

Credit Unions Beneeit from Promoting Their Strengths. Story on these banks is being updated daily.
Operate with Confidence

The power of affiliation provides credit unions with the compliance resources you can depend on, the research and statistics to assist with planning, and the market research and strategic execution tools to advance your credit union.

The League consistently encourages collaboration among Georgia credit unions through the development of programs that strengthen the cooperative nature of credit unions. Through the direction of the League Board, various committees, and task forces, credit unions are inspired to build partnerships for the growth of the entire Georgia credit union community.

News You Can Trust: The League and CUNA deliver the most knowledgeable, relevant and up-to-date information on topics critical to credit unions. Busy credit union executives rely on the League and CUNA for accurate reports, insight, data, trends and information that makes a difference to daily operations and strategic planning.
**Invest in Excellence**

The power of affiliation helps credit unions grow and succeed through networking, professional development and training, marketing and leveraged buying power.

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**PRESENTING IMPACTFUL EVENTS:** The League’s Annual Convention, Idea Institute and Combined Councils Summit offer insights, networking and education that benefits credit unions. Similarly, CUNA’s Governmental Affairs Conference (GAC), America’s Credit Union Conference and the Community Credit Union & Growth Conference provide credit unions with forward-thinking ideas and strategies, and the tools and tactics for successful implementation.

**RELEASING POTENTIAL:** The League’s and CUNA’s high-impact, award-winning training provides industry-specific online knowledge via CUNA CPDOnline and CUNA Training Bundle, and offers highly rated, discipline-specific conferences, audios, and webinars for credit union leaders and executives. These credit union compliance training resources are the most comprehensive in the industry.

**ENGAGING VOLUNTEERS:** The League and CUNA help educate and energize volunteers through a number of learning options. These include the Southeast Directors Conference, Coastal Supervisory Committee & Internal Audit Conference, volunteer learning sessions at the annual convention, as well as CUNA’s Volunteer Achievement Program, CUNA Volunteer Institute, CUNA Volunteer Certification Program, and Directors Newsletter.

**EDUCATING PROFESSIONALS AND VOLUNTEERS:** Through a strategic partnership, the League and CUNA provide exceptional professional development for credit union staff, leaders and volunteers. Through in-person events, webinars, audio conferences, and independent online courses, credit union people get the information, knowledge and skills needed to succeed.

**BOOSTING YOUR BOTTOM LINE:** Credit unions save significantly each year through League support services and CUNA Strategic Services. Quality products and services help credit unions enhance member relationships and ensure operational excellence.

**PROVIDING EXECUTIVE ADVANTAGE:** In Georgia and nationally, credit union executives access professional councils for insider conversations, networking, information and programs. These councils focus on key areas: finance; human resources and training; lending; marketing and business development; technology; and operations, sales and service.

**CREATING MARKET IMPACT:** CUNA helps credit unions build market awareness, engage members, and deepen relationships through market research services, marketing tools, copy, art, personal finance microsites and member retention efforts.
Working together, we have built a strong history of service and a powerful presence. You can trust the Georgia Credit Union League and the Credit Union National Association to continue to make a positive impact, with your support, for years to come.