



Summary

Board of Directors Meeting

December 2, 2011

Affiliation/League Statistics

- Our current affiliation ratio is 95%, continuing as the highest affiliation ratio in LCUL history.
- With seven (7) mergers this past year, we continue to monitor merger activity in Louisiana.

Governmental Affairs

- CULAC contributions are at \$108,724 for the calendar year.
- We currently have over 200 participants in the payroll deduction program.
- The 2012 CUNA GAC will be held March 17-22 in Washington, DC.

League Leadership/Special Projects

- LCUL field staff made 279 onsite visits/trainings and 129 remote contacts during this reporting period.
- Our sales and marketing department made 130 contacts during this reporting period. We continue to see very good participation in the Sprint program, which generates income for the league.
- The Research & Compliance Department has fielded 196 compliance inquiries from ninety (90) credit unions for the reporting period. We currently have 632 InfoSight users from 186 credit unions. We continue to offer a discounted subscription to CU PolicyPro and now have seventeen (17) credit unions using this program.
- Through the Real Solutions program, the foundation has gathered information on financial literacy efforts and developed a report on this for each state.
- Bank Transfer Day created positive media attention for credit unions, and traffic to aSmarterChoice.org increased dramatically. As a result, CUNA estimates that Louisiana had \$80 million in additional deposits and 410 new members.
- We will be launching our public awareness campaign mid-January with advertising running through March. LCUL is funding the research/development of the campaign and credit unions will be asked to fund the advertising, which will cost approximately \$150,000 for an eight week period of bill boards, internet and radio advertising. The individual credit union contribution amounts will be scaled by asset size.
- Anne Cochran, LCUL President/CEO, is meeting with the FIS representatives to review League contracts and will work to reduce costs for participating credit unions on the EFT program.
- The Young Professionals Network is active and continues to add new members. They produced their first newsletter and are currently working on organizing their first educational workshop.
- LCUL has appointed a member business services council, which will work to bring information to credit unions on both business lending/deposit accounts and business services in general.
- LCUL worked collaboratively with credit union leaders across the state on disaster recovery services. We have worked with Ongoing Operations to identify key services that our credit unions are interested in and have negotiated a discount.

CU Cooperative Branching, Inc.

- There are currently 120 outlets in Louisiana; fifty-one (51) shareholders and thirteen (13) associates.
- CUCB continues to be profitable and is paying a 6% dividend to shareholders on December 31, 2011.

Treasurer's Report

- President/CEO Anne Cochran presented the financials as of October 31, 2011 and accompanying notes. There are no variances and nothing major to report.