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**Summer 2021**

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## **45th Annual Chairmen's Roundtable Forum**

**October 13-16, 2021**

**The Brown Palace Hotel**

**Denver, Colorado**

### **Join More than 50 Credit Unions in Denver**

121 Financial Credit Union  
1st Community Federal Credit Union  
A P L Federal Credit Union  
Aberdeen Federal Credit Union  
ABNB Federal Credit Union  
Aero Federal Credit Union  
AREA Federal Credit Union  
Argent Federal Credit Union  
Ascend Federal Credit Union  
Chessie Federal Credit Union  
City & County Credit Union  
CoastHills Credit Union  
Community First Credit Union of Florida  
Community First Guam Federal CU  
Compass Community Credit Union

Kauai Government Emp. FCU  
Keesler Federal Credit Union  
Kimberly Clark Credit Union  
Library of Congress Federal Credit Union  
Marine Federal Credit Union  
Matanuska Valley Federal Credit Union  
Members Choice Credit Union  
Mobiloil Credit Union  
Mutual First Federal Credit Union  
Neighborhood Credit Union  
Northland Area Federal Credit Union  
Northwest Community Credit Union  
NRL Federal Credit Union  
Nutmeg State Financial Credit Union  
Partners 1st Federal Credit Union

Corporate America Family Credit Union  
Department of Labor Federal CU  
Direct Federal Credit Union  
F & A Federal Credit Union  
Family Savings Credit Union  
First Commonwealth Federal CU  
First Financial Credit Union (CA)  
First Financial Federal CU of Maryland  
First New York Federal Credit Union  
Harvester Financial Credit Union  
Home Town Federal Credit Union

Peoples Trust Federal CU  
Rivermark Community Credit Union  
Riverfront Federal Credit Union  
Rogue Credit Union  
SharePoint Credit Union  
State Department Federal CU  
Sun Federal Credit Union  
Unitus Community Credit Union  
US Eagle Federal Credit Union  
Veritas Federal Credit Union

[Register Now ▶](#)

[Click here for Roundtable COVID Safety Information](#)

## New Sessions Added to Roundtable Program!



**Jon Ungerland**

CIO,  
Information/Innovation

DaLand CUSO LLC

### **Digital Erosion of Community (The Trust Problem) & Digital Transformation of Currency (The Data Dilemma)**

In this symposium, participants will explore the landscape in which 'The Trust Problem' and 'The Data Dilemma' intersect. Technologist and strategist Jon Ungerland's insightful presentation is sure to spur meaningful discussions around this unique social, economic, and technological moment. By raising awareness of the risks (and opportunities) that exist, the hope is that our financial institutions will be better positioned to find relevance in a new digital world.

[DaLand CUSO LLC](#)



**Pablo DeFilippi**

Senior Vice President  
Inclusiv

## Financial Inclusion and Community Development: Finding Growth and Relevance by Getting Back to Our Roots

Credit unions are the lifeline for many communities, particularly in times of crisis, when we become financial first responders, as it was so clearly highlighted during the midst of the pandemic. The nation took notice as credit unions provided relief to consumers and businesses and yet in a time of unprecedented uncertainty, our industry has found growth and purpose. Financial inclusion and community development are part of our DNA and our research shows that mission and margin aren't mutually exclusive. In fact, credit unions can do well by doing good. Because of that a growing number of credit unions that have obtained the CDFI certification, are able to tap into resources at a historic scale, more than \$12 billion have been made available to support this work.

[Inclusiv](#)

Learn More ▶



After two years of meeting virtually, we are excited to be holding the Roundtable Forum in person, October 13-16 in Denver. The Board has selected topics that will challenge you and give you valuable information to share with your boards. This is the greatest value of our Roundtable Forum and you will not leave empty-handed.

We are moving forward with confidence knowing that both the hotel and the city of Denver have safety measures in place. In addition to seeing old friends and meeting first-time attendees, this year's Roundtable is also an opportunity to share your major accomplishments and challenges from the past year. The size of your credit union does not matter because the problems and challenges we all face are often the same.

The Board had set a goal of 75 participants for this year's Roundtable Forum and we are close to achieving our goal! There is room for more and still time to register. If you have not had the opportunity to attend, this will be a great time to start.

As a reminder, NACUC is offering scholarships for this year's Roundtable Forum. With this in mind, we are encouraging all members to reach out and invite local credit unions whose assets are under \$50 million to apply for a scholarship. Contact NACUC for more details.

If you are a golfer, you will have an opportunity to play the oldest golf course west of the Mississippi, Overland Park Golf Course. This year, for the first time, we will add any monies left over from the golf proceeds to the donation NACUC makes to a local charity.

Finally, since we will be staying at the historic Brown Palace in Denver, spouses and guests who attend will have the opportunity to experience the Palace's High Tea! Does it get any better than that?



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## Platinum Sponsor Spotlight



### Pouring the Foundation of Your Data House

*In both real and virtual life, foundations serve an essential purpose.*

By Amanda Pelata, Metadata Analyst at Randolph-Brooks Federal Credit Union (RBFCU)

In the physical environment, structures that are built to protect their occupants depend on solid foundations. It's no different in the digital realm; data structures, too, rely on a load-bearing anchor to provide ongoing value to the organization.

In both real and virtual life, foundations serve three essential purposes: support the structure, fix the structure in place and protect the structure from threats. For every credit union marching down the path to analytics maturity, pouring the foundation of their data house may look a bit different. However, there are common elements all [data-transforming](#)

[credit unions](#) need to consider as they work to build and mature their data programs.

### Supporting the Data Program

Strong data governance, although not terribly exciting, is absolutely critical for even short-term success of any analytics program. I speak from experience. If our credit union had not devoted time and attention to the upfront work of things like achieving consistency in our data definitions or understanding where our data was coming from across the millions of transactions we support each day, we would never have been able to take as many steps forward in our journey as we have to date.

### Fixing the Data Program in Place

You'd be surprised how quickly a data program can become integrated with the credit union's culture if you celebrate the quick wins. Within our environment, submitting a solid data extract to the NCUA to support our transition to a \$10 billion+ institution was a huge win and something that's helping us socialize data as an asset across our leadership team and beyond.

### Protecting the Data Program

Future-proofing a data program comes down to establishing a strategy and roadmap that is solid enough to inspire, but flexible enough to iterate as market and member needs dictate. Although we are in the throes of data governance now, with 10+ people focused on data quality, data rules and data engineering, we also know where we are going. That gives even the tedious work great meaning.

Analytics maturity is critical for credit unions to grow. [Member demand for personalized, relevant experiences](#) delivered through digital channels has reached peak levels following COVID-19. Credit unions can't adequately meet that demand without the ability to make real-time, data-driven decisions. That's because data and digital are two sides of the same coin, as AdvantEdge Digital leaders continue to reiterate across the movement. That said, leaders can get into trouble if they do not exercise patience in the pursuit of data mastery.

Only after the foundation of a data house is in place and the credit union has achieved some quick wins can teams leverage that momentum to get into the "flashier" side of analytics. Initiatives like building predictive models, integrating machine learning and exploring automation and [artificial intelligence](#) are next-level projects. Jumping into them too soon could have the same results as launching into a glamorous home renovation without first knowing which walls are load-bearing.

Whether your credit union is just getting started on its journey or has a decade of milestones under its belt, consider working with an external resource like AdvantEdge Digital to (re)examine your foundation. It's a fast-moving world, and new methods for supporting, fixing and protecting your data house are emerging every day.

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## **In Memory: Pete Weldon**

On August 12, longtime NACUC member Ellison "Pete" Weldon passed away in San Angelo, Texas. Pete became involved with the 1st Community Federal Credit Union over 50 years ago, initially volunteering on the Supervisory Committee, later on the board, and ultimately for 27 years as Chairman of the Board until 2019, continuing as Chairman Emeritus. He was the recipient of many awards due to his achievements, including NACUC's Eugene Ball award. He served six years on the NACUC Board, two as chairman. Throughout his involvement in NACUC, Pete mentored many board chairs and brought out their strengths and talents. A donation on behalf of NACUC was made in Pete's memory to the [BrightFocus Foundation](#) for Macular Degeneration and Glaucoma research.

[Visit Pete Weldon's memorial page.](#)

## **CEO Comp Survey Coming Soon**

NACUC is getting ready to conduct its 2021 CEO Compensation & Benefits Study. Watch your inbox for an email with a link to participate in this valuable study. NACUC member credit unions who participate in the study by submitting their credit union's data will automatically receive a free copy of the full NACUC 2021 CEO Compensation & Benefits Report. A NACUC member noted, "Our board has a high degree of trust in the accuracy and integrity of NACUC's Comp report knowing the survey is sent directly to board chairs."

## **NACUC Represented at MCUA**



From August 22-24, NACUC exhibited at the 2021 Mississippi Credit Union Association's Annual Meeting held at the Beau Rivage in Biloxi. Jim Hollingsworth, NACUC Board Treasurer and Keesler Federal Credit Union's Board Chair (pictured above), hosted the booth to help increase awareness of NACUC among credit union boards in his home state. "I really want to see NACUC grow and believe in our value to credit unions," commented Hollingsworth.

## Have you joined the discussion?

With over 50 board leaders and growing, the [NACUC Listserve](#) has become a valuable resource for NACUC members looking for information. Recent topics have included:

- Expenses your credit union reimburses for attendance at board meetings
- Bond amounts for board members in D&O coverage
- Security Officer (or similar position) to investigate fraud, embezzlement, ethics and other policy violations

If you haven't already subscribed and want to learn more about NACUC's Listserve email group, [click here](#).