



**A MESSAGE FROM
ACUMA PRESIDENT**

Bob Dorsa

Thanks for the Memories ...

A reflection on 20-plus years at the helm of ACUMA

By Bob Dorsa

There comes a time in everyone’s career—whether for an athlete or someone in the world of business—when it’s the right time to reflect on years of achievements and to give to others the reins for the future.

For me, that time has arrived.

It is, of course, a bittersweet time. For the past quarter century, my focus in life has been on ACUMA. Looking back to the mid-1990s and all that has transpired in the world around us, as well as in the world of ACUMA, I have tremendous gratitude for all we have accomplished together and for the continuing opportunity we have created for the future of credit union mortgage lending.

Yes, I am taking the first step toward the life of a retiree, but I am not quite done yet.

I am pleased to be succeeded in 2020



Bob Dorsa celebrates another successful ACUMA event.



Dorsa counts on Krista Korfmacher, center, and Tracy Ashfield to help plan and present ACUMA events.

as ACUMA President by Tracy Ashfield, who has spent most of ACUMA's 20-plus years beside me. Her energy and knowledge has been the key ingredient for the success that ACUMA and our members have attained.

I want to thank our current Board of Directors for their gracious act to extend my employment with ACUMA for two more years as Senior Advisor. I hope to continue to help where and when I can with issues and events important to continuing ACUMA prosperity and paving the way for a greater organization for ALL credit unions in the housing-finance discipline.

I have so many memories I hold close to my heart and of the friends I have met along the way. I extend my sincere thanks for your support and belief in our mission.

FROM HUMBLE BEGINNINGS ...

When ACUMA began, we set a simple objective "to improve the perception that credit unions are a great resource and solution for consumers when it comes to Housing Finance." That was true then and continues to be so now. We have had many milestones along the way.

We fostered the growth of credit unions in housing finance by maintaining focus on our goals to provide a better solution for consumers than was available.

I can vividly recall, meeting with credit union mortgage-lending leaders in Southern California who had a strong desire to create an organization that could foster our message and growth for CU mortgage lending.

It was fortuitous for me, having had success a decade prior working with CUSOs, including the formation of their non-profit trade association. That experience provided a great template for ACUMA.

Few of us remember the association's original name was the American Credit Union Housing Alliance (ACUHA). However, back then housing finance was not a core competency for most

CUs, and during the first few years the Board decided to change the name and move forward with the American Credit Union Mortgage Association (ACUMA).

EVENTS AND SPEAKERS

Over the next 20-plus years, ACUMA has held countless events in dozens of cities around the nation. I cannot begin to think of how many people have spoken to our group during that time.

I believe we have been fortunate to have every Chairman of the NCUA to address our group along the way, as well as many other leaders from the agency.



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We have provided many distinguished speakers from all walks of life. Most all of our speakers have been from the world of mortgage banking; however, we did have some memorable speakers who were successful in their own career—whether that was an artist, musician/performer or business executive from another industry.

Add to that numerous "subject matter experts" from our membership and the CU system who joined our conferences and workshops to articulate their story and what makes their organization successful.

We have also had some one-of-a-kind events along the way.

■ Our parade through the streets of New Orleans, complete with a N'awlins jazz band, street performers and, of course, lots of beads.



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■ Our Karaoke Cruise at our event in San Diego in 2007 which was great fun.

■ One recent memory from 2016, ACUMA's 20th Anniversary and the emotional ceremony in my honor.

All the many events in cities we visited and local people we interacted with—these are indelible memories I recall fondly.

GIVING THANKS

Obviously, I could go on and on. But it's important for me to visit with our hundreds of ACUMA members over the course of the next couple of years to thank each of you for joining me and ACUMA for this

incredible experience.

To all the many people serving on our Board of Directors and its committees, thank you. To Tracy, Krista Korfmacher, Tom Burton and Larry Guayante, as well as to Tom Senatori and the many other ACUMA contractors I have worked with, thank you all for your contributions. It's been a great journey and very worthy cause.

Being of Italian descent, I am accustomed to NOT saying goodbye but instead, *arrivederci*, which means "until we meet again." ▲



ACUMA President Bob Dorsa can be reached at bob.dorsa@acuma.org or (877) 442-2862.