



**A MESSAGE FROM
ACUMA PRESIDENT**

Tracy Ashfield

Let's Do This Thing Together

*Running ACUMA Is a Group Effort;
Help Us Keep Climbing Higher*

By Tracy Ashfield

I am so excited to start this decade as ACUMA's new President. Having worked for the organization for many years, I feel like I have had a great opportunity to work with great people, to grow and learn with a great association, and to understand the important role ACUMA plays in the credit union world.

Now all I have to do is learn all of the "ins and outs" of being the leader of a non-profit association—a task that ACUMA co-founder and outgoing president Bob Dorsa has done so well for two decades.

I believe ACUMA has played a significant role in helping credit unions and CUSOs enhance their programs, grow market share and help members enjoy the dream of homeownership. And our affiliate members work hard each and every day to help credit unions succeed.

**ACUMA: MORE RELEVANT
THAN EVER**

As the world of mortgage lending for credit unions becomes more complicated down every avenue (think regulation, compensation, technology and competition, just to name a few), ACUMA continues to bring relevant and timely education through its events, educational

offerings and this magazine.

It is the cooperation, collaboration and networking that has helped propel credit union mortgage market share. That's something ACUMA focuses on. And that focus is sharpened because our membership represents the industry's top thought leaders among credit unions, and we bring the larger industry's top people to our members through our events.

Last fall's conference (reviewed in words and pictures elsewhere in this issue) featured a cross section of those top people in NCUA Director Rodney Hood, FHFA Director Mark Calabria, Fannie Mae's Andrew Bon Salle, Stratmor's Jim Cameron and J.D. Power's

John Cabell, to name a few. Our upcoming spring workshops will provide more opportunities for knowledge and networking in a more intimate setting.

WE'VE GOT MORE TO DO

As I take the reins from Bob Dorsa, I know I have big shoes to fill. You have my promise that I will work hard to ensure ACUMA continues to be the premier source for education, networking and collaboration. In order to do accomplish that mission, I have a request for each and every one of you who reads the Pipeline.

Many of you know that in addition to working with ACUMA I have been providing real estate consulting to credit unions and CUSOs for the past 20 years. My consulting work has given me the opportunity to see what makes credit unions tick, the pain points that consume their days, the best practic-

“
It is the cooperation, collaboration and networking that has helped propel credit union mortgage market share. That's something ACUMA focuses on.



es that make them efficient, profitable and their member's choice for home mortgages.

I have seen the good, the great, but also the challenges. That work has been invaluable as I curate each year's programs and educational offerings for ACUMA. The two go hand-in-hand: the consulting keeps me in the loop; ACUMA benefits by anticipating and filling the needs of its members.

YOU CAN HELP

What is my request of you in 2020? It's simple. Help me and the team at ACUMA continue to bring you speakers and experts on the topics that you need most. Let me know the issues you want to network with your peers. Bring me your challenges so we can help.

Equally as important: Share with us your successes and your "wins" so that we can learn from each other. Bottom line, I want to hear from you:

- Have you heard a speaker you think our members could learn from? Drop me a line.
- Are you trying to develop a new strategy, product or process and would like to network with others? Let me know.
- What about a dreaded compliance conundrum? There is a good chance that if it's on your mind, it's on the minds of others.

ACUMA is your organization, you have my promise I will work hard for you to ensure it continues to bring you value and help your real estate program shine.

OH, AND ONE MORE THING

P.S. Want to make sure we can stay in touch with you? Put ACUMA on your "safe sender" email list, and make sure we have your current contact info/email addresses. 



Tracy Ashfield is the President of ACUMA. She can be reached at tashfield@acuma.org or (877) 442-2862.

Keep Up with Developments on Mortgage Regulatory Issues

From ACUMA

Sitting in front of your computer screen, you see an email pop up. The subject line begins "ACUMA Regulatory Alert."

What do you do? Well, we hope you open the email and learn about the important change that is being discussed with regard to a regulatory matter affecting mortgage lending.



We know you get lots of emails; in fact, ACUMA sends a few of them to its members. But we take care to send only important news from our association to you and your credit union.

Regulatory Alerts are one of ACUMA's member benefits. The underlying regulatory issues are those we deem very important for mortgage-lending credit unions.

Alerts are generally shared with ACUMA members during comment periods for proposed regulatory, often by the CFPB, the FHFA and the NCUA.

"ACUMA believes that our members should be aware of regulatory issues affecting their mortgage lending business," said Tracy Ashfield, ACUMA President. "Our Regulatory Alerts help them understand what regulatory issues are 'in play' and how they can affect the outcome of the situation by talking an active role."

Often, credit union leaders are urged to provide comments on how the change would affect them—for better or worse—and provide examples with data and metrics to support their positions.

To help them do this, ACUMA's Regulatory Alerts include detailed information, including:

- Issue summary.
- Deadline for action.
- Impact of regulation.
- Recommendations/Suggestions for making your viewpoint known.
- How to submit comments.

ACUMA does not take positions on these regulatory issues; the association simply makes members aware of the changes being proposed and how mortgage-lending credit unions can make their voices heard, no matter how they stand on the issue.

Recent Alerts have shared details about:

- TRID Changes.
- The Homeownership Access Act.
- HMDA Reporting Rules.
- Appraisal Thresholds.

To view alerts, go to the ACUMA website's "Members Only" section and log in with your ACUMA user name or email address, and password. (If you are a member but don't have a member password, contact TeamACUMA@acuma.org.)

"We urge our members to become active in regulations that help credit unions put more members in homes—and help you do your jobs more easily," Ashfield said. 

To make sure you receive Regulatory Alerts and other ACUMA emails, add ACUMA to your "safe sender" list. Also, be sure that we receive any changes to your email address for instance, if you change jobs or organizations.



Our Regulatory Alerts help [members] understand what's taking place and how they can affect the outcome.

