



A MESSAGE FROM THE ACUMA PRESIDENT

Tracy Ashfield

Stepping Up in Tough Times

Like Credit Unions and Their Partners, ACUMA Adapts to a New World



When I became ACUMA’s second President on January 1, I anticipated that there would be challenges. And I was excited about the opportunities that stood ahead of me.

But like all of us, I never dreamed our world would be faced with the most deadly pandemic in over 100 years.

COVID-19 has had a devastating impact on the health of millions of people on our planet. And it’s played havoc with the economy. Nonetheless, it’s also shown how strong the credit union system is. That’s right, when the going gets tough, credit unions get going.

I am so impressed with all the ways credit unions are stepping up to help

their members. It’s gone well beyond providing them with home loans. It’s also been about assisting members struggling to meet their loan obligations and reaching out for small businesses to gain access to emergency benefits.

Credit union websites are filled with helpful resources—educational and practical. As we know, navigating

through what some would call a “financial maze” can be tough in normal times, but it can be even more difficult during this unprecedented pandemic.

Through it all, credit unions continue to have a significant, positive impact on their members’ lives.

Likewise ACUMA’s member credit unions and our sponsors have demonstrated their significant value and ability; each adapted new processes quickly to ensure members continue to have access to home loans without interruption. In fact, the record volume of loans closed demonstrates the success of the well-executed response.

ACUMA FACES A CHALLENGE

ACUMA faced a similar challenge. For more than 20 years our association has relied on our in-person workshops and conferences to bring our members relevant, timely education and access to our industry's thought leaders.

In March the pandemic forced us to find new ways to continue our mission while sheltering at home and practicing physical distancing. In April we launched ACUMA on the Go!

Within a matter of weeks we began offering a full calendar of "On the Go" virtual learning opportunities:

- We tackled the topics that were top of mind: We dissected the forbearance rules, sorted through the remote on-line notarization and remote ink-signed notarization.
- We learned from experts on holding effective remote meetings.
- We heard from credit union leaders on how they were able to shift to e-closings and what they learned along the way.

This is what ACUMA has always been about; learning and networking with your peers. We are offering webinars, online workshops and podcasts—all available from wherever you are through the Internet.



Those who have attended our past conferences have come to expect great sessions with influential speakers, credit union case studies, and talk shows on best practices. We'll have all that and so much more.



Credit unions are stepping up to help their members.

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is our Fall Conference, being held September 22-23. You are all invited—virtually!

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This event will be free to all ACUMA Credit Union and CUSO members, thanks to our very supportive sponsors.

ACUMA also will be offering a virtual version of our Digital Mortgage Showcase throughout the month of October. You'll be able to tune in to see demos of great digital solutions, learn about new products and services, and hear from credit unions that have been using them.

It really does seem like we've got more and more events planned. If you haven't attended one of them, go to our website for a schedule of upcoming events or to review some past audio and video offerings.

THANKS TO OUR SPONSORS

Finally, I want to recognize all of ACUMA's 2020 Sponsors. They are valued partners and do so much to keep ACUMA growing and strong. Please take a moment to look at the Sponsor Thank You section elsewhere in this issue. You'll see that in addition to being valuable business partners to your credit unions they are also huge supporters of our association and credit unions in general.

Be safe and stay well. I'll see you (virtually) in September! 



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



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