

NEWSLETTER

ICUF Activates Disaster Relief Grant Program in Response to Tornadoes

The [Iowa Credit Union Foundation](#) (ICUF) has activated its Disaster Relief Grant Program in order to support credit union members impacted by the March 5 tornadoes and storms across Iowa. We have also organized a [list of resources](#) available to Iowans impacted.

Disaster grants provide emergency cash assistance to Iowa credit union members who have experienced significant damage to their homes and are displaced due to a natural disaster. With the goal of assisting as many credit union members as possible, all disaster grant applications are prioritized based on severity of damage and member financial need. For additional information regarding ICUF's disaster assistance grants, including how to apply, please contact ICUF Executive Director [Ena Babic Barnes](#).



You can donate to the ICUF Disaster Relief Fund by [clicking here](#). This program is 100% funded by individual and corporate donations.

Iowa Credit Union Leaders Appointed to Iowa Division of Credit Unions

Governor Reynolds has appointed Peoples Credit Union CEO Jordan Hensley and Serve Credit Union CEO Jami Weems to the [Iowa Division of Credit Unions](#) Review Board, pending Senate confirmation.

The review board is made up of seven members who oversee the Iowa Division of Credit Union's activities.



Congratulations to Jordan and Jami, and thank you for your support of our Iowa credit union system.

Registration Open for March Capitol Hill Day

On March 16 from 11:00 a.m. - 2:00 p.m. ICUL is hosting a [Capitol Hill Day](#). This event will offer the opportunity for credit union staff and board members to meet their state legislators, discuss matters of importance to the credit union industry and share their credit union story. The afternoon will include lunch and a legislative update prior to heading to the State Capitol.



ICUL members may attend at no cost. The event will begin at the State Historical Building in downtown Des Moines before attendees will travel together to the Iowa State Capitol. Register [here](#) today, and don't forget to share the link with your colleagues!

If you're unable to attend in March, [registration](#) is open for the April 5 Capitol Hill Day.

Top Stories from the CUNA Governmental Affairs Conference

The Credit Union National Association (CUNA) hosted the Governmental Affairs Conference (GAC) February 27 - March 3 in Washington D.C.

Iowa credit union leaders attended the conference and spoke with multiple federal legislators. View top stories and session recordings from the conference [here](#).



Coopera's Víctor Miguel Corro Authors Multicultural Marketing Article

"The United States of America, due to its massive size and mixed ethnic heritage, has one of the most complex cultural identities in the world," writes Coopera CEO [Víctor Miguel Corro](#) in a recent CUInsight.com article.

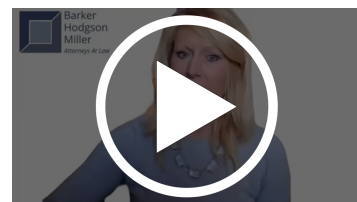


Check out the rest of the article, "[Multicultural USA – An Emerging Marketing Focus](#)" today.

Legal Tip: Responding to Member Complaints

Both the [National Credit Union Administration](#) (NCUA) and the [Iowa Division of Credit Unions](#) report an increase in complaints from credit union members. If your credit union receives notice that a complaint has been filed, remember to:

- Respond within 20 days.
- Respond with facts only, and to provide documents in support of those facts.
- Do *not* include personally identifiable information for the member in your response.
- Include a description of how your credit union has acted in accordance with the member account agreement.



Questions? Contact Barker, Hodgson & Miller, P.C. attorneys [Elizabeth Hodgson](#) or [Julie Buenzow](#).

News and Announcements

Iowa Credit Union Announcements

- N.W. Iowa Credit Union CEO Steve De Boer retired on February 28.
- Hometown Credit Union merged with Community 1st Credit Union on March 7.

Industry News

Have news to share? Submit your release online. You must be logged into the members-only website in order to submit.

- [2022 Iowa Innovation Group Program Underway](#)
- [WFCU and WOCCU Ukrainian Credit Union Displacement Fund](#)
- [CUNA: Navigating the Great Resignation](#)
- [Community 1st Credit Union Announces Plans to Build a New Branch](#)
- [Dupaco Announces Board Election Results](#)



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