



## A MESSAGE FROM THE ACUMA BOARD

Barry Stricklin



# Pivoting to Help You Move into the Digital World of Mortgage Lending

## *ACUMA Succeeds in Response to Member Needs in 2020*

**D**uring a tumultuous year in 2020, ACUMA's Board of Directors faced difficult decisions on how to proceed. The safety of our members was at the top of the list, but we struggled with cancelling our workshops in the spring, and when it became apparent the pandemic wasn't going to go quietly, the annual conference in the fall.

Our mission of education and networking is so interwoven with collaboration and supporting each other, that each board member was saddened by the reality of putting face-to-face meetings on hold.

Not only were we dealing with ACUMA's future, of course, but that of our own credit unions. Like you, our members, we did what had to be done.

But that said, I feel I speak for the Board in saying that ACUMA—especially the staff of President Tracy Ashfield, Senior Advisor Bob Dorsa and Member Service Manager Krista Korfmacher—did a tremendous job of pivoting the organization to virtual learning formats and continuing to provide educational opportunities and online interactions.

In a matter of weeks, ACUMA ramped up our series of live Webinars; added online workshops that included roundtables, case studies and leader in-

terviews; and created podcasts on a variety of important (and often pandemic-related) topics. Then we presented a two-day virtual conference with a full slate of sessions and a varied group of industry thought leaders and many other experts on such important areas as compliance, marketing and compensation.

Not only did ACUMA provide these needed services and events to our members, we did it at no cost, thanks to the continuing support of our sponsors.

### **SUCCESSFUL YEAR FOR ACUMA**

I call that a very successful year.

We helped members stay on top of

developments with a series of year-round programming events covering pressing topics, including remote work options and related security issues.

We explored forbearance changes, remote notaries and e-closings, for example—areas in which the pandemic was forcing regulatory and legislative actions impacting your credit unions and your members.

Our virtual conference included roundtable discussions on business recovery strategies, succession planning, remote appraisals and hiring and staffing best practices, among so many other topics.

We made our conference sessions, regulatory alerts, podcasts and more available on our website for members to access 24/7.

Our Digital Mortgage Showcase, a month-long series of presentations by industry leaders, brought opportunities for learning about the latest in technology for mortgage lending—a window into the future, if you will, and a necessity for credit unions that intend to compete in the years ahead.

Yes, I call that a successful year indeed.

While we hope for a return to our popular in-person events some time in 2021, ACUMA will continue providing educational and networking opportunities year-round through all of our available channels.

In fact, we will be expanding our offerings under new names, some of which you will recognize:

- **Power Stations:** Free online presentations on mortgage lending to help you in your business.
- **Lightning Rounds:** Online conversations on relevant topics with mortgage industry thought leaders.
- **Power Sharing:** Case Studies by ACUMA sponsors showing the value products and services bring to specific credit unions.
- **Pipeline Power:** Twice-a-year in-



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help you do it.

Hang in there, everyone. ▲

*Barry Stricklin serves at the Chairman of the ACUMA Board of Directors, which governs the organization. He is the Senior Vice President and Chief Lending Officer for Tower Federal Credit Union, headquartered in Laurel, Maryland.*

## ■ WHAT DOES THE ACUMA BOARD DO?

### *It Provides Guidance for the Non-Profit Association*

**ACUMA** is a non-profit association dedicated to advancing mortgage lending within the credit union space. The ACUMA Board of Directors sets governance for the association and provides guidance to the ACUMA President.

A Board Member serves a three-year term. Terms are staggered. The current Board has eight members. The Board Members are volunteers who have a strong desire to give back to the Credit Union industry and receive no compensation.

Officers of the Board (Chair, Vice Chair, Treasurer and Secretary) are selected by the entire Board at the Organizational Meeting following the Annual Meeting of the membership, normally held in September of each year in conjunction with the annual Fall Conference.

The time commitment for a Board

Member includes conference calls as needed and two in-person meetings each year, including a planning session and the Organizational Meeting, and attending ACUMA conferences. In addition they may also serve on standing or ad-hoc committees, and participate in occasional special projects.

### WHO IS ELIGIBLE FOR A BOARD SEAT?

To be eligible for a Board position, you must:

- Be a member of ACUMA's Primary Member Organizations (CUs and CUSOs).
- Serve as an employee of a Primary Member Organization.
- Accept ACUMA's policies and rules of governance.
- Have the support of your own credit union for serving on the board.

When openings for the Board of Directors become available, ACUMA would welcome interested candidates. Openings will be communicated to ACUMA members through our website and the *Pipeline* magazine.