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Contact:

Jasmine Mines
Director of Marketing
434-237-9626

jasmine.mines@the-league.coop



Credit Unions Come Together at the Virginia Advocacy Conference

Richmond, VA – Credit unions from across the Commonwealth of Virginia gathered in Richmond this week for the League of Credit Unions’ Virginia Advocacy Conference. This year’s event saw over **100** red scarf-clad attendees uniting to share the credit union difference with lawmakers at the Virginia Capitol early in the general assembly session.

Key attendees included Commissioner Joe Face of the Virginia State Corporation Commission’s Bureau of Financial Institutions and 2024’s Virginia Lawmaker of the Year award winner, Delegate Alfonso Lopez. The League’s advocacy team also presented on many topics, equipping attendees with crucial insight and strategies to advocate at the general assembly.

“Our main focus this session, in addition to playing defense on unfavorable legislation, is highlighting the impact credit unions make in their communities and how they can do even more if public entities were given the option of choosing credit unions as their banking partners,” said CeJae Vtipilson, Vice President of Governmental Affairs at The League and the Virginia Credit Union Association. “This week, credit unions shared their stories of working with and supporting their local schools, police, fire departments, and more, demonstrating the value of credit unions as community partners. This conference gave us the opportunity to show up in person and add a personal touch to the many credit union stories across the Commonwealth.”

By expanding “Credit Union Day” to a two-day conference, The League was able to spend more time focusing on advocacy training and celebrating past accomplishments, leaving attendees knowledgeable about legislative issues that affect their members

“I am so grateful for the expansion of resources offered at this year’s Virginia Advocacy Conference,” expressed Frederick Hayes, Marketing and Business Development Supervisor of Baylands Family Federal Credit Union. “Every time I attend this event, I leave feeling empowered and excited about what I do and this year was no exception. I am proud of the amazing work Virginia’s credit unions are doing for their communities, and I am grateful to our lawmakers, who are willing to hear us out.”

The League is grateful to the credit unions who traveled from all over the Commonwealth to represent our industry with one vision, one voice, reiterating our “for people not for profit” message to lawmakers.

The League is grateful to the generous support of our system partners who help make events like the Virginia Advocacy Conference possible, including TruStage, this year’s title sponsor.

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About The Virginia Credit Union Association

The Virginia Credit Union Association, an arm of the League of Credit Unions & Affiliates, represents Virginia’s 99 credit unions and a combined total of more than \$261.6 billion in assets and 19.8 million members. VCUA provides advocacy, compliance services, education and training, cooperative initiatives, and communications. For more information, visit www.the-league.coop.

About The League of Credit Unions & Affiliates

The League of Credit Unions & Affiliates provides a platform for advocacy, collaboration, and innovation, representing 386 credit unions across Alabama, Florida, Georgia, and Virginia and their 31.5 million members, as well as \$450.2 billion in assets. The League serves as an advocate through credit union engagement, advocacy impact, Foundation resources, and LEVERAGE products and services. Join us in supporting credit unions by learning more at www.the-league.coop. Follow The League on [LinkedIn](#), [Facebook](#), [X](#), and [Instagram](#).