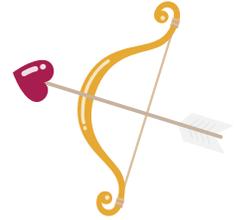


## Fall in Love with Alloya's ACH Origination Services...

Have you considered Alloya's ACH Origination Services? If not, here's three reasons to fall in love with them!

- 1 **Grow deposits.** With Alloya's ACH Origination Services, your credit union can originate a debit from another financial institution and deposit it into your member's account – even same day! We're talking about a huge benefit for your members!
- 2 **Attract business members.** With Alloya's ACH Business Member Origination, you can retain and attract your credit union's business members by offering them access to ACH Origination Services. This helps your business members access lower cost, efficient tools for their business. There are several different options available, giving you the level of oversight you need.
- 3 **Get better support.** If your credit union utilizes Alloya's ACH Receipt Services, but not ACH Origination, it can be difficult for our team to provide balancing assistance and other ACH-related support, since we can only see half of the big picture! By processing ACH Receipt and Origination with a single partner, you get complete support from Alloya's accredited ACH team.



Are you ready to say YES to Alloya's ACH Origination Services? To learn more and get started, contact your Alloya representative or [solutions@alloyacorp.org](mailto:solutions@alloyacorp.org).



## Advancing the Credit Union Movement With the Help of Suze Orman

On January 16, Alloya launched our 2020 partnership with Suze Orman, America's Personal Finance Expert, to help advance the credit union movement in the year ahead! As part of this partnership, Alloya is sponsoring Suze's popular *Women & Money* podcast, which represents a unique and creative way to advance the corporate's purpose to support credit union success.

Each of the 104 episodes that Suze produces in 2020 will feature a message at the beginning and conclusion that encourages her listeners to discover how credit unions can help them achieve their financial goals. Each message will also include a call-to-action for the listener to find a credit union near them by visiting [mycreditunion.gov](http://mycreditunion.gov).



In the first episode of the 2020 season, released on January 16, Suze introduced her new sponsor and explained why she elected to partner with credit unions this year.

To hear the episode, visit: [omny.fm/shows/suze-ormans-women-and-money/s3-e01-preview](http://omny.fm/shows/suze-ormans-women-and-money/s3-e01-preview)

A relationship between Suze Orman and Alloya first formed at our 2019 Credit Union Executive Leadership Symposium, where Suze spoke as the event's keynote speaker. Suze Orman's work is closely aligned with the role credit unions serve in their communities, and both strive to empower consumers to make the most of their money and realize their financial dreams. When Alloya Corporate CEO Todd Adams heard Suze say that she would be interested in building a partnership with credit unions, he knew it would be a great opportunity for Alloya to continue living its mission.

Tune in to Suze Orman's *Women & Money* podcast every Thursday and Sunday by visiting [www.suzeorman.com/podcast](http://www.suzeorman.com/podcast) or wherever you access podcasts, including Apple Podcasts, Google Play, Spotify and more.

Be on the lookout for a marketing toolkit later this month, which will include ready-made tools and assets that your credit union can use to leverage this partnership to attract new members in your local community! For more information about Alloya's decision to partner with Suze Orman, contact [solutions@alloyacorp.org](mailto:solutions@alloyacorp.org).

## Service Before Self

*Alloya Director Emeritus John Fiore to be Recognized With 2020 Herb Wegner Memorial Award*

At CUNA's Governmental Affairs Conference (GAC) in Washington, D.C. later this month, Mr. John Fiore, Director Emeritus of Alloya Corporate FCU, will be honored with the prestigious 2020 Herb Wegner Memorial Award for Outstanding Individual Achievement. Named in honor of the late CUNA CEO Herb Wegner, the award honors individuals that have demonstrated dedication, innovation and passion for the advancement of the credit union movement, and is considered to be among the highest national honors in the movement.



John spent 50 years tirelessly serving the credit union movement as the CEO of Motorola Employees Credit Union (MECU) in Schaumburg, Illinois (now Andigo Credit Union). He also generously volunteered his time for several distinct charitable endeavors and the credit union movement by serving as a director, committee member, delegate or trustee of 20 different credit union organizations.

### Will you be attending the GAC?

If so, please join us at Alloya's Member Appreciation Reception on Monday, February 24 from 4:30-6:30 pm at Fig & Olive, where we will also celebrate John Fiore and this once-in-a-lifetime accomplishment.

John was also instrumental in the formation of Alloya. In the wake of the 2008 financial crisis, he led the Charter Advisory Group to gain consensus and regulatory approval to recapitalize a new corporate, and thanks to his efforts, Alloya raised \$70 million in capital to launch as a newly formed corporate credit union. John presently serves on Alloya's Board of Directors as a Director Emeritus.

Through his remarkable efforts and contributions, it is estimated that John has collectively impacted the lives of 150 million people – directly or indirectly – through his tireless dedication to the credit union movement.

## Register Now!

*February Connection Webinar & 2020 Credit Union Executive Leadership Symposium*

### February Connection Webinar



Join us on Thursday, February 13 at 2:00 pm ET to learn more about the *2020 Economic & Market Outlook*, presented by Alloya Investment Services' Tom Slefinger. During this session, Tom will discuss the heightened levels of volatility and unexpected surprises on the 2020 economic and political fronts, and will provide an outlook on interest rates and portfolio strategy guidance.

Now is the time to prepare your credit union for what lies ahead! Learn more and register by visiting [www.alloyacorp.org/connection](http://www.alloyacorp.org/connection).

### Credit Union Executive Leadership Symposium



Registration is now open for the 2020 Credit Union Executive Leadership Symposium, taking place in Chicago, IL from September 9-11. This year's event features a dinner and reception at the famous Shedd Aquarium, and keynote speaker Ginger Hardage, founder of Unstoppable Cultures, and former Senior Vice President of Culture and Communications at Southwest Airlines.

Visit [www.alloyacorp.org/symposium2020](http://www.alloyacorp.org/symposium2020) to learn more and register.