

# Welcome LOUISIANA



## TO THE 2025 NATIONAL GOVERNMENTAL AFFAIRS CONFERENCE

Thank you for taking the time out of your busy schedules to play a critical part in our strategic advocacy efforts. Credit union engagement is key and your participation speaks volumes.

Luminate stands ready to help in any way while you are here. Staff contact information can be found on the back along with hospitality suite hours. Feel free to reach out to any one of us with any questions you may have, and we can't wait to spend time with you!

## MEET LOUISIANA'S DELEGATION

### UNITED STATES SENATORS



**Senator  
Bill Cassidy**



**Senator  
John Kennedy**

### UNITED STATES REPRESENTATIVES



**Steve Scalise**  
District 1



**Troy Carter**  
District 2



**Clay Higgins**  
District 3



**Mike Johnson**  
District 4



**Julia Letlow**  
District 5



**Cleo Fields**  
District 6



# ADVOCACY PRIORITIES & TALKING POINTS

## Protecting Credit Union Tax Status

**Credit unions serve people, not shareholders.** Unlike banks, credit unions are not-for-profit cooperatives that reinvest earnings into lower loan rates, higher savings yields, and reduced fees for their members.

**Taxing credit unions is a tax on everyday Louisianians.** The credit union tax exemption allows millions of Louisiana residents to access affordable financial services. Losing this exemption would mean higher costs for consumers, not big profits for credit unions.

**Credit unions provide financial services where banks won't.** Many credit unions serve low-income, rural, and underserved communities where traditional banks have closed branches or refuse to operate. This is one of the many ways that credit unions invest in the communities they serve with the funds they would otherwise spend on taxes.

**Eliminating the tax exemption won't generate enough to address the national debt but will hurt consumers.** Credit unions make up a small portion of the financial sector and taxing them would generate minimal revenue while reducing access to affordable financial products.

**Strong credit unions mean a strong local economy.** By reinvesting in local businesses, homeownership, and community development, credit unions play a key role in growing Louisiana's economy.

### Ask our Legislators to:

Protect the credit union tax exemption to ensure Louisiana consumers continue to receive low-cost, high-quality financial services.





# ADVOCACY PRIORITIES & TALKING POINTS

## Protecting Interchange Fees

**Interchange fees protect consumers from fraud.** If merchants are allowed to choose the cheapest payment networks, many will opt for lower-security options that put consumers' financial data at risk.

**Reducing interchange fees will hurt consumers, not just credit unions.** If credit unions are forced to absorb these costs, members may see higher fees on checking accounts, loans, and other essential financial services.

**Interchange fees fund essential fraud prevention.** Credit unions invest heavily in cybersecurity and fraud detection to keep members' accounts safe. Cutting these fees puts that protection at risk.

**Louisiana's small businesses rely on secure transactions.** Credit unions support thousands of local businesses with payment processing, and a weaker interchange system would increase fraud risk for both businesses and consumers.

**This is a backdoor profit grab for big-box retailers.** Large national retailers want to shift the cost of payment processing onto financial institutions, despite already benefiting from safe, reliable transactions.

### Ask our Legislators to:

Defend interchange fees to prevent increased fraud risks and higher costs for consumers.





# ADVOCACY PRIORITIES & TALKING POINTS

## Allowing New Investment Options

**Giving credit unions more investment options helps local economies.**

Expanding credit union investment opportunities means more funding for small businesses, home loans, and community development projects.

**Credit unions remain highly regulated and risk-averse.** New investment opportunities would be managed prudently, ensuring members' money remains safe while allowing credit unions to grow.

**Greater financial stability benefits consumers.** By diversifying investments, credit unions can generate additional income that helps keep loan rates low and savings rates high.

**Banks already have these investment options.** Allowing credit unions to access new investments levels the playing field while keeping their member-first mission intact.

**Stronger credit unions mean more competition and better financial services.** A thriving credit union sector pushes all financial institutions to offer better rates and service, benefiting Louisiana residents and businesses alike.

### Ask our Legislators to:

Support expanded investment options to strengthen credit unions and allow for greater economic contributions.







# ADVOCACY PRIORITIES & TALKING POINTS

## Improving Access to Credit Union Services

**Field of membership (FOM) restrictions limit consumer choice.** The Federal Credit Union Act and NCUA regulations dictate who can join a credit union, often preventing individuals and businesses from accessing affordable financial services.

**The Community Reinvestment Act (CRA) does not fully recognize credit unions' role in serving underserved communities.** This creates unnecessary compliance burdens that hinder credit unions' ability to expand services.

**Business lending caps limit small business growth.** Credit unions are restricted to lending no more than 12.25% of their assets to small businesses, even though banks do not face similar limits.

**Geographic restrictions prevent credit unions from expanding into underserved areas.** State and federal regulations limit how and where credit unions can serve new members, keeping financial services out of reach for many rural communities.

**Updating these outdated regulations would allow credit unions to serve more Louisianians.** Removing these barriers would give more consumers and small businesses access to affordable credit union products while increasing competition in the financial sector.

### Ask our Legislators to:

Modernize regulations to allow more people and businesses access to affordable credit union services by reforming restrictive field of membership rules, business lending caps, and geographic expansion limitations.





# ADVOCACY PRIORITIES & TALKING POINTS

## Strengthening CDFI Funding

**CDFI credit unions serve Louisiana's most vulnerable communities.** These institutions provide affordable loans, financial education, and economic development opportunities in historically underserved areas.

**The recent freeze in federal CDFI funding threatens financial inclusion efforts.** Without these funds, many low-income and rural communities will lose access to critical financial resources.

**Credit unions use CDFI funding to help small businesses, first-time homebuyers, and families struggling with debt.** These funds make a real difference in local economies and help break cycles of poverty.


**Louisiana's disaster-prone regions rely on CDFI credit unions for financial recovery.** After hurricanes and other natural disasters, CDFI-designated credit unions provide emergency relief funding and low-interest loans to help families rebuild.

**Congress and state leaders must ensure reliable, ongoing support for CDFI programs.** Eliminating funding or creating unnecessary administrative roadblocks will only hurt the communities that need credit unions the most.

### Ask our Legislators to:

Modernize regulations to allow more people and businesses access to affordable credit union services by reforming restrictive field of membership rules, business lending caps, and geographic expansion limitations.





# LOUISIANA CREDIT UNIONS BY THE NUMBERS

144

Credit  
Unions

Serving

1.3+  
million

Louisiana  
residents

Employing

4,184

Louisiana  
residents



# COMPLIMENTARY BAR HOURS & EVENTS

MEET US AT THE LOBBY BAR FOR COMPLIMENTARY DRINKS. DON'T FORGET YOUR LUMINATE WRISTBAND!

- **SUNDAY, MARCH 2** 7:00 PM-11:00 PM
- **MONDAY, MARCH 3** 7:00 PM-11:00 PM
- **TUESDAY, MARCH 4** 8:00 PM-11:00 PM  
Exclusive Mardi Gras Reception will be held in the Morrison Clark Courtyard
- **WEDNESDAY, MARCH 5** 9:00 PM-11:00 PM  
GAC Closing Party is 7:00-10:00 pm at the Marriot Marquis Ballroom, Level 2

## THANKS TO OUR SPONSORS



## LUMINATE CONTACTS

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