



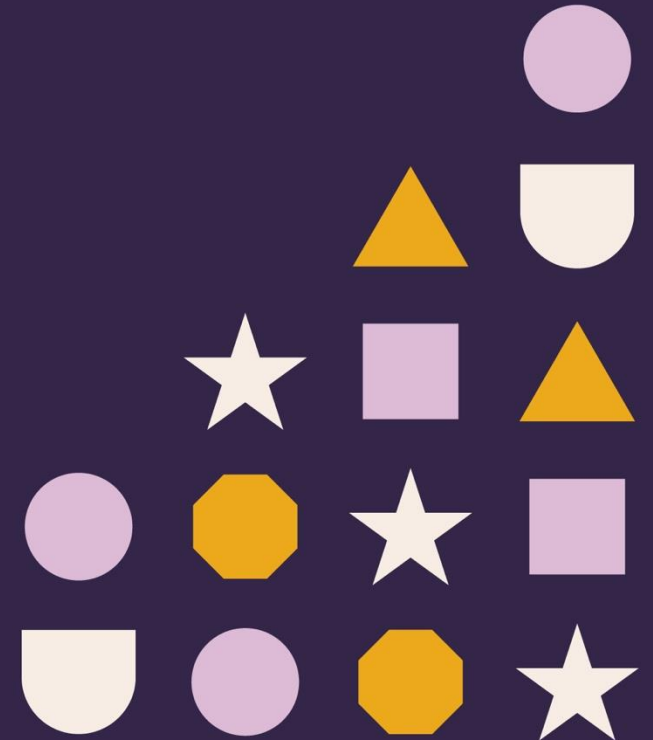
America's
Credit
Unions

Credit Union Advocacy

NCUMA 2025 Annual Hawaii Conference

Greg Mesack, SVP, Advocacy

November 9, 2025





Advocacy is job one

“Together we will move with purpose, passion, and strength so that credit unions can effectively serve their members and communities nationwide.”





2025 Policy Priorities

Protect

- Defend credit unions from attacks—whether it's preserving the credit union tax status, addressing data security needs, challenging big bank encroachment, fighting for regulatory oversight of developing industries, or tackling overzealous regulatory burdens.

Empower

- Be relentless in our efforts to ensure credit unions can provide the services that consumers want and deserve.

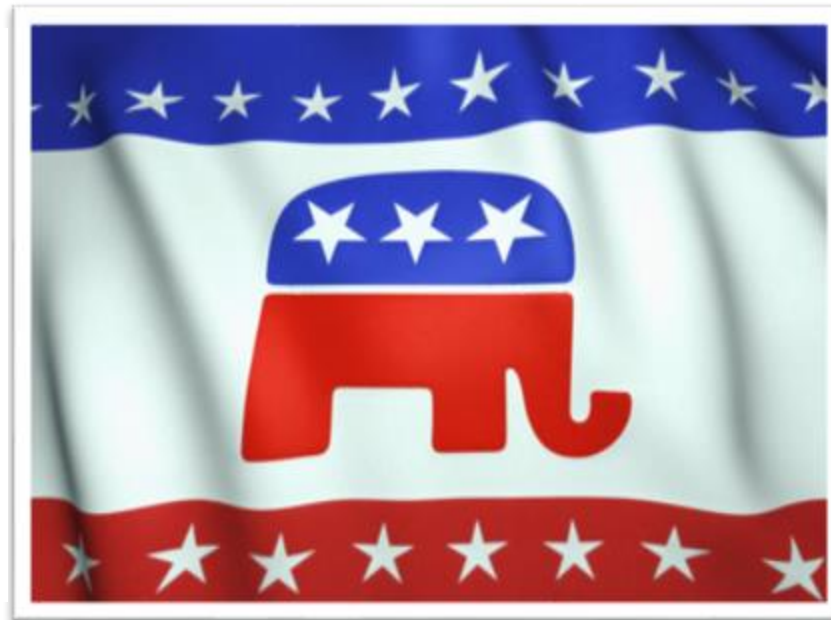
Advance

- Fiercely advocate for legislative and regulatory changes that enhance credit union powers to serve their over 140 million members.



Political Landscape – November 2025

- Republicans control the White House, Senate (53-47), and the House by a narrow majority.
- Congressional leaders, working with President Trump, have successfully kept their members (mostly) in line despite internal tensions.
- Congress is now moving towards a midterm election posture.





Setting the Stage

- In Congress, with razor thin margins, Republicans have held themselves together and cleared important hurdles including:
 - Negotiating major tax reform
 - Enacting bipartisan stablecoin legislation
 - Confirming nominations at a record pace
- With H.R. 1 passed and midterms fast-approaching, the Republican agenda is looking for its next steps.
 - Issues surrounding Jeffrey Epstein and other matters are stretching Republican focus.
- Democrats, so far, are presenting as a unified opposition party going into election year.
 - Democrats feel healthcare an issue they can run on and have held together on this during 2026 funding discussions.



Legislative Updates – Reconciliation



- Passage of the One Big Beautiful Bill fulfilled much of President Trump's agenda.
- America's Credit Unions, the Leagues, and individual credit unions activated to combat an unprecedented threat to the credit union tax status.
- The bill has a number of smaller provisions impacting credit unions.



DTMCU – Political Engagement

Since January 1, America's Credit Unions, Leagues and Credit Unions:

- Met with the White House **National Economic Council, Office of Management and Budget**, and held **4 different meetings with the Treasury Department**.
- Successfully pushed a **bi-partisan Congressional letter signed by 30 Members** of Congress supporting protection of the credit union tax status.
- Flew in **credit union CEOs to meet with 30 key tax writers** and worked with leagues to secure dozens of in-district meetings.
- Met with staff for every single member of House Ways and Means and Senate Finance Committees.
- **Contacted all 535 Congressional offices' financial services staff** with key data on the credit union difference.

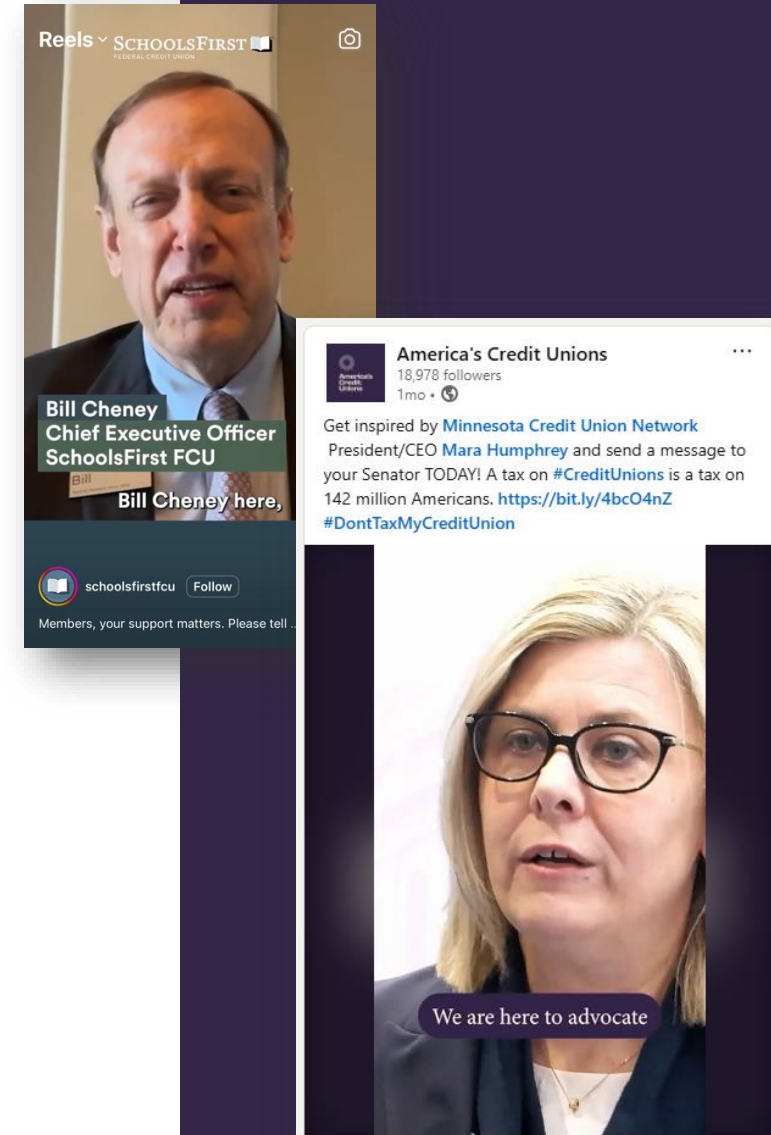




DTMCU – Grassroots Engagement

Since January 1, America's Credit Unions, Leagues and Credit Unions:

- Sent **over 861,000 grassroots letters**.
- **Developed three social media toolkits** for Leagues and credit unions.
 - Received over **600 posts** using **#DontTaxMyCreditUnion** resulting in 164,119 impressions and 10,318 engagements.
- **Engaged over 191,000 activists** using digital advertisements.
- Held **over 60 meetings** with League Presidents, Advocacy Professionals and Communicators.
- Raised **\$4 million** for the National Advocacy Fund.





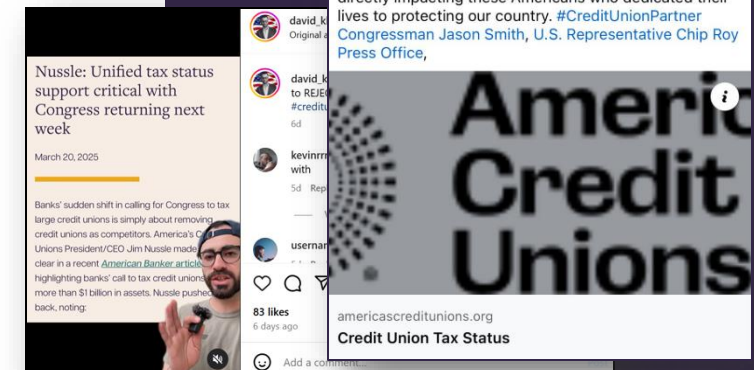
DTMCU – Communications & Media Blitz

Since January 1, America's Credit Unions, Leagues and Credit Unions:

- Spent \$3.6 million on **digital ads targeting 128 different members of Congress** and Senators with **over 139 million impressions**.
- Commissioned an **independent comprehensive study** on the impact to the economy of taxing credit unions.
- Commissioned an issue brief with POLITICO, which has **12,700 total page views and over 6.7 million impressions**.
- Mobilized 10 social media influencers **reaching an audience of over 28 million**, with **751,155 post views**.
- Submitted **20+ Opinion Editorials** & letters to the editor.

Economic Benefits of the Credit Union Tax Exemption to Consumers, Businesses, and the U.S. Economy

Robert M. Feinberg, Ph.D.
American University
Douglas Meade, Ph.D.
Interindustry Economic Research Fund, Inc.
FEBRUARY 2025





Key Reconciliation Provisions

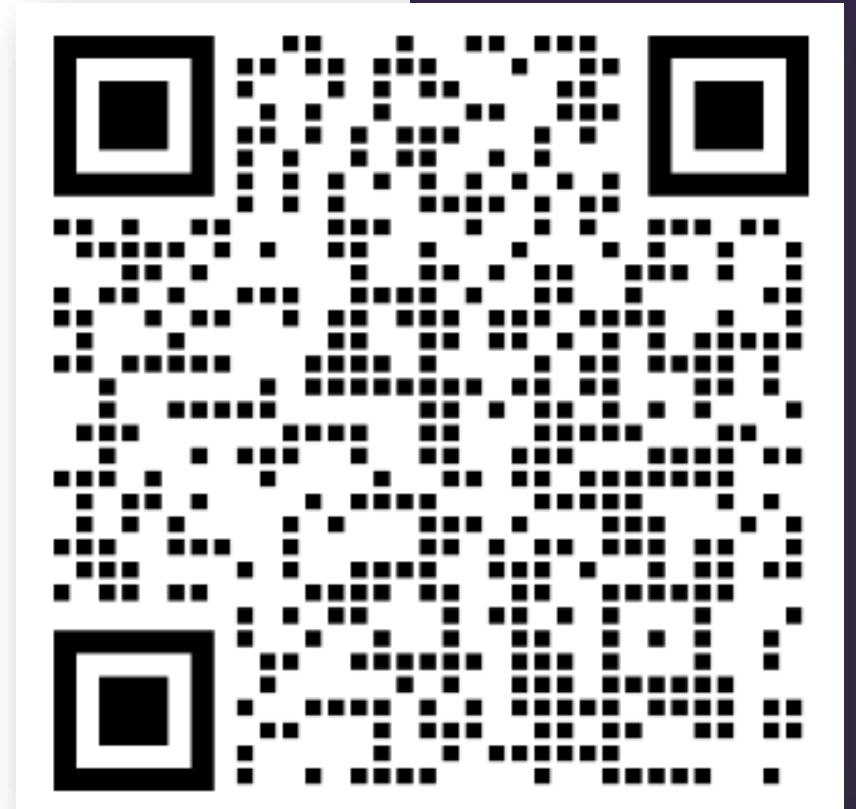
- The 870-page, multitrillion dollar tax and spending bill, contains multiple provisions impacting credit unions.
 - Remittances taxed at 1%
 - EV tax credits terminated, but interest on loans for US-built cars is tax deductible
 - Trump Accounts created
 - Major student loan overhaul
 - Excise tax on organizations for “highly paid” executives





Legislative Updates – Shutdown Showdown

- **What is happening:** We are now in the longest government shutdown on record.
- **Political implications:** The fallout could impact bipartisan negotiations going forward.
 - The House being out of session has cut into vital legislative time as we approach election year.
- **Credit union impacts:** While a shutdown will not impact NCUA, and the share insurance fund and critical government functions will continue, there could be multiple downstream effects:
 - OMB-promised permanent reduction in force at federal agencies could impact CU members.
 - Hundreds of thousands of federal workers being furloughed without pay could impact CUs who serve them.
 - Economic impacts on consumer and government spending and reporting.
 - Chance to tell story of CU difference in programs to assist those impacted by shutdown.

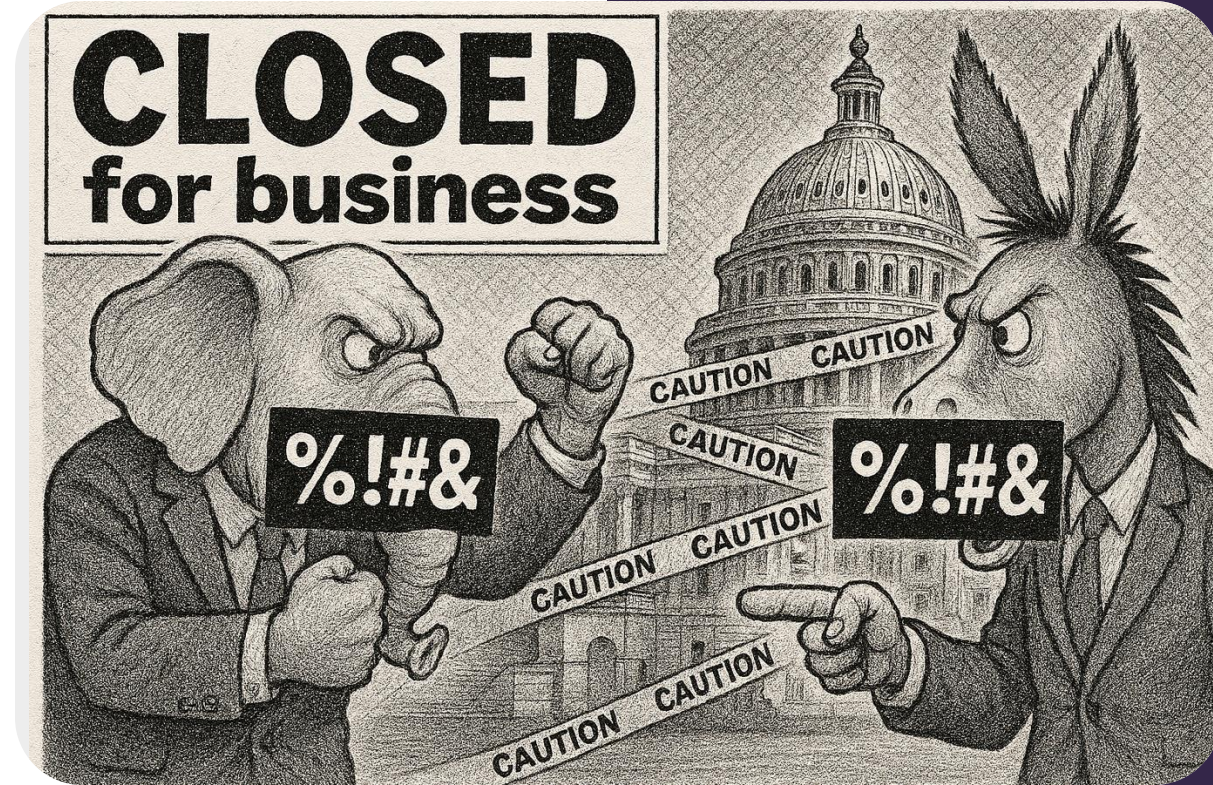


Scan this QR code to access America's Credit Unions Government Shutdown assistance page.



When Will It END?

- With no political incentives to cave, the shutdown will continue until one party judges the pain of cutting a deal is less bad than the pain of continuing the shut down.
- Modern politics has evolved such that compromise is punished by the extremes of each base – ideological purity is the name of the game.
 - Example of March 2025 vote by Sen. Schumer
- For credit unions, this doesn't help and is disappointing.
- There is a good chance of the government opening before Thanksgiving.
 - No one wants the blame of ruining Thanksgiving travel.





Legislative Updates – What Now?



- Once the shut down ends, Congress will have a six-month window to legislate before midterm election season kicks in.
- The big legislative win for Republicans was reconciliation.
 - Any other legislation is just icing on the cake.
 - Example: GENIUS Act was a rare-bipartisan win that will be hard to replicate.
- Congressional outlook for 2025:
 - The most likely scenario is that Congress passes the NDAA and a long-term continuing resolution (CR), then goes home for the holidays.
- NDAA was passed in both chambers with no interchange amendments being debated or included, meaning the interchange risk at the federal level is low.
 - Though the risk is low for now, it is never zero, the merchants are always pushing.



Credit Union Legislative Priorities

Tax Exemption

- Don't Tax My Credit Union campaign

Regulatory Reform

- Raising SAR/CTR thresholds
- Roll back regulatory burdens once regulators are in place

Federal Credit Union Act Modernization

- Increasing the interest rate ceiling
- Loan maturities and Member Business Loan Cap
- Modifying the frequency of required board meetings

CFPB Reform

- Appropriations and bipartisan commission
- UDAAP reform



Regulatory Updates – What Now?

- The Administration – H.R. 1 implementation and the President's trade agenda.
- The Regulators – Holding patterns and uncertainty.
 - Once key positions are filled, look for an aggressive rewrite of Biden regulations, and regulatory rollback.
 - The precedent Trump has set by firing key regulators across the government brings long-term regulatory uncertainty.
 - GENIUS Act Implementation is ongoing
 - CFPB will still have to push forward with 1071 and 1033 rulemakings.

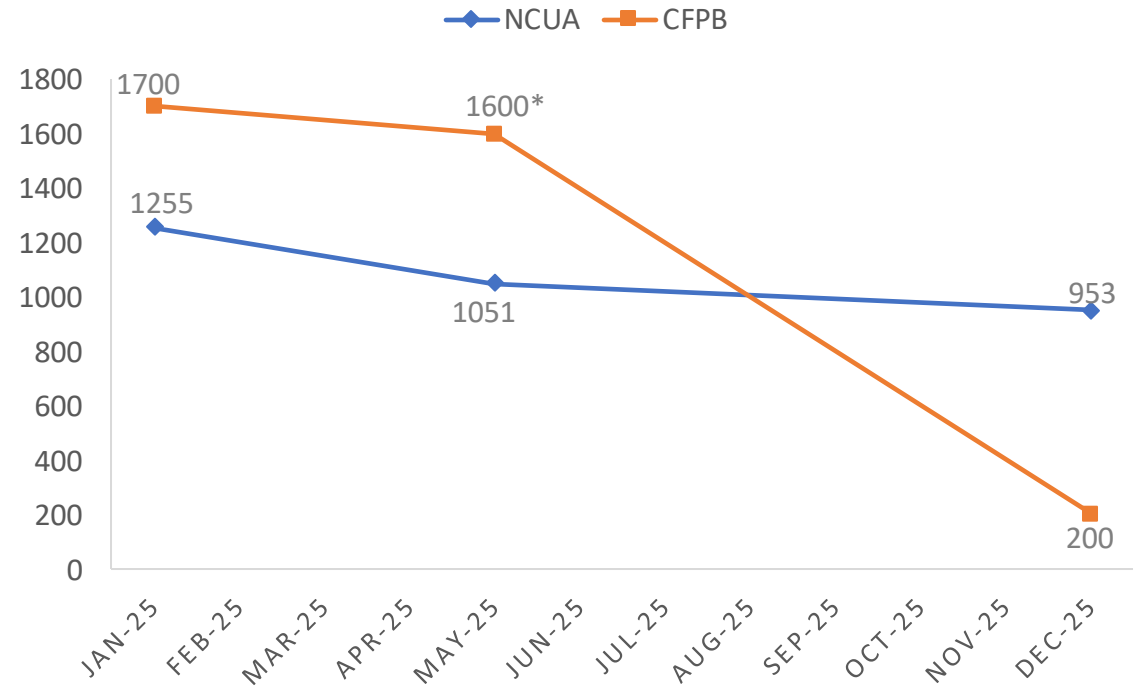




Regulatory Updates - Executive Order (EO) Impacts

- Staffing reductions across agencies
- Agency rulemakings curtailed
 - 10:1 guidance
 - Repeal of “unlawful regulations”
- Regulatory review
- Possible elimination of paper check usage by the federal government
- Disparate Impact Rollback

NCUA & CFPB REDUCTION IN FORCE





Regulatory Updates – Hauptman and the NCUA

- Kyle Hauptman likely to continue serving in holdover status as Chairman of the NCUA until a successor is appointed.
 - His term expired on August 2, 2025.
- Chairman Hauptman has published an agenda that is aligned with some of our key initiatives.
- Key developments:
 - Single-member Board
 - Reduction in force
 - Elimination of reputation risk in examinations
 - Implementing other Trump EO's





Regulatory Updates – Harper/Otsuka Lawsuit

IN THE UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF COLUMBIA

TODD M. HARPER and TANYA F. OTSUKA,

Plaintiffs,

v.

Civil Action No. 1:25-cv-01294-AHA

SCOTT BESSENT, *et al.*,

Defendants.

Case Developments

- April 16: Harper & Otsuka removed
- April 28: Lawsuit filed
- July 22: Court declares terminations unlawful, reinstated
- July 23: DOJ appeals the ruling
- July 26: Court issues stay of reinstatement

What does this mean?

- Harper & Otsuka's reinstatements halted, at least for the time being – expedited review was rejected
- DOJ appealing to the D.C. Circuit



Regulatory Updates – CFPB Reductions

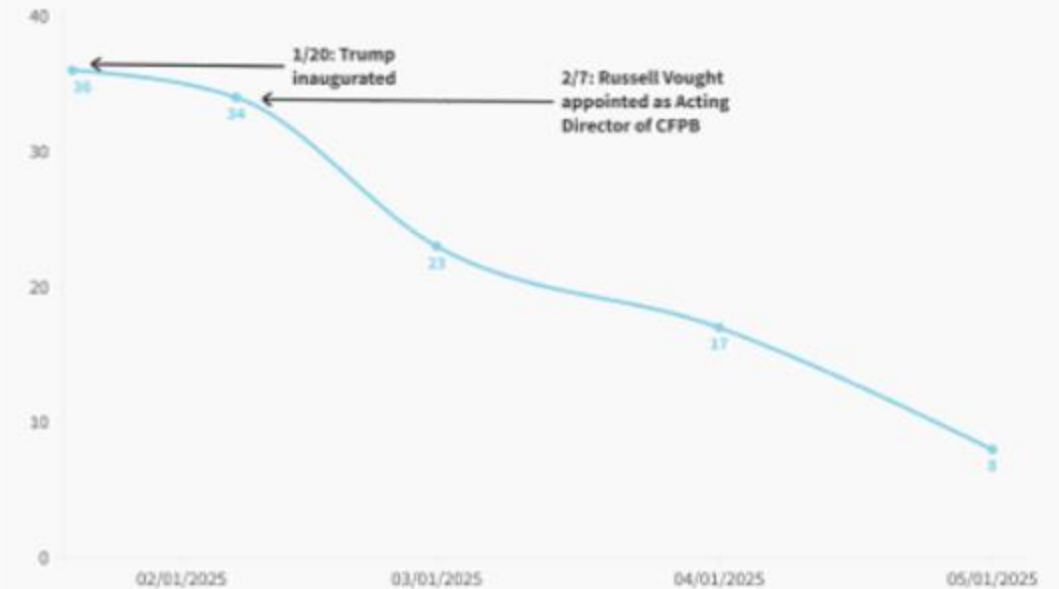
- Current Acting CFPB Director is Russell Vought, Director of the Office of Management and Budget (OMB).
- H.R. 1 increased agency reliance on Congressional appropriations.
- Reduction in force.
- Priorities highlights:
 - Deference to states and other regulators
 - Fraud
 - No regulation-by-enforcement
 - Serving veterans
- Activity still expected on 1033 and 1071



Consumer Financial
Protection Bureau

New CFPB Retreats from Enforcement Litigation

As of May 1, there were eight active CFPB enforcement litigations, down from 36 at the time of President Trump's inauguration on January 20



Source: Goodwin Analysis of Public Court Filings



Regulatory Updates – Other Agencies



FinCEN

Corporate Transparency Act implementation on hold.



The Federal Reserve

Michelle Bowman is now the Vice Chairman for Supervision.

The Fed has been focused on **capital reform for large banks**.
The **Reg II proposed rule is still not finalized**.



Federal Trade Commission (FTC)

Andrew Ferguson has replaced Lina Khan – a massive shift in leadership.

FTC is **focused on de-regulation**, though keeping a strong anti-trust focus.



Treasury

With the 2026 budget proposing elimination of CDFI funding, **we are engaging with Treasury on CDFIs** and watching what their role will be.



State Updates

- Interchange bills were introduced in 28 states, but failed to pass anywhere.
- America's Credit Unions joined a lawsuit to stop the Illinois interchange law from going into effect.
 - The Illinois legislature has delayed implementation of the law until July 1, 2026.
- Outside of interchange, greater state activity is expected on consumer protection going forward.





Questions?

