



1640 Powers Ferry Road SE
Building 28, Suite 100
Marietta, GA 30067-1425
770.541.4490 | Fax 770.541.4496
www.cbaofga.com | cba@cbaofga.com

2023 A Year of Advocacy and Investment in our Member

With just a few short weeks to go in the year, I am pleased to report that due to the incredible support of the CBA Board of Directors, the CBA LEAD Board, the over 100 bankers and partners that serve on our various committees, and the dedicated staff at CBA, 2023 has been both successful and transformative for your association. I am proud to outline several key highlights below:

ADVOCACY:

- **FDIC Special Assessment Exemption**

Once again, CBA's single constituent approach (only community banks) was on full display in 2023. With the collapse of Silicon Valley Bank and Signature Bank, it was clear the FDIC would seek a special assessment from all banks, regardless of size and business model. As community bank-only trade associations, this was completely unacceptable to both the ICBA and CBA of Georgia. ICBA was the only national trade association to push back and demand an exemption from community banks funding any special assessment and CBA of Georgia was the ONLY state association to do the same. CBA issued a similar [letter](#) to FDIC Chairman Gruenberg on behalf of Georgia's community banks urging an exemption from any special assessment. The pressure applied resulted in an exemption for community banks, which saved Georgia's community banking industry millions of dollars.

- **Check Fraud/Check Washing**

In conjunction with the Albany Chamber of Commerce and two CBA Board members, CBA staff met with officials from the Office of Attorney General Christopher Carr to discuss the growing problem of check fraud and check washing that community banks are confronted with. We provided data and statistics illustrating the troubling trends and secured a commitment from the AG's office to review the statutes to determine if changes are needed. If legislation is needed, CBA will assemble a coalition of industry partners to secure needed changes.

- **Credit Card Interchange Pushback**

During the 2023 legislative session, the retail lobby chose Georgia as one of the states to push for a reduction of credit card interchange fees. Knowing full well the impact of such legislation on community banks, CBA worked with other industry stakeholders to express concerns with the legislation and was successful in the bill remaining in the Senate Banking & Financial Institutions Committee. Since we are approaching the second year of a biennial legislature, the bill remains active and the retail lobby continues to make a push for changes in

2024. However, CBA and other industry stakeholders are monitoring the situation and continue to advocate our concerns with the proposal.

- **Reciprocal Deposit Bill of 2019**

The need to maintain and grow deposits hit a crescendo in 2023 for many of Georgia's community banks thereby making the impact of CBA's signature legislation even more significant than before. In 2019, CBA pushed for and secured SB157, which allows banks to use the reciprocal deposit network to place municipal deposits rather than requiring costly collateral pledging. In just under 12 months, the number of deposits placed into the network doubled from approximately \$300 million to almost \$600 million. This legislation is having a major impact on community banks and would not have occurred without CBA's community bank-only advocacy approach.

INVESTMENTS:

CBA has made several major investments this year in the areas of technology, services, and professional development. Some highlights include:

- A new Association Management Software and accounting system that allows direct and real-time member access for various functions such as program registrations, publication subscription management, staffing updates, and invoicing. The real-time functionality greatly improves efficiency while significantly enhancing the overall member experience with CBA. We encourage members to log into the member portal to explore the benefits available at your fingertips.
- CBA launched a full-service health insurance program this year in conjunction with [UnitedHealthcare](#) and [CS&O Captives](#). Banks and associate members that have enrolled are now experiencing greater program flexibility, timely reporting, and an enhanced cost containment model relative to other market competitors. CBA will continue to offer and expand this solution in 2024 and beyond.
- Technology based training continues to be a priority to address the growing cyber threat as well as the opportunity to drive additional revenue and lower the overall efficiency ratio. CBA has invested in various partnerships and educational programs such as our upcoming [CBA Tech Talks](#) in early December so that our members have the needed resources to compete in the fast-changing financial services industry.

PROFESSIONAL DEVELOPMENT:

CBA's Community Bankers College is among the top 5 in the United States for community bank training. Your association's professional development offerings provide specialized education that supports the industry's compliance requirements, training needs, leadership development and talent management. We work to deliver community bank relevant knowledge, skills, and experiences so that attendees leave with actionable takeaways to better their functional responsibilities.

We have invested in hybrid technology to allow our bankers to choose the learning environment that meets their needs. We continue to build partnerships with a variety of organizations to enhance content while providing an effective learning environment. To highlight one great program, The Community Bankers Leadership Academy is the only one of its kind in our state promoting personal and professional development while becoming influential thought leaders.

CBA ADVOCACY SUPPORT FOR 2024

As a result of the generosity of our many contributors, the CBA Advocacy Fund has expanded in

recent years. The Advocacy Fund has given CBA the opportunity to grow its presence with state legislators as well as Administration officials. Legislators know that CBA is the exclusive representative of Georgia's community banking industry and that community banks have different needs than other financial services providers. To continue our success, your ongoing support is needed. On your dues statement, please note the option to make an advocacy contribution with your dues renewal. A minimum contribution of \$1,000 for Bank Members or \$250.00 for Associate Members is suggested; however, any support would be welcomed and appreciated. Additionally, please urge all senior management and directors of your institution to contribute as well. **Thank you for your consideration as we are advancing the industry with our advocacy efforts!**

Should you have questions about CBA's annual dues for your bank, please contact me directly at john@cbaofga.com or 770-541-0383.

I am extremely proud of all that has been accomplished this year; however, we will not rest on our laurels. The financial services industry is evolving at a rapid pace; therefore, our members will continue to need focused advocacy and cutting-edge programs and services. Please know that you can continue to count on CBA to deliver results for Georgia's community banking industry.

Have a joyous and blessed Holiday Season and thank you for your support of CBA!

Respectfully,



John A. McNair
President/CEO
john@cbaofga.com
770-541-0383

