

Volunteer Today - WBA Advocacy Officer

The WBA Board set a goal of at least 50% bank participation in this new program in 2020!
Contact Mike Semmann today and let us know who you would like to name at your institution!

Join the group where influential bankers become leaders in their community.

WHY BECOME AN ADVOCACY OFFICER? IT'S LEADERSHIP IN ACTION!

- **Leadership.** You will be seen as a leader in your bank because of your increasing awareness regarding banking related issues.
- **Development.** You will develop the ability to innovate and make a positive impact on the direction of the banking industry.
- **Opportunity.** You'll be given the opportunity to facilitate statutory or regulatory changes that will benefit your bank and the banking industry.
- **Visibility.** Your voice and your opinions will be heard by policy makers.
- **Impact.** You will be making a real difference in the lives of Wisconsin bankers and the communities you serve.

DUTIES & RESPONSIBILITIES:

- Sign up with the Wisconsin Bankers Association as the Advocacy Officer for the bank.
- Keep informed on legislative and governmental issues that impact both the bank and the banking industry. (Policy and/or Political)
- Communicate quarterly (optimally) with the bank's Board of Directors and Officers on state, local, and national issues impacting the industry.
- Coordinate at least one "Take Your Legislature to Work" event annually.
- Participate in the annual Capitol Day hosted by the Wisconsin Bankers Association.
- Coordinate annual fundraising activities for the WBA's ABW and Wisbank PAC for the bank's Board of Directors, Officers, and Employees.
- Contact both state and federal legislators on emerging issues and encourage other bank personnel to do the same.
- When possible, attend events hosted by/for state and federal legislators and effectively communicate issues impacting the banking industry. This may include fundraisers, town hall meetings, meet and greet, etc.
- Provide data and research to state and national trade associations on the impact regulations have on the bank.
- Be the liaison within the bank for communication of WBA advocacy actions and initiatives to bank officers and board.

“Becoming an Advocacy Officer for the bank gives you access to information and peer connections that are very beneficial. It's a great group of people and a fun way to give back to the industry.”

- Gary Kuter, CRCM
Senior Vice President of Retail Banking and Chief Compliance Officer
Capitol Bank