

Volunteer Today – WBA Advocacy Officer

The WBA Board set a goal of at least 60% bank participation in this program in 2021!

Contact John Cronin today and let him know who you would like to designate 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 policymakers.
- **Impact.** You will be making a real difference in the lives of Wisconsin bankers and the communities you serve.

DUTIES AND 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 political conduit and Wisbankpac 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 the Advocacy Officer for my bank better connected me to my peers and gave me access to timely information you don't always see in the news. It is a fantastic collection of individuals and a great way to advance our industry. ”

– TOM MEWS

Chair, WBA Government Relations Committee
President, First National Community Bank, New Richmond