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CU Members Mortgage Continues 2021 Educational Series with: 'Consumers Are in Charge' Featuring Patrick Adams

DALLAS, TX – April 22, 2021 – [CU Members Mortgage](#), a division of Colonial Savings, F.A., is hosting a free webinar as part of their 2021 Educational Series entitled “[Consumers are in Charge – Not You](#)” on Thursday, May 6, from 1 to 2 p.m. CT and will be hosted by Patrick Adams, St. Louis Community Credit Union Chief Strategic Officer. Adams will cover how the world and workplace will change post-pandemic, and will discuss innovation, member experience, collaboration and partnerships, social responsibility and corporate culture and their impact on your credit union.

Understanding what changes consumers expect post-pandemic and how your credit union needs to adapt are just a few of the takeaways Adams will review. Other objectives include:

- What matters most to consumers
- What strategies are needed for Credit Unions in a Post-Pandemic Period
- What gets in the way of effectively reaching consumers
- The new role of branches
- 3 key components to effectively use innovation
- What social responsibility means as we emerge from the pandemic
- What makes up a successful corporate culture

“The pandemic has changed the world in many ways and its impact on the credit union and mortgage industry is great,” said Steve Hewins, Senior Vice-President of CU Members Mortgage. “Patrick is one of our favorite industry speakers and has great insight on leadership and strategy for credit unions. We are eager to hear his take on where things are headed for credit unions in this post-pandemic world.”

About Patrick Adams

Patrick is beginning his 45th year with the credit union movement and has worked for St. Louis Community Credit Union for the past 34 years. Patrick was appointed CEO/President of St. Louis Community Credit Union in January, 2008. At the end of 2018, Patrick stepped aside as CEO and began focusing exclusively on the strategic direction of SLCCU. This transition of leadership allows Patrick to begin his “glide-path” to retirement.

The credit union has witnessed substantial growth while maintaining high levels of financial strength. They maintain a very high level of name recognition/brand awareness among St. Louis city residents.

St. Louis Community Credit Union has 62,000 plus members and is one of the most active Community Development Financial Institutions in the country. SLCCU focuses on serving the stressed and distressed communities of St. Louis City and near County. With the credit union’s 17th branch, SLCCU has an office within two miles of 98% of the St. Louis City population.

About CU Members Mortgage

Established in 1982 as a division of Colonial Savings, a federally chartered thrift, Dallas-based CU Members Mortgage provides comprehensive mortgage services to credit unions and CUSOs. CU Members Mortgage originates FHA, VA, Investment Property and conventional loans nationwide. With a portfolio of \$24 billion, Colonial is one of the largest servicers of mortgage loans in the United States. The company is privately held and has offices located nationwide. For more information, visit www.cumembers.com.

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Patrick Adams, St. Louis Community Credit Union Chief Strategic Officer