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**Promise Zones, Ethnic Chambers of Commerce and a Pillar in the Community**

“Credit unions are a pillar in their community. They aren’t just a branch or a building,” said Todd Lane, President/CEO at California Coast Credit Union when speaking with Susan Mitchell, CEO of Mitchell, Stankovic & Associates and Founder of the Underground. “Our initiatives are part of our DNA. They aren’t a one and done, they are part of who we are.”

Ideas into Action to be a pillar in your community:

* Build Relationships
	+ Invest in small businesses. Have a drive-thru turkey party for your employees. Care about your members wellbeing.
* DEI is Not a Strategy
	+ Diversity, equity and inclusion must be at the core of your culture, not a strategic initiative that changes from year to year.

[Watch the Todd’s Full Underground Chat](https://youtu.be/r56xFNr-rDg)

Watch the [Underground Collision: Blinding Flash of the Obvious](https://youtu.be/jW8t4C1qil0) with Todd Lane and 17 other industry throught leaders discussing the divide, human wellbeing and how credit unions can lead through this change.

Save the date for the Underground Collision: We Are the World, July 13, 2021. [Register today!](https://bit.ly/Underground2021)

***# # #***

[*Mitchell, Stankovic & Associates*](http://MitchellStankovic.com/index.html) *(MSA) mission is to stand up for issues that will make a difference to a diverse world of people, the bottom line for credit unions and change member lives globally. Clients glow when asked about MSA because they know what a partnership truly means – working together to achieve financial democracy. MSA believes that credit unions have a social purpose, and its advisory services emphasize doing the right thing as good business, garnering sustainable growth and relevance within the market. From CEO Leadership Transitions to Strategic Planning and Director Advisory Services to Modernizing Board Governance, MSA consulting practice has 25 year clients who have become champions to encourage new clients from all over the world. Serial entrepreneurs, MSA consultants have founded industry initiatives like the* [*Underground Movement*](http://mitchellstankovicassoc.podia.com/)*, Global Women’s Leadership Network, CU Pride, HRD Network and they volunteer on governing bodies of Worldwide Foundation and Credit Union DEI Collective.*

*Established by San Diego teachers in 1929,* [*California Coast Credit Union*](https://www.calcoastcu.org/) *is the longest-serving financial institution based in San Diego and holds true to its founders’ guiding principle of “people helping people.” With over $2.7 billion in assets, the credit union now proudly serves more than 186,000 members through its local network of over 25 branches and 60 shared branch locations, online and mobile banking, and 30,000 fee-free ATMs nationwide. California Coast is not-for-profit, provides no-cost financial education for adults and youth, and is committed to improving the lives of its members and others in the community.*