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FOR IMMEDIATE RELEASE

Pam Leavitt Honored for Visionary Leadership by AACUL

Washington DC (March 4, 2024) – Pam Leavitt, senior vice president of regional grassroots/political programs and legislative affairs for Oregon with the GoWest Credit Union Association, was recognized with the 2024 Eugene H. Farley League Leadership Award by the American Association of Credit Union Leagues (AACUL) on Saturday evening.

This prestigious award honors a credit union league/association executive who has demonstrated visionary leadership at the state and national levels. This includes delivering superior results organizationally and financially, developing services and programs for credit unions, and focusing on cooperation within the credit union system. It also represents personal values and commitment to purpose and integrity, as well as exhibiting substantial participation as a leader and cooperator.

“I am humbled to receive this award. We worked one credit union at a time to make the case for advocacy engagement, and quickly, the Oregon credit union family leaned in and engaged in the process at every step – every in-person event, call to action, candidate fundraising, and committee service that helped define credit union priorities,” Leavitt said. “It’s exciting to know Oregon credit unions worked with us to develop an advocacy model that is being used across the nation!”

Leavitt began her executive association profession with the Oregon Credit Union League (now GoWest Credit Union Association) in 1994 and effectively built a culture of enthusiastic engagement in advocacy efforts from credit unions across Oregon which has been embraced by credit unions across the GoWest region and beyond. Her successful initiatives include engaging credit unions to develop relationships with legislators, to participate in rallies at the state capitol, to host policymakers at branches, and to support political fundraising.

“Pam’s efforts have spread beyond Oregon’s borders and even beyond the borders of GoWest. The ways Pam has motivated credit unions to engage in advocacy efforts serve as a model for leagues across the country,” shared AACUL President Brad Miller. “For years Pam has actively participated in both national and regional league advocacy collaborations. She proactively shares advice with her league peers when potentially threatening legislation is introduced as well as offers success strategies to advance beneficial legislation.”

AACUL Chair and CrossState Credit Union Association President/CEO Patrick Conway praised Leavitt, “Pam leads by example in galvanizing collaboration among credit unions to advance priorities that help all credit unions better serve their members and communities. Whether it be starting *Credit Union Day at the Capitol*, development of CULAC month, commitment to the cooperative structure, or building

avenues to encourage credit unions to share best practices, Pam’s strong ethics, respect for others, and true love for the credit union system shine through.”

Troy Stang, GoWest’s president and chief executive officer, lauded Leavitt’s achievements, noting that while successfully staving off legislative threats to credit unions, Leavitt and Oregon credit unions have been successful passing updates to the state’s Credit Union Act every two years – for the past two decades.

“Pam joined the Oregon Credit Union Movement directly from her service in the US Senate with a vision for successful credit union advocacy. It was dependent on the engagement of the credit unions at every level. She worked with our members to sustain it and expand on it. Today, the grassroots program Pam’s team created defines a role for any credit union employee. It’s exciting to see the deep engagement model she established, used by leagues throughout the country, helping to raise credit union awareness, stave off threats, and pass legislation that supports world-class service to members.”



Photo caption: From left to right: AACUL Chair and CrossState Credit Union Association President/CEO Patrick Conway; GoWest Credit Union Association President/CEO Troy Stang; Senior Vice President of Regional Grassroots/Political Programs and Legislative Affairs Pam Leavitt; AACUL President Brad Miller.

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*The **American Association of Credit Union Leagues** ([AACUL](#)) is the national association for the state and regional credit union leagues/associations throughout the United States. AACUL's mission is to leverage the collective power of Leagues to create advocacy wins for credit unions and build a strong network of credit union associations. We do this by providing advocacy support to yield impact, fostering collaboration and professional development for league staff, and representing the League System to the national association and other industry partners in order to protect and advance a vibrant credit union system.*