AMBA’s Role in Military Banking

• 2019 is AMBA’s 60th Anniversary
  o Formed as a trade association of bankers with branches on military installations
  o Continues today as the only banking trade association dedicated to the financial welfare of the military and veteran communities

• Functions
  o Liaison: AMBA operates as a single POC representing military banks to the federal regulators (DoD, FDIC, OCC, Federal Reserve, CFPB, etc.)
  o Advocate: AMBA advocates for the role of military banks in financial readiness
  o Advisor: AMBA advises multiple communities on the unique nature of military financial readiness and how laws and regulations must be adapted to address those differences
  o Consultant: AMBA consults with public and private organizations on all matters involving banking support of military and veteran communities. AMBA also consults with banks that are operating or want to operate on military installations or serve the military community

• Current Challenges … and How You Can Help
  o Financial Education: Banks are obligated to provide it, but do so only if you allow them to participate
  o Partnership: Some garrisons are reluctant to team with on-base banks and credit unions. DoD FMR says you can; JER acknowledges “special relationship”
  o Defend the “One Base – One Credit Union” Policy: Erosion leads to departure of banks and credit unions
  o Banks Leaving Military Installations