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## The Secret to Change in Congress

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### **FEAR FACTOR: What really motivates Congress**

Politics is driven by fear. You may not like it, but it is true. Politicians respond to things they fear, even if it conflicts with what they believe, because they can't promote the things they believe if they aren't in office.

There are a few issues that no politician will touch. Why? Because they are afraid of what will happen in the next election.

If you give a politician a maximum PAC contribution of \$5,000 they will be happy. If you give that \$5,000 to their opponent they will be bothered. But neither scenario will impact behavior because neither creates fear.

However, the thought of thousands of small contributions adding up to hundreds of thousands or even a million dollars can change behavior because that can change the outcome of a race and that creates fear.

If you want to change behavior in Congress, spread the word about Friends of Traditional Banking. Help us build our ranks! [Sign up as a Super Friend](#) and then sign up 5 more friends.



### **Virginia Varela to lead Pacific Region**

With a unanimous vote of the FOTB Executive Committee, Virginia Varela was recently accepted as a new member of that committee, representing the Pacific Region (Alaska, Hawaii, Washington, Oregon, and California). Varela, who is president and CEO of Golden Pacific Bank in Sacramento, brings over 25 years of experience in the industry.

"We are thrilled to have Virginia on our executive committee," said Ty Abston, chairman of Friends of Traditional Banking. "She brings a depth of experience and important perspectives that will help us continue to grow our grassroots organization."

Varela also serves as a member of the Board of Directors of the California Bankers Association



and has held positions with the Federal Reserve Bank of San Francisco, the Office of Thrift Supervision, and the Federal Home Loan Bank of San Francisco.

"I am pleased and honored to be included on the FOTB executive team representing the Pacific Coast Region," said Varela. "I strongly believe in community banking and support any endeavor committed to defending it from misguided laws and overregulation."

FOTB continues to seek outstanding leaders from around the country to help grow its efforts. See our full leadership team here: <https://friendsoftraditionalbanking.com/index.php/our-leadership>

If you are interested in getting more involved, please email [mike@friendsoftraditionalbanking.com](mailto:mike@friendsoftraditionalbanking.com)

## Are you a "Super Friend" of Traditional Banking?



We need your help! Spreading our candidate recommendations each election cycle is critical, and it is most effective when done from peer to peer.

A Super Friend is someone who is more than just a Friend of Traditional Banking. You are "Super" when you are willing to share our candidate endorsements with FIVE other friends.

Please go to the link below and sign-up to be a Super Friend. We need your help!

<https://friendsoftraditionalbanking.com/index.php/become-a-super-friend>

**Help Friends of Traditional Banking continue to grow! We're already gearing up for the 2018 races that will impact banking.**

**Please donate TODAY: <https://friendsoftraditionalbanking.com/index.php/support-our-operations>**

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*Friends of Traditional Banking is a non-partisan grassroots effort organized by bankers in 2012 to improve the political and regulatory environment for the traditional banking industry in the U.S. FOTB is the inverse of a PAC--instead of spreading a little bit of money to a lot of campaigns, they focus a lot of money on a couple of key campaigns.*



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