



INSIGHT

Going Deeper: Our Industry, Our Government, Our Economy

CMC Every Week: What You Can Expect

Fall is right around the corner: the weather is moderating, leaves are beginning to turn, and Congress is back in town. While Beltway policy work is our central focus at CMC, and the annual meeting something our members count on each year, I write today to bring to your attention a recent renovation: CMC's strategy for better and more deeply communicating with you, our members. You have probably noticed hints of this transformation in recent months: our online Insight publication, the new weekly one-pager, and the September roll-out of a new-and-improved weekly policy update conference call.

CMC staff wants you to know what you can count on learning from CMC – and when you can expect it and in what form. To that end, we ask you to take a minute or two to click through the list at the right of this page. If you are not receiving CMC's weekly one-pager or the policy call reminder, click to send an e-mail to CMC staff. We will add you to our distribution lists!

If you have not yet visited Compendium, our blog, please spend a few minutes exploring: you will find depth and breadth of content along with exclusive perspective from our Vice President for Policy and Government Relations, Sanjeev Joshipura. I also post on Compendium on at least a weekly basis – catch up with me there when you find a few free minutes during your work week. We also let you know where we've been in DC and with whom we've met in regular "Around Town" blog posts.

CMC has been hard at work all summer, and the change of seasons is not bringing a respite from the pace of Dodd-Frank's continuing regulatory roll-out. After a summer of long hours, countless meetings, and Beltway networking, CMC staff can assure you that we are better positioned than ever before to continue to bring your perspective, concerns, and comments to the fore of regulators and lawmakers.

Also with fall at CMC comes greater intensity as we plan and look toward our State of the Industry 2012. I write this from 32,000 feet, winging my way to West Palm Beach, where I will finalize details with the Ritz-Carlton for what is sure to be our biggest and best annual meeting to date. We are in constant communication with our international slate of speakers, and I cannot wait to make introductions as we open the meeting on January 29, 2012.

CMC exists to serve our members. We are finding that we can do this better with a clearly defined communications plan. This plan is only as effective as you find it to be – please let us know what you think. I look forward to our work together in this last quarter of 2011!

September 20, 2011

Digging Deeper

Monday:

CMC One-Pager

Tuesday:

Weekly Policy Update
Conference Call

On Compendium:
Christine Cochran with
her view from the top

Wednesday:

On Compendium:
Sanjeev Joshipura with a
brief recap of Tuesday's
policy update
conference call

Thursday:

On Compendium:
Links to CMC's take on
the top 5 news articles of
the week

Friday:

On Compendium:
Unique perspective from
Sanjeev Joshipura

