

ANNUAL REPORT

2025

BRINGING MEMBERS TOGETHER.
MAKING OUR BANKS BETTER.



CALIFORNIA
BANKERS
ASSOCIATION

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THE YEAR 2025

tested our communities, our institutions, and our resolve. In early January, the devastating Palisades and Eaton Fires burned more than 38,000 acres, destroyed over 16,000 structures across Southern California, and claimed 31 lives. The scale of the loss was profound, and families, businesses, and entire communities continue to feel the impact.

During this difficult period, banks stepped up to support their customers and communities and will remain active partners in the recovery. Bankers took immediate action by implementing measures such as enhanced loan flexibility, extended payment deadlines, and dedicated resources to support affected customers. They remain dedicated partners in the recovery and continue to focus on addressing local needs arising from this disaster. Moments like these exemplify the strength and solidarity within our industry and illustrate the deep commitment that banks have to their communities.

While banks faced unprecedented challenges, CBA remained unwavering in our commitment to our members. We advocated relentlessly on behalf of California's banks in Sacramento and Washington, D.C., from protecting the ability of banks to serve their customers and communities to advancing policies that support a safe, sound, and competitive banking system. Our efforts ensured your voice was heard where it matters most.

CBA proudly presents the 2025 Annual Report as a reflection of the work we accomplished and the purpose that drives us: to support our members, strengthen our industry, and advocate for policies that allow banks to be a force for stability and opportunity, especially in times of uncertainty. As we look ahead, we do so with gratitude for your engagement and trust, and with a continued commitment to representing you with credibility and conviction.

ADVOCACY. THE CORE OF WHO WE ARE.

CBA's expertise lies in our legislative, regulatory, and judicial advocacy efforts. As dedicated advocates, we navigate the continuously shifting political landscape, ensuring that we implement strategies that effectively mitigate risks for our members.

Following the January 2025 Los Angeles wildfires, CBA worked closely with the author of **AB 238 (Harabedian)**, which established a mandatory mortgage forbearance framework during declared emergencies. While preserving relief for affected homeowners, CBA secured amendments to improve alignment with federal servicing rules and reduce operational burdens. The measure was enacted and took effect on September 22, 2025. CBA led a broad coalition opposing **AB 1065 (Ortega)**, which would have excluded taxes and gratuities

from interchange fees on debit and credit transactions. The proposal created significant operational challenges for payment systems and carried unintended consequences for small businesses, consumer protections funded by interchange, and price transparency. The bill failed to advance but could reemerge in 2026.

The Legislature also advanced several proposals reshaping fraud liability for financial institutions. Among the most consequential was **AB 909 (Schiavo)**, which would have imposed strict reimbursement requirements on banks for authorized but fraudulently induced transactions involving seniors and dependent adults, including exposure to private litigation. CBA opposed the measure, which was ultimately designated a two-year bill.

MEMBERSHIP

As a member-driven organization, engagement with our bankers remains critical for our success.

Retention of current members was strong, and we successfully welcomed more than a dozen new banks. We had the privilege of meeting with bankers in their offices as we traveled the state, listening to the challenges and opportunities facing the industry. These meetings allowed us to share how we support our members and offered valuable insight to continually sharpen our value proposition.

Additionally, we grew our associate member base by over two dozen, including **four new Member+ level members and our very first Premier member**. These companies serve as a vital resource, offering services that support the success of our industry.

FINANCIAL STEWARDSHIP SUPPORTING MEMBER VALUE

In 2025, the association **reinvested more than \$1 million** directly into member value through subsidized member dues, a targeted digital advertising campaign focused on key legislative issues, a comprehensive print and digital monthly advertising program, and the production of short-form video content featuring member banks. Disciplined financial management also delivered meaningful operational efficiencies. Expenses were reduced by six percent compared to the prior year, driven by the elimination of redundant services and enhanced cost controls.

CBA further strengthened its financial position by growing total assets by six percent, expanding the balance sheet to support long-term sustainability. **Membership revenue exceeded budget expectations by five percent**, reflecting continued engagement and participation.



COMMUNICATIONS

CBA advanced its communications and public affairs efforts through a series of strategic, multi-channel initiatives designed to highlight the vital role banks play across California. These efforts included the **Local Banks Build Local Lives** campaign featuring videos showing how banks have been essential partners in building thriving communities and a series of op-eds published in the Sacramento Business Journal. This campaign reinforced the industry's value to local communities and policymakers. In addition, CBA produced **Invested in California: Banks Making a Difference**, a series of community impact videos showcasing bankers' contributions in areas such as housing access and financial literacy. Together, these efforts inspire a deeper appreciation for the positive impact of banking in our communities.

CBA actively engaged with media outlets on critical issues, including the devastating fires in Los Angeles, elder financial fraud, proposals to create a public bank, and significant legislative matters. The association also continued to strengthen member engagement through consistent, high-impact communications.

The association's weekly e-newsletter, CBA Weekly, delivered every Wednesday to more than 8,000 subscribers, provided timely association news, legislative updates, and information on educational and professional development opportunities. CBA continued to strengthen industry engagement through California Banker, its bi-monthly magazine, with a combined print and digital readership of more than 5,000 banking professionals. In addition, the association actively promoted the **CBA Scholarship Initiative**, mailing more than 1,800 newly designed brochures to California bankers. CBA continued to leverage social media, specifically LinkedIn, as a key communications platform to share news, articles, and events, resulting in a 10 percent increase in followers in 2025.

PROFESSIONAL DEVELOPMENT & EDUCATION

The Professional Development & Education Department had a strong and impactful year, highlighted by the return of the **Annual Conference & Directors Forum** to California and the decision to bring all CBA conferences back to the state for 2025. Signature programs — **including Women in Banking, Lenders & Chief Credit Officers, and Risk & Compliance** — were offered as standalone events, allowing for more focused learning and engagement. In addition, CBA provided a variety of complimentary membership update sessions covering key regulatory, political, and industry developments.

We also saw significant growth in our education partnerships, most notably through expanded collaboration with our peer banking associations in other states. Looking ahead, we will continue to **strengthen our education portfolio through partnerships with Focused Results, OnCourse Learning, and the American Bankers Association**, while further enhancing our offerings to meet evolving member needs.

