

# **\*\* Employee Action Alert \*\***

The Consumer Financial Protection Bureau (CFPB), a new federal regulator that will be charged with regulating consumer financial products, is holding a field hearing in Birmingham to discuss payday lending products **TOMORROW** at 12:00 noon. It is important for the members of the CFPB to see there is strong support and need for the payday lending services.

## **How can YOU help?**

**If you are interested in showing your support for the service we provide, please attend the hearing.**

**When: Thursday, January 19<sup>th</sup>**

**Where: Birmingham Jefferson Convention Complex (adjacent to Sheraton Hotel)  
2100 Richard Arrington Jr. Blvd, North  
Birmingham, Alabama 35203**

**Parking: There are two parking decks at the complex and additional parking lots available. You will receive parking validation tickets when you attend the appreciation lunch.**

## **Schedule**

<b>Time</b>	<b>Activity</b>	<b>Location</b>
<b>10:00 a.m.</b>	<ul style="list-style-type: none"><li>• Be our guest for a casual appreciation lunch with other payday lending employees from around the state.</li><li>• Get the information and materials you need before the hearing.</li><li>• Join us at the “Internet Café” and learn more about the CFPB and how you can make a difference.</li></ul>	<b><u>Birmingham Ballroom 11 &amp; 12</u></b> (Follow signs that say “Employee Appreciation Lunch” and people wearing yellow “I Choose Payday Advance” stickers.)
<b>11:00 – 11:30 a.m.</b>	<ul style="list-style-type: none"><li>• Move to the CFPB hearing room in groups to secure your seats (guides will direct you).</li></ul>	<b><u>East Ballroom A</u></b>
<b>12 Noon</b>	<ul style="list-style-type: none"><li>• Hearing begins</li></ul>	
<b>2:15 p.m.</b>	<ul style="list-style-type: none"><li>• Hearing concludes</li></ul>	

**\* Please remember this is strictly a voluntary effort. We appreciate your support!**

**TO: Alabama Payday Advance Companies**

**From:**

**Date: January 17, 2012**

**CC:**

**RE: Consumer Financial Protection Bureau – Field Hearing – Birmingham, Alabama**

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**YOUR IMMEDIATE ATTENTION IS APPRECIATED**

As most of you know, the Consumer Financial Protection Bureau (CFPB) recently announced it will be hosting a field hearing in Birmingham, Alabama to discuss payday lending products. The hearing will be held TOMORROW, January 19<sup>th</sup> at 12:00 PM at the Birmingham Jefferson Convention Complex.

Late yesterday the CFPB changed the hearing site to the convention complex, allowing more people to attend. So, our industry needs to be well represented by employees, customers and supporters of the service we provide.

**How can you help?**

- Attend the hearing and show your support for payday lending.
  - Please see the attached “Employee Action Alert” and distribute to those employees you invite to attend.
  - As soon as you know how many employees your company is bringing, email the number to [dmorrow@advanceamerica.net](mailto:dmorrow@advanceamerica.net)
  
- We still need customers to come and share their stories! It’s not too late. If you identify customers who would like to attend the hearing:
  - Forward their name and contact information to [dmorrow@advanceamerica.net](mailto:dmorrow@advanceamerica.net)
  - Dawn will follow up by phone to tell customers what to expect and where to meet us.

<p><b>This is a voluntary effort. Customers and Employees should be asked -- <u>not</u> pressured -- to participate.</b></p>
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This is a great opportunity for the CFPB to learn about the need for payday lending in our communities. This is a public hearing; you do not have to be a customer or an employee of the payday lending industry to attend.

Thank you for your help!

## **Directions:**

### From Atlanta and Gadsden

Take 22nd Street exit from I-20/59 west (125) At bottom of ramp go straight across 22nd Street. At the next intersection take a right on to Richard Arrington Jr. Blvd North. The Sheraton Birmingham Hotel and Medical Forum are on your right and the Arena, Concert Hall, Exhibition Halls and Meeting Rooms are on your left.

### From US Hwy 280

Take Carraway Blvd. exit. At second light take left on to Richard Arrington Jr. Blvd North. Go four blocks.

### From Huntsville, Montgomery or Tuscaloosa

At the downtown interchange of I-20/59 and I-65 take I-20/59 east to Atlanta and Gadsden. Take the 17th Street exit (125A) and turn left on to 8th Avenue (first light). Take left on 19th Street, go under the interstate and the Arena is on the right side of the street.