



## **Council of FHLBanks Hires Sheila Owens as Head of External Communications**

WASHINGTON (July 29, 2019) – The Council of Federal Home Loan Banks (FHLBanks) welcomes Sheila Owens as its new Vice President of External Communications. In this role, Owens will oversee national strategy for media outreach and public affairs through the development, integration and implementation of communications activities that support the strategic direction and position of the Council.

Prior to joining the Council, Owens served as Vice President of Communications and Marketing at the National Association of Insurance and Financial Advisors (NAIFA), in Falls Church, Va., where she joined in 2010. While there, Owens managed media relations, communications and marketing on behalf of the association's 30,000 members who primarily serve Main Street consumers through sound financial plans.

“Sheila’s extensive experience in strategic communications, media relations and brand management will benefit the FHLBank system in ensuring the industry’s perspective is understood and appreciated by policymakers, the news media and the financial community,” said Council President and Chief Executive Officer John von Seggern. “In these times, it is critical that FHLBanks’ voice is heard and that our communications programs are aimed at shaping discussions about the future of our business, which is so closely tied to America’s economic future.”

Owens brings more than 20 years of experience in communications, media and public relations, social media and website administration to the Council. Before joining NAIFA, Owens held positions at organizations including the Newspaper Association of America, the Freedom Forum/Newseum, Airports Council International and Gannett Company/*USA Today*. Owens reports to the president and CEO.

“I look forward to working with the Council and its staff to help advance the mission of FHLBanks through communications programs that promote their critical role in helping members build communities through home ownership and economic growth,” Owens said.

Owens succeeds David Jeffers, who served as Executive Vice President of Policy and Public Affairs for the Council since 2011.

The mission of America's 11 FHLBanks is to provide reliable liquidity to member institutions to support housing finance and community investment. The FHLBanks play an essential role by helping member institutions meet the credit needs of communities everywhere in all economic cycles. Without the FHLBanks, it would be more difficult for local lending institutions to provide credit and financial services for families, farms and businesses in every U.S. state and territory.

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