



# APRIL 2024 NEWSLETTER

GREAT THINGS ARE  
HAPPENING IN **NEW MEXICO!**

The monthly update from CUANM aims to enhance the benefits for member credit unions by providing insights into upcoming initiatives and events.

We are thrilled to provide these updates and hope that you will distribute this information among your entire team!

## Events & Education Opportunities



**June 12 & 13, 2024**

[Register Today](#)

### CU True 2024 - Annual Meeting

Join us at CU True, the must-attend New Mexico credit union event of the year, hosted by the Credit Union Association of New Mexico. Set in the stunning Buffalo Thunder Resort on June 12th and 13th, 2024, CU True is the premier gathering for credit union professionals looking to connect, grow, and stay ahead in the industry. This year's theme shines a light on the Olympic impact of credit unions, offering a unique lens through which to explore our sector's contributions and challenges. With a program packed with engaging sessions, expert-led discussions, and inspiring keynotes, as well as our annual business meeting, CU True promises invaluable opportunities for professional development and networking, as well as a lot of fun! **Early bird pricing ends April 22!**

### UnConference

UnConference is a participant-driven gathering that

## UNCONFERENCE 2024

June 13 & 14, 2024

Register  
Today

empowers you to shape the agenda based on what you want to learn and share.

Highlights:

- **Participant-Driven Content:** Sessions are created by attendees. Have a topic you're passionate about? Propose it!
- **Dynamic Learning:** Move between discussions or start your own. The format encourages active engagement.
- **Inclusive Environment:** Everyone from CEOs to new professionals contributes equally, ensuring diverse perspectives.



June 12 - 14, 2024

Apply  
Today

## Crash Annual Meeting & Unconference!

We're looking for driven, passionate individuals eager to make their mark. Selected Crashers will enjoy complimentary access to the Annual Meeting, UnConference, and exclusive sessions designed to maximize your potential.

Don't let this chance to grow, network, and influence the future of credit unions pass you by. Apply to be part of Crash CU True 2024 and take a giant leap in your professional journey. Spaces are limited, and the application deadline is May 17, 2024.



Credit Union  
Association  
of NEW MEXICO

EDUCATION

COMPLIANCE SCHOOL

April 30 - May 2, 2024

Register  
Today

## Compliance School

Over three days of training, experts will be presenting today's hot topics, we will have workshops to help you with your Succession Planning, as well as with Business Continuity. Not only will rules and regulations be reviewed, but there will be discussion time to share and learn how others have set up processes to implement requirements, as it is often the day-to-day responsibilities that impact compliance professionals the most.



Credit Union  
Association  
of NEW MEXICO

Register Here

## Take advantage of our webinars!

Unable to attend an in-person event or looking for some more targeted training opportunities? We offer webinars to help bolster your knowledge base even further. With countless categories to choose from, these webinars are a valuable training tool for you and your staff, right at your fingertips!

## Foundation Updates



**Credit Union  
Foundation**  
of NEW MEXICO

Apply Today!

**See An Event That You Would Like To Attend? Apply For A Credit Union Foundation Of New Mexico Scholarship!**

Do you see a conference above or have an educational opportunity that you would like to take advantage of? The Credit Union Foundation Of New Mexico may be able to assist!

## New Mexico CU News

### **April is Financial Literacy Month!**

Governor Michelle Lujan Grisham declared April 2024 "Financial Literacy Month". How have you been celebrating? We have a few things up our sleeves that we are excited to share! Stay tuned!

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STATE OF NEW MEXICO EXECUTIVE OFFICE SANTA FE, NEW MEXICO

# Proclamation

**WHEREAS**, the Credit Union Association of New Mexico and its member Credit Unions serving over one-million New Mexicans across the state work together to improve financial well-being for all and advance communities they serve by advocating for financial literacy education; and

**WHEREAS**, financial literacy education should build on and respond to an individual's strengths, circumstances, and needs in order to help them create and work toward their own unique financial goals throughout their lifetime; and

**WHEREAS**, financial literacy education has not historically reached all Americans, especially our most vulnerable – the underserved, low-income and minority communities; and

**WHEREAS**, being community-based, not-for-profit, financial cooperatives, Credit Unions understand the barriers to financial well-being within their communities and take action to ensure that New Mexicans have affordable financial services along with access to quality financial literacy education to help members build credit, to save for planned and unplanned events, and for other financial priorities; and

**WHEREAS**, The State of New Mexico, in collaboration with community based organizations, is dedicated to raising awareness about the importance of financial literacy education.

**NOW THEREFORE**, I, Michelle Lujan Grisham, Governor of the State of New Mexico, do hereby proclaim April 2024, as:

## **“Financial Literacy Month”**

throughout the state of New Mexico.

Attest:

Done at the Executive Office this  
20<sup>th</sup> day of February 2024.

  
Maggie Toulouse Oliver  
Secretary of State

Witness my hand and the Great Seal  
of the State of New Mexico.



  
Michelle Lujan Grisham  
Governor



Albuquerque Business First honors  
Nusenda's Nikki Bunch as 40 Under 40  
Recipient

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Albuquerque Business First honors



## Nusenda's Nikki Bunch as 40 Under 40 Recipient

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## Guadalupe Credit Union Celebrates Groundbreaking of New Española Branch

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### People helping people.

Credit unions in New Mexico are making a difference and we want to talk about it! We would love to share your CU stories and achievements as a credit union spotlight; email [sara@cuanm.org](mailto:sara@cuanm.org) to be featured!

## Partner Updates



### Expectations and Concerns Drive Borrower Behaviors

The Credit Union Trends Report is a monthly "pulse check" on the state of the credit union marketplace, often placed in a historical context. The report includes data from two months prior and is published and distributed by [Steven Rick](#) from TruStage™

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### Did Your Broker Change? Try the Catalyst Brokerage Difference



Relationships matter. As a credit union, you need partners that will stand with you through thick and thin.

Read

More

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## Reach Your Potential: Webinar



Come join us for this webinar to learn more about tabletop exercises, how to gain buy-in, dos and don't and how it ties off on NCUA compliance. We'll be sharing real-world examples of how to get the most out of your test.

Register Here

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## When to Recommend Lines of Credit to a Small Business



Lines of credit are an often-underutilized funding solution but can be a flexible option for small businesses. Here are some things to consider as a credit union when exploring funding options with a member.

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