



# FEBRUARY 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

### Exploring the Why: April 18-19, 2024 - Inn of the Mountain Gods

**Share in the core principles and values that make credit unions great!**

Exploring the Why is a deep dive into the cooperative business model and **The Cooperative Principles** that differentiate credit unions in the marketplace.

In addition to the operating principles, attendees learn the social purpose of credit unions and how they benefit their communities. Additionally, the interactive conference format encourages dialogue and exchange of ideas and programs working to make a difference in the lives of credit union members. Attendees will leave with a deeper understanding of why credit unions are unique and more importantly, how credit unions are well suited to make a tangible impact on the lives of our members and the greater communities we serve.

Registration opens soon!

---

### Take advantage of our webinars!

Unable to attend an in-person event or looking for some more targeted training opportunities? We offer webinars



[Register Here](#)

## NEW MEXICO'S 2024 GAC CRASHER

Anahi Lopez has built a robust career at Guadalupe Credit Union, climbing from Receptionist to Branch Operations Manager over the course of 10 years. Her progression through roles like Member Service Representative, Assistant Branch Manager, and Training Director has equipped her with a comprehensive skill set.

Anahi bolstered her expertise with a CUDE certification in 2018 and a CUNA Credit Union Facilitator designation in 2021, showcasing her commitment to professional growth. She's an active member of the Young Professionals Group of Northern New Mexico, reflecting her aspiration to be at the forefront of the region's credit union leadership. Additionally, her contribution to the Northern New Mexico Chapter of Credit Unions' board for two years underlines her commitment to the industry.

Congratulations, Anahi!



*Anahi Lopez*  
GUADALUPE CREDIT UNION

## Foundation Updates

### NM Credit Unions READ to Support Financial Literacy - 2024

The Credit Union Foundation of New Mexico is thrilled to announce a state-wide campaign to celebrate Financial Literacy Month! In April, we would again like to invite New Mexico credit union personnel to join together to READ to support financial literacy.

We have chosen the book:

- Those Shoes, by Maribeth Boelts (English)
- Esos Zapatos, by Maribeth Boelts (Spanish)

Please plan to visit a local elementary school classroom and read this book, in either English or Spanish, to the children in the class. We then ask that you leave the books behind with the classroom teacher, along with provided financial literacy curriculum in both languages.

Your Foundation will provide the books, curriculum, school communications, and social media images for the campaign. We will also track the number of books read and the number of children who are read to on that day. Visit as many classrooms as you'd like - we will supply books and curriculum for as many as you need!

Spread the credit union mission in your community by reading in a classroom, sharing needed financial literacy resources with schools, teachers, and students, and participating in celebrating this worthy cause!

If your credit union would like to participate, please contact **Rebecca Isaacs**, Foundation Director.

---



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

Apply Today!

Do you see a conference 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 Credit Union Spotlight

Credit unions in New Mexico are making a difference and we want to talk about it! Our credit union spotlight this month goes to Nusenda, highlighting their most recent achievements. We would love to share your CU stories and achievements; email [sara@cuanm.org](mailto:sara@cuanm.org) to be featured!

---



### Nusenda returns over \$8.6 million to members

Nusenda Credit Union announced the distribution of more than \$8.4 million in Earn Your Return bonus dividends and Community Rewards to qualifying members. In addition, qualifying business members received over \$213,000 in Business Debit Card rewards. Member returns were automatically deposited in primary savings and checking accounts this month.

Read  
More

### Nusenda opens applications for 2024 Financial Education Innovation Awards

Nusenda announced the 2024 application period for its Financial Education Innovation Award. This program began in 2018 to recognize educators who go above and beyond to

improve financial well-being across New Mexico. These awards demonstrate Nusenda's ongoing commitment to strengthening communities and investing in innovative solutions that improve education, health, social, and economic outcomes.

[Read More](#)

## Partner Updates

### Leveraging 3 Strategic Frameworks to Shape your 2024 Strategic Planning



As we step into the new year, the industry is met with an elevated volume of new developments and trends that are accelerating at breathtaking speeds. Credit unions find themselves navigating a landscape shaped by a liquidity crunch, economic challenges, changing consumer expectations, and growing fraud and cybersecurity risks. As we embark on the new year, the urgency to formulate strategies that align with overarching annual plans has never been more critical.

[Read More](#)

---

### NCUA Advisory - 4 Solutions on Liquidity Risk Management



The NCUA issued an Advisory on Liquidity Risk Management. Here are four solutions that can help your credit union align with this advisory.

[Read More](#)

---

### 3SI Webinar: Over 100% Increase in ATM Crimes: Stop the Trend in 2024

Join us for a critical webinar presented by 3SI Security Systems, focusing on the alarming 600% rise in ATM theft and related violence over the past two years. This surge in criminal activity not only threatens your financial



assets but also endangers the safety of your employees and customers. Our expert panel will delve into innovative strategies and advanced technologies designed to safeguard ATMs against sophisticated theft attempts. Learn about proactive measures to enhance security, deter criminal activity, and ensure a safer environment for your staff and clientele. Discover how 3SI's cutting-edge solutions can protect your cash and assets, while maintaining the integrity of your financial operations.

[Register Today](#)

---

## Help Small Businesses Compete and Succeed



MEDR is an advanced cybersecurity platform that offers a range of benefits to organizations looking to protect their systems and data.

[Learn More](#)

---

## Payments University - April 30-May 2, 2024

Join us in Dallas once again for two days of enlightening sessions built for bank and credit union payments professionals who want to learn from experts and trendsetters in the credit/debit card and payments industry.

Our expert instructors and guest speakers will help you establish more ways to grow your card portfolio, get answers to your biggest questions related to payments, and help you build a steadier revenue stream.

The first Payments University of 2024 takes place from April 30 through May 2, 2024, at the world-class JW Marriott Dallas Arts District hotel. The downtown location is close to renowned shopping, dining, and entertainment, and it offers luxury amenities and a heated rooftop pool.

Attendance includes accommodations for two nights at the JW Marriott, continental breakfast and lunch on both days, plus dinner on Wednesday, May 1. Attendees will be responsible for airfare and airport/hotel transportation.



Register  
Today

---

## 2024 Executive Summit - March 19th



Community financial institutions are facing unprecedented threats from the economy, emerging technology, regulatory scrutiny and new categories of competitors that didn't exist a decade ago. We're all facing the same types of challenges and opportunities in the year ahead – so why not work together as community financial institutions to compete with the megabanks and neobanks?

In these educational forums, our experts will share their very best practices aggregated from 25+ years of partnerships with community financial institutions. You'll be able to talk pain points, share your winning strategies and even have fun at some of the most luxurious destinations in the country.

Register  
Today

---

## EDGE Conference 2024



Trellance, a leading technology partner providing innovative analytics, cloud and talent solutions to credit unions, today announced that they will co-host EDGE, a first-of-its-kind industry conference for credit union industry professionals. EDGE will debut on May 6-7, 2024, in Nashville, Tennessee; additional hosts include the [Filene Research Institute](#) and [Credit Union Data Exchange \(CUDX\)](#).

If you are planning to attend, February is the month to register! The league discount code is "culeague24" and will take the registration cost down to \$499.

Register  
Today

Like, Follow, Engage!



CUANM | 4200 Wolcott Avenue NE, Albuquerque, NM 87109

[Unsubscribe company@cuanm.org](mailto:company@cuanm.org)

[Update Profile](#) | [Constant Contact Data  
Notice](#)

Sent by [company@cuanm.org](mailto:company@cuanm.org) powered by



Try email marketing for free today!