



Credit Union
Association
of NEW MEXICO

JUNE 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



October 15 - 17, 2024

Register
Today

International Credit Union Contact Center Conference

At the International Credit Union Contact Center Conference (ICUCCC), attendees will participate in interactive workshops with subject-matter experts from leading call center technology providers.

Conference attendees will work with their credit union peers during daily breakout sessions to create processes to improve the member experience while maintaining employee workloads and morale. Past participants have shared that the tips and trends they learned during our breakout sessions help solve day-to-day issues while creating maps for long-range planning.

Take advantage of our webinars!

Unable to attend an in-person event or looking for some



[Register Here](#)

Association Updates



Welcome Chriselle Martinez, PhD to our team!

ALBUQUERQUE, NM (May 30, 2024) — The Credit Union Association of New Mexico (CUANM) is thrilled to announce the appointment of Chriselle Martinez, PhD as the new Vice President of Partnerships and Development. Martinez brings a wealth of experience and a deep commitment to serving New Mexico's credit unions and their members...

[Read More](#)

Thank you to those of you who attended CU True and UnConference 2024!





Foundation Updates



**Credit Union
Foundation**
of NEW MEXICO

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 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!

CU Spotlight

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 to be featured! This month, we are thrilled to feature Zia Credit Union!



Zia Credit Union Wins Financial Institution of the Year with the Los Alamos Chamber of Commerce

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Partner Updates

TruStage's 2023 Annual Report is now Available!



This comprehensive report provides an in-depth look at our company's performance over the past year. We invite you to explore the report and gain a deeper understanding of our key achievements, major milestones, and strategic initiatives through 2023.

[View Report](#)

Catalyst Strategic Summit Registration Now Open



Beginning in 2024, the Economic & Payments Forum is elevating its focus to become the **Catalyst Strategic Summit**. Attendees will glean 100% of the value derived from the Forum, PLUS more insights into technology, growth and innovation. Strategic Summit's line-up also includes powerhouse keynotes, like Shark Tank's **Barbara Corcoran**. Of course, the conference will offer highly-prized **CPE credits**.

[Register Here](#)

Velocity for a new Era



The new name represents the CUSO's unique ability to drive velocity and positive momentum for credit union success in a new era characterized by technological disruption, shifting consumer expectations, and an increasingly complex regulatory environment. The brand speaks to the decades-long dedication of PSCU and Co-op Solutions to propelling the success of the credit union industry, while highlighting the combined team's focus on driving credit union growth, which is signified by the arrow on the "a" in the Velera logo.

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How Prepaid Apps Help Build Member Loyalty



Mobile apps can help your prepaid card program compete in the growing digital payments space, especially if yours is designed with the features members want most.

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The Benefits of Managed Endpoint Detection & Response (MEDR) for Cybersecurity



We're excited to announce that our new partner, **Reseda Group**, is hosting their **Reseda Summit** this fall. This exclusive two-day event, taking place this September 18-19, is your chance to network, learn, and collaborate with industry leaders as you position yourself for success. Connect one-on-one with fintech innovators, secure a strategic edge and learn from industry experts. Don't miss this opportunity to propel your credit union to new heights.

Register Today!

The Future of Deposits | The Power of Corporate Impact Investors for Credit Unions



Learn how your credit union can access a source of no-cost deposits, receive marketing resources to highlight your organization, and impact evaluation support to tell your qualitative and quantitative impact stories.

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