



CUANM's monthly update is designed to add value to member credit unions while sharing upcoming initiatives and events.

We're excited to share what's ahead and encourage you to share this with your entire team!

NM CU's Read!



NM Credit Unions Read For Financial Literacy

We are thrilled to announce a state-wide campaign to celebrate Financial Literacy Month! On **Tuesday, April 18**, we would like to invite New Mexico credit union personnel to join together to READ to support financial literacy.

[Sign Up Today!](#)

News You Can Use



A Word From Our League President About Silicon Valley Bank & Credit Union Stability

The **collapse of Silicon Valley Bank** recently was the second largest failure of a financial institution in U.S.

[Read Article Here](#)

history. The bank was shut down and put under the control of the FDIC following a 48-hour bank run and capital crisis. While this was not a credit union failure, we recognize it may still create consumer concerns...



CUANM Membership Clings Are Here

Members will be seeing window membership clings in the mail. Tag us in a social media post using the hashtag #CUANMMEMBERSHIP and be entered to win a little swag from us!

[Need One? Click Here.](#)



That's a Wrap On GAC '23

You joined thousands of your peers in Washington to show lawmakers the credit union difference. View CUNA's recap of this year's phenomenal event...

[GAC Recap](#)



Exploring The Why

Register today for The Exploring the Why conference, a unique and inspirational event presented by the Credit Union Association of New Mexico in partnership with the National Credit Union Foundation.

Share in the core principles and values that make credit unions great! The conference is a deep dive into the cooperative business model and **The Cooperative Principles** that differentiate credit unions in the marketplace...

[Register Here](#)

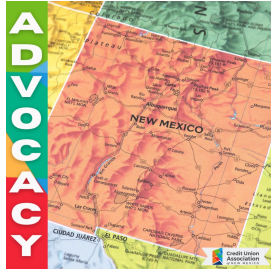


Introducing Huddles

Huddles are the Employee Resource groups that will be created to advance diversity, equity, inclusion, and allyship efforts within our New Mexico credit union community. These groups are voluntary,

[Email Kelsey To Participate](#)

credit union employee-led groups that serve as a resource for credit union staff and volunteers to help foster a diverse and inclusive workplace. The association is seeking your input on Huddles area of focus, and we are hosting a Teams meeting discussion on **March 28th from 3pm – 4pm** to explain this program further and gather input and ideas. Email Kelsey by March 21st to participate...



Your CUANM Advocacy Updates

Your advocacy team has been busy with the New Mexico Legislative Session, following some very important legislature updates...

[Read More](#)

Celebrate NM Credit Unions



Zia Credit Union turns members' heads to grow loans

The \$204.8 million Zia Credit Union has been approached about merging into other credit unions. The answer is always a resounding, 'No, we don't need to.' With an ROA of 1.1%, loan growth in 2022 of 15.7% and membership growth of 3.19% in 2022, that's 100% true. Read more...

[Read More](#)



Nusenda Opens Third Santa Fe Location

Nusenda Credit Union announces the opening of its third location in Santa Fe. The branch is located at 5621 Herrera Drive near the Walmart Supercenter and Christus St. Vincent Entrada Contenta Health Center...

[Read More](#)

Veronica Giron Of Nusenda CU Honored

Albuquerque Business First honored

[Read](#)



Nusenda Credit Union's Veronica Giron in their Top 25 Women of Influence awards...

[More](#)



Janet Heider Retires From Chaves SECU

From all of us at CUANM, HAPPY RETIREMENT Janet! See their celebration post...

[Read More](#)



April Bitler From Kirtland CU Gets 2023 Military Spouse Of The Year

Following hundreds of nominations nationwide and a national vote yielding more than 30,000 votes, April Bitler has been named the 2023 Armed Forces Insurance Moody Spouse of the Year. Bitler is currently stationed with her husband, Senior Master Sergeant Brandon Bitler, at Moody AFB. SMSgt Bitler is a Loadmaster on C-130's with the 71st RQS...

[Read More Here](#)



Financial Security Credit Union Launches New Widget

'We have the perfect widget if you're in the market for a new or used car; check out all the benefits! Also, ask us about the electronic glovebox and travel discounts! Visit www.finseccu.com and check it out!'...

[Check The Announcement Here](#)



Los Alamos School Credit Union Does A Retro Annual Meeting Theme

LASCU will be closing at 2 PM on March 23, 2023, for our 68th, 1940s Oppenheimer theme annual meeting! Join us at Fuller Lodge from 5:30-7:30 in your best 1940s attire for a chance to win a prize!

[See The Post Here](#)

Endorsed Partner Updates



The Four Keys To Credit Union Success

Having solid systems in place is core to any successful business. Equally important is the constant support these systems receive to stay up-to-date, agile, collaborative and in-line with customer needs.

The credit union system is no different. Cooperation among cooperatives is a crucial cog in the machine that is the credit union movement. To stay modern and competitive with financial service providers, credit unions require support that enables them to perform at a high level for their members.

[Read More](#)



Win \$100 Donation To The Charity Of Your Choice

Ever wonder how your credit union measures up against peers in lending innovation maturity and perspectives on AI? Be a part of our report on the State of Credit Union Consumer Lending Innovation and AI!

Have your voice heard and enter to win a \$100 donation to the charity of your choice! The survey takes less than 10 minutes and you will receive a copy of the full report when it's published.

[Take The Survey](#)



Velocity Holds 'Creating Optimal CU' Summit

Imagine, if you will, a financial institution that meets and even exceeds the seemingly impossible definition of "optimal" to all of its stakeholders: the board, the regulators, the staff, the local business community and the account holders – all of whom have different expectations and measures of success. This is not a work of fiction. This can be a tangible reality. This is what it would look like if Velocity Solutions ran a financial institution. And when you attend any of Velocity's Executive Summits, we'll walk through our vision together...

[More Information Here](#)



Are You A Small Credit Union? Your Voice Is Needed!

[Join Now](#)

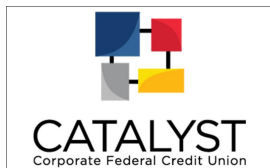
CUNA's Small CU Community needs your voice in their forum. Bounce ideas off of other CU's around the world and learn from one another, cooperatively.



Memberclose Spring Training

[Sign Up](#)

The MemberClose Lender Spring Training is a virtual session running from 10am EST to Noon EST, designed with the credit union professional in mind. David Olson, Chief Business Development Officer and leaders from the MemberClose and Pivot Lending Group teams will talk about strategies that Credit Unions can use to work with builders and real estate professionals to find unique ways of helping members in the home buying space.



Prepare For Growth in 2023

[Read More](#)

As 2023 unfolds, credit unions remain focused on expansion and growth, even though liquidity has tightened, and share growth has slowed. Now's the time to prepare for how to best support and maximize future growth without adding pressure to net worth.



2022 Eye on Payments: Part V – Five-Year Trends Highlight Changes in the Approach to Payments

[Read More](#)

For the past five years, PSCU has set out to gauge the state of payment preferences among credit union members and other financial institution customers (“non-members”) through annual research. Each year, PSCU has explored the factors influencing consumers when it comes to their choice and usage of different payment methods – and how these factors may vary among different life stages and economic events...



Branches of the Future: Better Security for Modern Credit Unions

[Read
More](#)

Credit Unions are evolving. Today's institutions want to cultivate a more open, seamless, and intimate experience with their members. To support this evolution, and ensure its success, branches must review their security and safety procedures. This white paper provides guidelines for performing this review.



Three Impacts Of A Cooling Housing Market

[Read
More](#)

Today, home values remain strong on paper, but they are being scooped up more slowly, indicative of a disconnect between what sellers want to sell their homes for and what buyers are willing and able to pay. In fact, Redfin is reporting widespread **reductions in sales price for many metropolitan areas** as sellers struggle to find buyers. There is seemingly a shift coming from a seller's market to a buyer's market...

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