



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!

CONRATULATIONS!



CUANM Announces Melia D. Heimbeck, Esq. as new President and CEO

The Credit Union Association of New Mexico announced today that the board of directors has unanimously chosen Melia D. Heimbeck, Esq. as the organization's next President and CEO. Heimbeck, who currently serves as the Association's Senior Vice President, Advocacy and General Counsel, will succeed Juan E. Fernández Ceballos, CUANM's current President and CEO, on May 15, 2023...

[Read More Here!](#)

We Are Growing!

We Are Hiring A Foundation & Development Coordinator

[Apply Here](#)

This position will assist in establishing and executing the major goals and objectives of the Credit Union Foundation of New Mexico, with an emphasis on giving back to New Mexico's credit union community through professional development opportunities, financial wellness, disaster relief, and the CUANM Connected Academy...

Introducing....

kIDDIEcredit

Kiddie Kredit Is A Mobile App Designed To Help Families

Kiddie Kredit is a mobile app designed to help families teach their kids about credit and finances through chores. Our mission is to empower credit-healthy families. We strive to educate your youngest member about credit responsibly, especially those whose families have limited access to capital, all in the name of economic inclusion and equality.

[Schedule A
Demo](#)

News You Can Use



Credit unions in New Mexico are again joining together to share the credit union difference at the Balloon Fiesta in October.



**Credit Union
Association**
of NEW MEXICO

NM CU's Together At Balloon Fiesta

Credit unions in New Mexico are again joining together to share the credit union difference at the Balloon Fiesta in October.

A big shout out to Harold K. Dixon, former President/CEO of State Employees Credit Union, for chairing the event this year.

Look for a message from Harold with more details arriving soon!

[Contact Rebecca To Learn More](#)



2024 Herb Wegner Memorial Awards Nominations Open

MADISON, WI (May 3, 2023) – The National Credit Union Foundation (the Foundation) has opened nominations for the 2024 Herb Wegner Memorial Awards.

The awards are the credit union movement's highest national honors and recognize outstanding leaders, programs, and organizations that have made a lasting impact on the movement. They are presented each year at the Foundation Dinner—the Foundation's annual fundraising event.

[Info Here](#)



CUNA Recognizes New Mexico's READ For Financial Literacy

The Credit Union Association of New Mexico and New Mexico's credit unions announced New Mexico Gov. Michelle Lujan Grisham declared April as Financial Literacy Month.

[Read The Article Here](#)



The Credit Union Foundation of New Mexico Has Professional Development Scholarships

The Credit Union Foundation of New Mexico has professional development scholarships available for ALL employees at ALL New Mexico credit unions. Find our more...

[Learn More & Apply Today!](#)



There Is Still Time To Nominate A Credit Union ROCKSTAR!

The editorial team of **Credit Union Magazine** is now **accepting nominations** for the 11th annual class of Credit Union Rock Stars. Credit Union Rock Stars are credit union professionals and volunteers who leverage their exceptional creativity, innovation, and passion to advance their credit unions and elevate their communities. In 2022, we **recognized 25 individuals** who make the movement a better place.

[Read More Here](#)



National Credit Union Foundation Announces Workshop 2023 To Help CUs Serve Hispanic Consumers

The immersive learning event will take place in El Paso, Texas, October 10 – 13, 2023. GECU, headquartered in El Paso, is partnering with the Foundation as a host credit union. Coopera Consulting, Inclusiv and National Association of Latino Credit Unions & Professionals (NLCUP) are also

[Learn More Here](#)

event partners, adding value to the event with strategic and on-site support...

NM Credit Unions



Albuquerque Business First Honors Nusenda's Jeff Martinez as 40 Under 40 Recipient

[Read More](#)

Jeff Martinez, Director of Real Estate and Development at Nusenda Credit Union, was recognized as a 40 Under 40 Honoree by Albuquerque Business First (ABF). For 22 years, Albuquerque Business First has been honoring young leaders in New Mexico who excel in their careers and communities...



Sandia Area Welcomes New Vice President of Human Resources

[Read More](#)

Sandia Area, New Mexico's fourth largest credit union, announced the appointment of a new head of human resource operations. Annalee Bradley, Vice President of Human Resource for the credit union, stepped into the role in early April...



Rio Grande Credit Union Is Hiring

[See More Info Here](#)

As one of New Mexico's premier employers, Rio Grande Credit Union is often named as one of the metro area's Best Places to Work. We have also been recognized for our community involvement. We are a strong, growing organization.

Endorsed Partner Updates

Fair Housing Can Enhance Financial Well-Being



As National Fair Housing Month, April offers credit unions an opportunity to continue pushing affordable housing and equal opportunity initiatives forward. Homeownership is directly tied to a community's well-being and helps cultivate wealth for families, making fair housing initiatives perfectly aligned with the mission of the credit union movement...

[Read More](#)



Every Important Journey Needs A Navigator

Credit unions are the trusted navigators in their members' financial journeys. You are in the passenger's seat, directing your member on where to turn and finding the clearest path forward. The navigation tools you're using make a world of a difference — will your journey together be smooth, with everyone arriving at the destination happy, healthy, and on-time? Or will that journey become bumpy, inefficient, and exclude a lot of people?

[Read The Article Here](#)



One Size Does Not Fit All.

If Banks want to build a broad base of customers, they'll have to embrace personalization. But first, they must understand how different generations and segments approach banking so they can deliver the services and messages that will appeal to their varied expectations...

[Learn More](#)



Introducing SRM

We're thrilled to introduce you to our latest Strategic Showcase Partner, **SRM (Strategic Resource Management)**.

SRM (Strategic Resource Management) has helped 1,000+ financial institutions save more than \$5 billion across their payments and card network contracts, core systems agreements, and other operational areas impacting the bottom line.

[Learn More](#)

The Benefits of Digital Loan



Payment Processing: It's All About Convenience

[Learn More](#)

Today, 80% of American consumers believe speed, convenience and ease of payment are the most important elements of a positive customer experience, according to a study by PwC. Members desire more flexible banking options at their fingertips, whether it's 24/7 access to services or on-the-go capabilities from their phone or computer...



Leveraging Technology to Improve Financial Fundamentals

[Learn More](#)

Branch transformation has had a huge impact on credit union branch design – and with these changes come new and unique challenges. Technology can help credit unions address these questions – but did you know that using the right technology can have a positive impact your bottom line?



Is Cybersecurity Different in Government Than in Private Sector?

[Learn More](#)

That question is asked often. However, any question about differences between sectors depends on how we analyze the properties for comparison...



Using the power of data to properly manage a diversified portfolio.

[Listen To The Podcast](#)

That question is asked often. However, In this podcast Dan Price shares insights on how credit unions and members are affected by state of the economy, CECL, and rising interest rates, along with inflation and housing affordability.

Like, Follow, Engage!



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