



## September 2023

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!

### Call to Action

#### Hawaii Fire Relief Campaign



The Credit Union Foundation of New Mexico is committed to matching donations up to **\$10,000** for relief for the Hawaii Wildfires. Donations will be sent directly to the Valley Isle Chapter. We are accepting donations until September 29, 2023.

Donations may be made via the link below or by mailing a check to the Credit Union Foundation of NM with the Memo: **Hawaii Relief Fund**. Address: 4200 Wolcott Ave, NE, Albuquerque, NM 87109.



[Donate Here](#)

Events & Education Opportunities



[Register Today!](#)

## Let's Kick It Old School!

We're throwing it back to the 90's with the theme STOP! Collaborate and Listen - Contact Center Is Back With the Game of Retention! This year with a first time ever opportunity to become a Certified Contact Center Manager!

Toss those parachute pants in your luggage and head to Las Vegas **October 23-25th**.

The room block ends September 22, so book today!



**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!



**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 or have an education opportunity that you would like to take advantage of? The Credit Union Foundation Of New Mexico may be able to assist!

## CUANM News

### Annual Meeting and UnConference 2023 were a Huge Success!

We want to express our gratitude for your participation in the Credit Union Association of New Mexico's Annual Meeting and Unconference this year. Your presence and engagement



contributed to the event's tremendous success.

It was wonderful to see the credit union community come together, sharing insights and building connections. Your enthusiasm was contagious, and it's clear that our shared commitment to the credit union movement is stronger than ever.



As we look ahead, we're excited to announce that we're already planning a bigger and better event for next year. Your continued support and participation will be instrumental in making it even more exceptional.

Save the Date for next year's Annual Meeting!

**June 11-14, 2024**

**Buffalo Thunder Resort, Santa Fe, NM**

[See More  
Photos](#)



## Financial Literacy Makes Cents!

In collaboration with **Jump\$tart Coalition for Personal Financial Literacy**, we hosted a Financial Literacy event on September 5th, providing valuable resources for teachers to enhance their classroom instruction. We had 9 New Mexico credit unions participate, with 21 credit union volunteers, and 58 teachers in attendance, to make for a wonderful first event! We extend our heartfelt appreciation to the dedicated volunteers who played a pivotal role in ensuring the event's success!

If you have financial literacy resources to share, please email them to **Rebecca** to be added to the Foundation website.

## We have a new partner!

Trellance is a credit union cooperative and leading technology partner for credit unions, delivering innovative technology solutions to help credit unions achieve more. With a comprehensive suite of analytics, cloud and talent solutions, the Trellance team ensures credit unions increase efficiency, manage risk, and improve member experience. As a tech partner, Trellance ensures that credit unions have access to the latest generation of fintech solutions, filled with powerful tools such as artificial intelligence and machine learning.



[Learn  
More](#)



## CUANM's Heimbeck: Interchange bill will do more harm than good

...She cites the CUNA/American Association of Credit Union Leagues study **released** this summer that shows the Durbin Amendment's similar caps on debit card interchange fees made money for big box retailers and few others...

[Read Editorial](#)

## New Mexico Credit Unions in the News



### Sandia Laboratory Federal Credit Union Named a 'Best Place to Work' by Albuquerque Business First

SLFCU Ranked in top three best places to work for organizations with 200 or more employees.

[Read More](#)



### Rio Grande CU Provides School Supplies for Students

Rio Grande CU launched a back-to-school "Smiles Program" to provide school supplies for students returning to school this 2023-2024 school year.

[Read More](#)

## Endorsed Partner Updates

### The TruStage Summer/Fall Report is Here!

Formerly the 'CUNA Mutual Group Report', the TruStage

[View Report](#)

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## Six Smart Ways to Balance Liquidity in Today's Economic Environment

It's no secret that financial institutions nationwide are experiencing liquidity challenges. Fortunately, credit unions have access to numerous solutions to help solve these challenges.

[Read More](#)

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## PSCUTV - New Episode Available

Hosted by PSCU Chief Growth Officer Brian Scott, each brief segment of PSCUTV explores top-of-mind insights in the credit union industry. Guests include credit union executives, industry leaders and PSCU thought leaders.

[Watch Here](#)

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## Business Continuity Checklist for Credit Unions

A credit union's business continuity plan must always take into account regional disasters, and possible staff inaccessibility and losses. Credit unions, just like any other business, are responsible for the safety of its employees and visitors. Besides that, business operations must continue in the event of an emergency while meeting NCUA, FFIEC, and state and local guidelines.

[Access Checklist](#)

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## When Life Happens, Be There For Your Members - Webinar

When members need quick access to cash, they often have no choice but to pay the costly rates of a payday lender. On a \$500 loan, the interest rate is usually \$125 or more for two



weeks.

New Mexico has taken the first step to helping members by creating rate caps and decreasing access to predatory lenders. Once these lenders leave the state members have fewer options than before. But their need for access to cash remains.

With QCash, they can come to you! It is no surprise that 8 out of 10 members would prefer to come to your credit union, their trusted advisor.

Attend the webinar to learn more:

October 5, 2023

9:00 - 10:00 AM MDT

[Register Here](#)

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