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## **December 5, 2023**



ADVANTAGE, powered by JMFA, is dedicated to empowering financial institutions with strategic solutions for growth and success. Our comprehensive services include overdraft program consulting and compliance, checking account acquisition strategies, contract negotiation expertise, and consulting for technology strategy, evaluation and selection. With a rich history of serving credit unions nationwide, we are committed to delivering exceptional value and fostering long-lasting partnerships. Choose ADVANTAGE, to elevate your performance, identify new opportunities, and build more value. www.Advantage-FI.com



<u>Register Today</u>

Session Title: Liquidity and Funds Management Today Date: December 14, 2023, 10:00AM to 11:00AM HST Speaker: Susan Sharbel

**Session Description:** As the name implies, liquidity is fluid and changes rapidly. Today, Credit Unions must be prepared for the new reality of several bank failures, a limited supply of core deposits, the ease at which rate sensitive depositors can walk out the door, and increased competition. Knowing how to measure liquidity and understanding how liquidity risks will play a significant role in earnings stability and financial performance is critical. Developing strong liquidity management practices is key to profitability, risk mitigation, and assisting with pricing and growth strategies.

**TOPICS COVERED** 

- The drivers of liquidity risk
- Liquidity risk within the overall ALCO policy
- · Defining liquidity stress events for your bank

Sound liquidity risk management and expectations of regulators, including supervisory tools.

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If you have any questions or comments concerning this newsletter, please contact Becky Jandoc at becky.jandoc@hcul.org or directly at 808.203.6416 or for neighbor islands toll-free at 1.888.331.5646, ext. 416.