

Hawaii Credit Union League



January 9, 2024



Missed it?

Here's the recording for the November 29 webinar on [Member Acquisition & Retention Strategies for Credit Unions](#)



Overdraft Year in Review: Navigating Regulatory Expectations in 2024. **Join Advantage powered by JMFA for an insightful webinar, tomorrow**, as they unravel the compliance and regulatory issues surrounding overdraft and non-sufficient funds (NSF) fees. With concerns voiced by all regulatory agencies, this session will explore the evolving landscape and imperative changes financial institutions need to consider. **Featured presenter Cheryl Lawson** serves as ADVANTAGE's principal liaison for regulatory requirements of overdraft services, including consumer protection issues and strategies to enhance safety and soundness.

Agenda Highlights:

- Recent regulatory activity shaping the future of overdraft programs.
- Why regulators have focused on handling multiple re-presentments and APSN transactions.
- How to adapt swiftly and proactively to evolving regulatory expectations
- Successful outcomes reported by financial institutions during regulatory exams.



[Create a Culture of Member Centricity](#)

Employees and members drive experience transformation. In order to make changes that matter, credit unions must understand every journey the member has, as well as how employees and technology interact along the way. MemberXP captures and analyzes signals across millions of moments, along every member and employee journey, regardless of credit union size. The system assists employees in detecting patterns, identifying risks and acting on opportunities. The end result of identifying, reacting to and improving on feedback is increase member loyalty and lifetime value.

[Read more](#)



[Eltropy achieves remarkable 621.8% revenue growth from 2020 to 2022](#)

Eltropy, a League business partner through CUNA Strategic Services, is the leading digital conversations platform for community financial institutions (CFIs). Eltropy was recently named the No. 1 fastest-growing private company in Silicon Valley for 2023 by the Silicon Valley Business Journal. The award is the result of Eltropy's remarkable 621.8% revenue growth from 2020 to 2022.

[Read more](#)



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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.

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