

Hawaii Credit Union League



February 20, 2024



[Leveraging 3 strategic frameworks to shape your 2024 strategic planning](#)

By Steve Heusuk, Director of Competitive and Market Intelligence, and Adam Leslie, Director of Strategic and Business Planning at TruStage™

As we step into the new year, the industry is met with an elevated volume of new developments and trends that are accelerating at breathtaking speeds. Credit unions find themselves navigating a landscape shaped by a liquidity crunch, economic challenges, changing consumer expectations, and growing fraud and cybersecurity risks. As we embark on the new year, the urgency to formulate strategies that align with overarching annual plans has never been more critical.

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[Webinar: Overdraft Overhaul: Insights into the CFPB's Game-Changing Proposal](#)

Tomorrow: February 21, 2024 • 10:00 AM HST

On January 17, the Consumer Financial Protection Bureau (CFPB) published its proposed Rule, Overdraft Lending: Very Large Financial Institutions. While the proposed rule currently exempts financial institutions under \$10B in assets, it may potentially reshape overdraft practices for all community banks and

credit unions. The CFPB has indicated that it will monitor the market response for all overdraft programs and is prepared to include community financial institutions.

Join us for an in-depth discussion on the proposed rule and how it may impact your financial institution.

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- no loan staff needed
- no credit score required

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Hawaii Credit
Union League
2024 Annual
Convention
April 25-27, 2024
Hilton Hawaiian Village

Navigating
a Changing
Landscape

[Registration open for HCUL members and qualifying vendors](#)



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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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