

Hawaii Credit Union League

the Conversation

Current Events & Good News You Can Use

September 28, 2023



National Credit Union Administration

NCUA Awards \$3.1 Million Through Expanded CDRLF Grants

The National Credit Union Administration [awarded](#) \$3.1 million in Community Development Revolving Loan Fund grants to 142 low-income and minority depository institutions, the agency announced today. **Big Island FCU** was among credit unions in 40 states to receive grant money, which the credit union will use to strengthen cybersecurity capabilities.

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ChatGPT has entered the CU chat



ChatGPT is on the minds of business leaders everywhere. OpenAI's launch of the chatbot late last year was greeted with the most rapid adoption of a consumer application in technology history — more than 100 million users signed up the first few months alone.

And now, ChatGPT has entered the credit union chat.

Leading-edge credit unions are figuring out what it's all about and what they need to do with this latest revolution in data creation. Here's what five of them have to say.

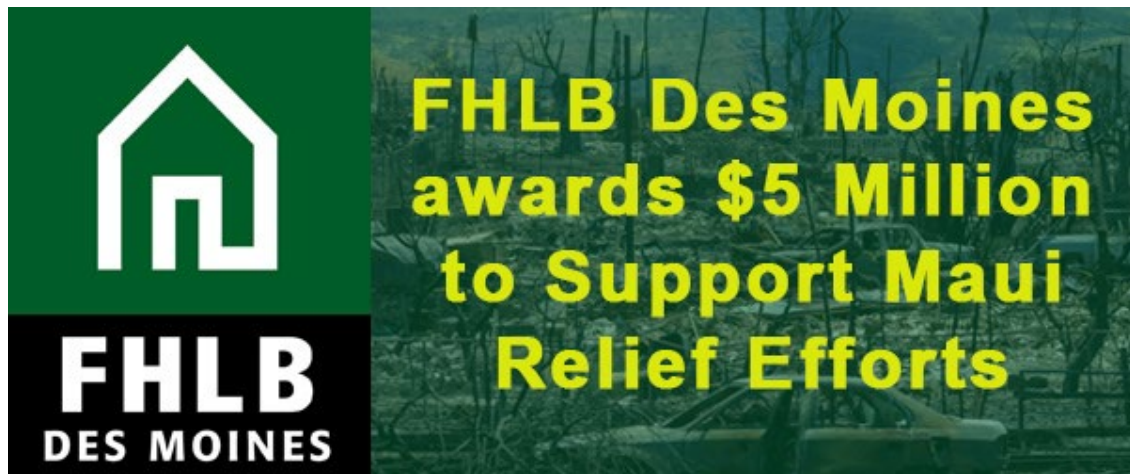
[Read more](#)



Credit union marketers! It's that time of year to submit your best marketing efforts in CUNA Marketing & Business Development Council's Diamond Awards. The most prestigious annual credit union marketing competition, the Diamond Awards recognize and reward creative excellence and outstanding results. Get the "insider" scoop on how the Diamond Awards judging works. Plus, two credit union winners share their strategies. View the recording and

download the slides from the August 3, 2023 Roundtable Discussion.

[Read more](#)



Hawaii is one of 13 states that FHLB Des Moines serves by providing liquidity to member financial institutions consisting of banks, thrifts, credit unions and insurance companies, which in turn provide funding in their communities for housing, farming and community development. The \$5 million in relief effort funds were awarded to the Hawaii Bankers Association (HBA) and the Valley Isle Chapter of the Hawaii Credit Union League (VIC-HCUL).

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Hawaii Credit Union League's **HELP** (Hawaii Exchange Links Professionals) email forum will broaden networking opportunities to Hawaii's credit unions by exchanging ideas, information, and opinions on credit union related issues with their peers. This list should not be used for personal messages, advertising or marketing of any type. It is intended to facilitate discussion

and help create a climate of information sharing among credit union professionals.

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The financial services industry is going through a period of rapid change and disruption. With continuously evolving technologies, changing consumer preferences and increasing workplace expectations, an enormous amount of pressure is on credit unions looking to keep up. Filene's two new research center topics are reflective of the most pressing needs credit union leaders face today and aim to support credit unions' efforts to adapt and explore new business models to survive and thrive in the future.

[Read more](#)



In response to the devastating wildfires that swept through Maui on August 8, 2023, two organizations on Hawai'i Island partnered up and answered the call for help. Nālani Freitas, chair of nonprofit organization Ka'analike; and Nellie Medeiros, Corporate Development & Marketing Manager of Hawaii Community Federal Credit Union (HCFCU); quickly mobilized

their resources and kicked off the “Maui Strong” fundraiser on August 11, 2023.

[Read more](#)



The banner features a stack of three food cans: a white can labeled 'HOPE', a green can labeled 'Courage', and a yellow can labeled 'ALOHA'. The Hawaii Food Bank logo is in the top right corner. The text on the left reads 'Help us raise \$60,000 to nourish our ohana'. The text on the right reads 'Virtual Food & Fund Drive Aug 1- Sept 30'. At the bottom, it says 'Your Donation Gives MORE THAN JUST FOOD.'

For our third year of fundraising, the Credit Union Coalition set a \$60,000 goal to benefit Hawaii Food Bank and its neighbor island partners. **As of September 13, our Credit Union Coalition raised \$27,926.49 of the \$60,000 goal.** The devastating Maui wildfires in August further opened opportunities to support the Maui Food Bank. Our fundraising effort runs through September 30. Please consider participating by joining our coalition and/or donating today.

[Read more](#)



The banner features a young girl with braids on the left. The text reads 'Kapi'olani RADIOTHON for Kids'. Below that, a blue banner says 'Nov. 7 and 8 | 5 a.m.-7 p.m.'. At the bottom right, it says 'LISTEN LIVE ON KSSK 92.3 HAWAII'. A blue bar at the very bottom contains the text 'TO DONATE: CALL 808-951-KIDS (808-951-5437) TEXT "KEIKI" TO 51555'.

Credit unions are encouraged to participate in the upcoming Radiothon. To learn more about the 17th annual Kapi'olani Radiothon for Kids, visit Give2Kapiolani.org or contact the staff at Kapi'olani Health Foundation by calling 808.535.7100. Thank you for your ongoing support of

our mission to create a healthier Hawai'i for our keiki and families.

[Read more](#)



Make sure your credit union is represented in our annual ICU Day ad special.

- Space Closing: October 6
- Ad Materials Due: October 11
- Publication Date: October 20

[Read more](#)



International Credit Union (ICU) Day is an opportunity to celebrate our achievements, reflect on our history, recognize dedicated staff, and most importantly, acknowledge and thank our members, who stand at the heart of everything we do. Here are seven ways you might consider

engaging your members and staff on this celebratory day:

[Read more](#)



Support Maui wildfire relief efforts

[Read more](#)



**Mark your calendar and join your credit union ohana at our
2024 annual convention.**

[Calendar of Events](#)

[View this email in your browser](#)