



October 31, 2024



Mahalo to credit unions pledging to support the Credit Union Coalition as we raise funds for Hawaii Food Bank and partner organizations on the neighbor islands.

If you missed our kick-off meeting, [click here](#) for information to generate excitement with your staff for this annual campaign.

The Credit Union Coalition has set a 2024 goal of \$60,000 which will make it possible to provide enough food for 129,000 meals to nourish our 'ohana facing food insecurity. Our campaign runs from November 1 – December 31, 2024.

If you have any questions, please contact [Tracy Aiwohi](#) at the League. Mahalo for joining the Credit Union Coalition as we aim to “Nourish our Ohana”.

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# Miracle Momentum Awards

Credit Unions  
for Kids<sup>®</sup>  
benefiting  
Children's Miracle Network Hospitals

velera

## [Your “Kapiolani Story” may help the medical center obtain \\$10,000 award from CUs4Kids and Velera](#)

Kapiolani Medical Center for Women and Children is the ONLY maternity, newborn, and pediatric specialty hospital serving Hawaii and the Pacific Basin. Most residents were either born at Kapiolani or have had children, grandchildren, and relatives born there. Ask any local family and they likely will have “Kapiolani stories” to tell.

Your credit union is encouraged to nominate Kapiolani for the Credit Unions for Kids/Velera Miracle Momentum Awards to win \$10,000.

[Read more](#)

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## Minimalist Marketing

A graphic with a dark teal background on the left and a colorful geometric shape on the right. The shape is composed of overlapping triangles in shades of yellow, orange, and red. Below the text, there are horizontal lines that create a sense of depth and perspective, suggesting a path or a horizon.

## [Why less content means more connection](#)

In 2024, the average adult’s attention span is less than eight and a half seconds—

about the time it takes to read this sentence. Even kids under 13 can focus longer than that! Teens between 14-18, surprisingly, have the best attention span of all, staying focused for up to 48 minutes.

But for adults? Well, in the time it took to start this article, many of us are already distracted by something else. Maybe you saw a ... squirrel?

[Read more](#)

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## HCUL Family Involvement Committee Meeting Notice

The HCUL Family Involvement Committee will be meeting via Zoom conference on Thursday November 7, 2024. The meeting will start at 9:00 a.m. HCUL Bylaws state, “this committee shall promote full family membership, particularly among youths and retirees, throughout credit unions in Hawaii.” If you have any suggestions/comments for the Family Involvement Committee to consider, please discuss it with your chapter representative prior to the meeting. Chapter representatives are as follows:

Big Island – Laura Camara – Hawaii Community FCU

Kauai – Conrad Rualizo – Kauai Teachers FCU

Oahu – James Haid Jr. – Hawaii State FCU

Maui – Craig Kinoshita – Wailuku FCU



You know how people throw cooked pasta against a wall to see if it's done? Well, Pinned for PAC is totally not that, but it does involve sticking League President Tim Ashcraft to a wall to raise money for PAC.

### **How does this work?**

Make a PAC donation, get a length of duct tape, use that tape to stick Tim to a wall. Each donation also gets you a raffle ticket(s) to win cool prizes. (Big prize: Vacation Hawaii package for two to Las Vegas—way cool!)

### **Where will Pinned for PAC happen?**

The fun happens during the Saturday, November 23 lunch at the League Regulatory & Governmental Affairs Conference at the Ala Moana Hotel.

If you haven't done so already, be sure to [register](#) for the League Regulatory & Governmental Affairs Conference. Deadline is November 1.

Get ready to get Tim Ashcraft Pinned for PAC!

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### **Are you looking to expand operations? Need more space?**

Located at 1654 S King street, there is an opportunity to lease office space in the Moilili/McCully neighborhoods for a very low monthly rate. Approximately 550 square feet of office space is currently available and includes two private offices and a large common area in a secure environment. Includes security access to building, two parking spaces (additional parking available if necessary). Air conditioning is included and access to kitchen and meeting rooms.

There's more...

Additional office space is also available for storage if desired. Storage rental prices are increasing and impacting your monthly expenses. Call us at (808) 941-0556.

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# LIVING THE DREAM

2025 Hawaii Credit Union League Annual Convention  
Waikoloa Beach Marriott Resort & Spa  
May 1 - May 3, 2025



Credit unions, business partners, vendors, and supporters! Mark your calendars and make plans to join us at the 2025 Hawaii Credit Union League Annual Convention. Next year's convention travels back to Hawaii Island's beautiful Kohala Coast as we gather at the Waikoloa Beach Marriott Resort & Spa from May 1 – May 3.

[Read more](#)

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[Support Maui wildfire relief efforts](#)

[Calendar of Events](#)

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