

No Bored Boards: Here's What Should be on Your Agendas

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Journalist
CU Daily, LLC*

ROCHDALE + VLI





PROJECT

NO BORED BOARDS

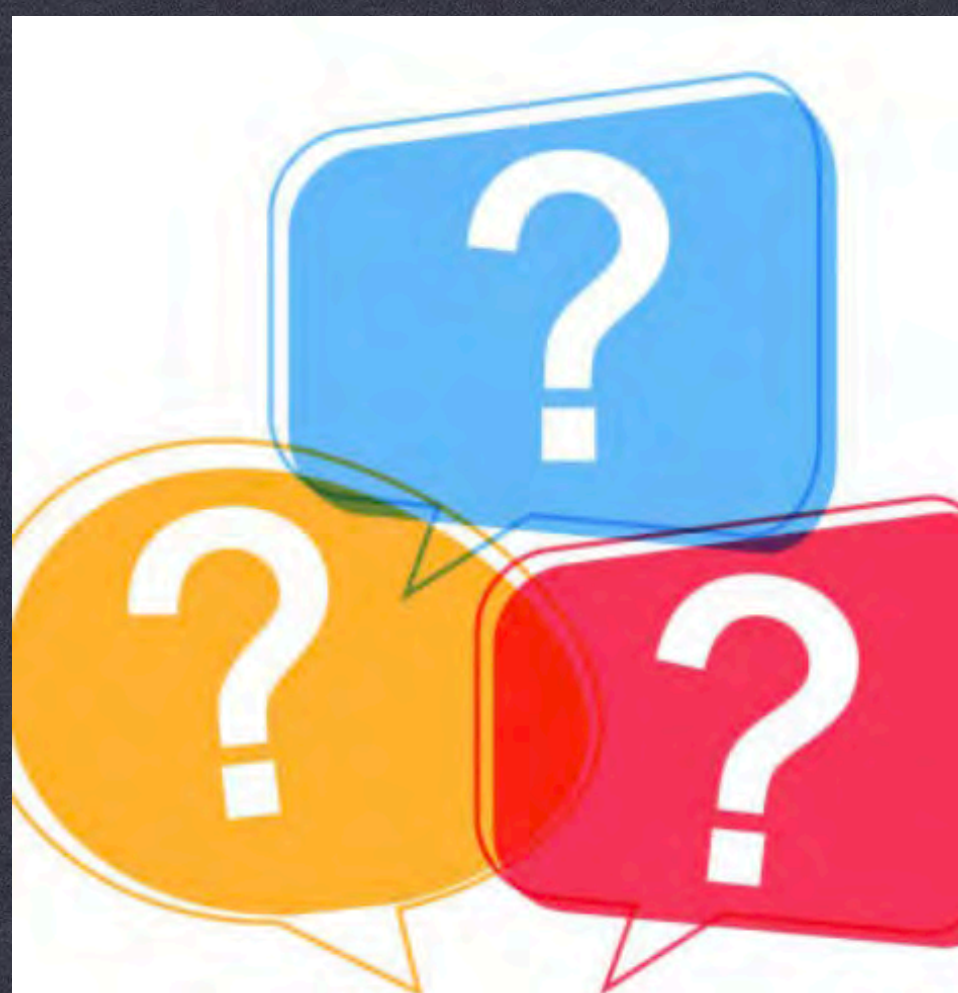
A FEW THOUSAND THINGS TO PUT ON YOUR AGENDAS

EVENT

VLI 2026

SPEAKER

FRANK J. DIEKMANN



AGENDA ITEM

CLEAR AS MUD(DY) HAT

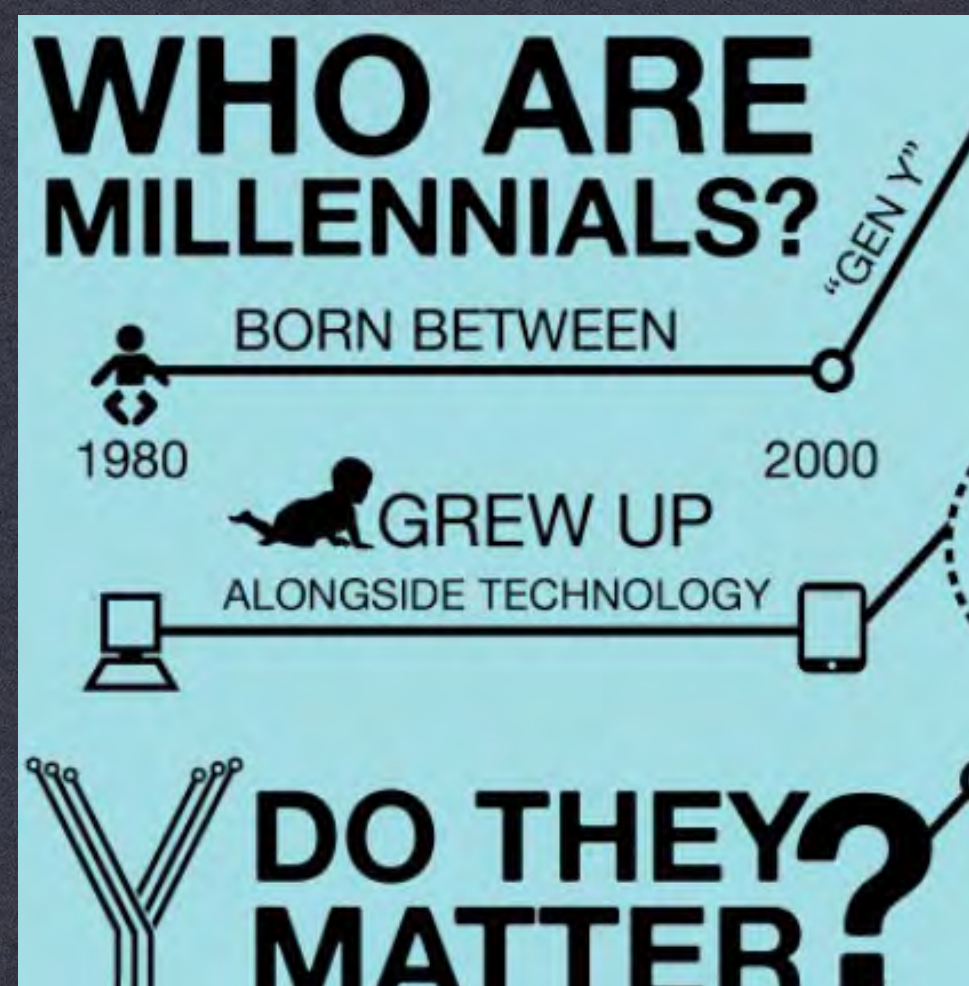
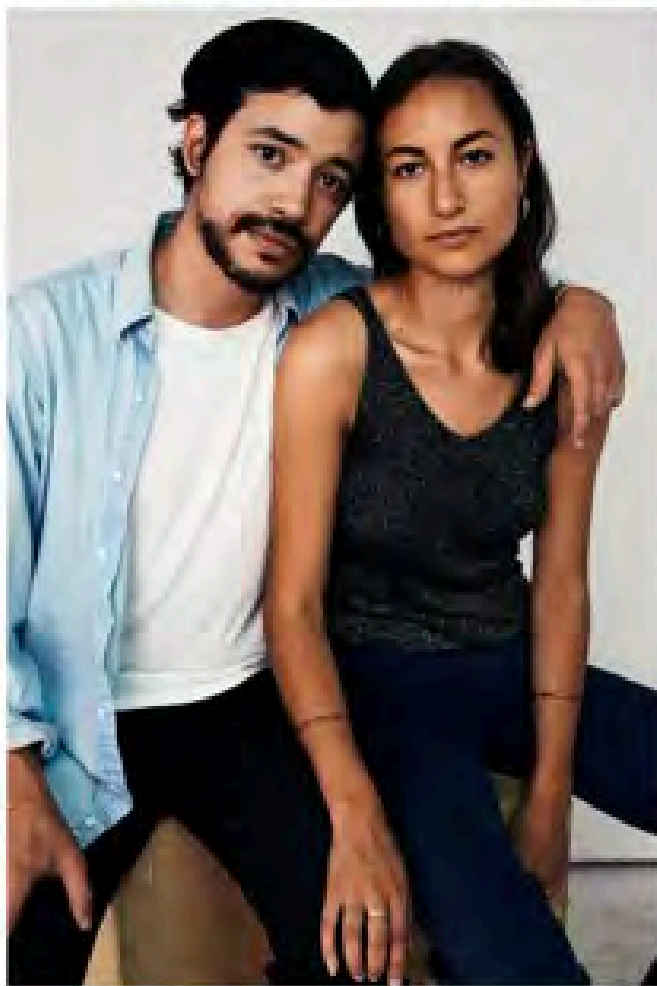
IS WRONG-WAY TREND LINE THE PRICE FOR GROWTH?

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How does Gen Z learn?

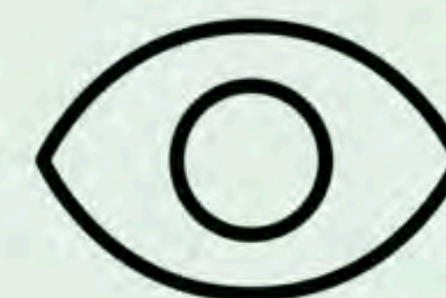
51%

By **DOING**
(e.g., working through examples)



38%

By **SEEING**
(e.g., reading course materials)



AGENDA ITEM

WHAT ARE THEY THINKING?

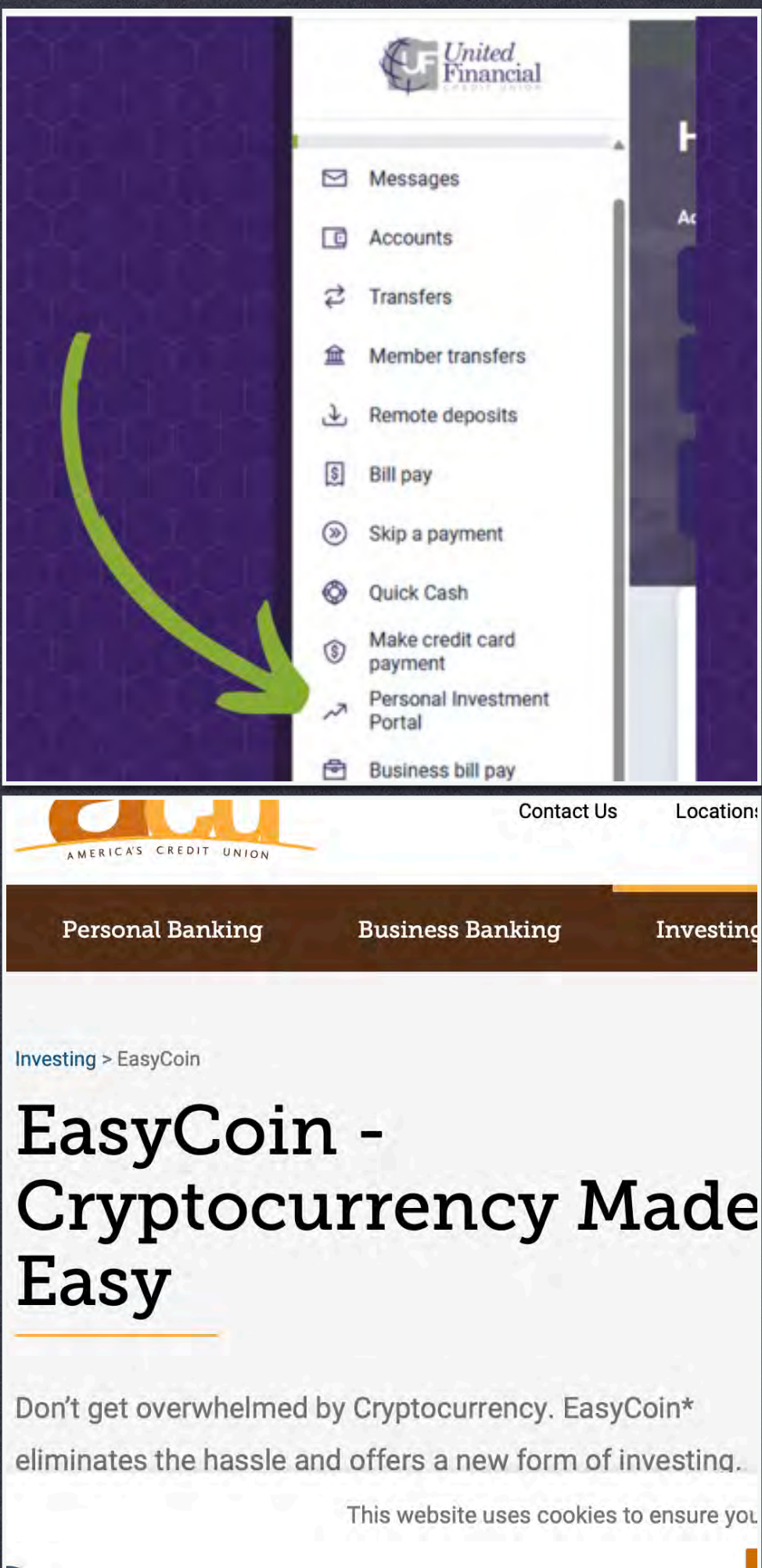
GENERATIONAL VIEWS ON CUS, FINANCE & MORE

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AGENDA ITEM

'CHECK' OUT THESE OFFERS

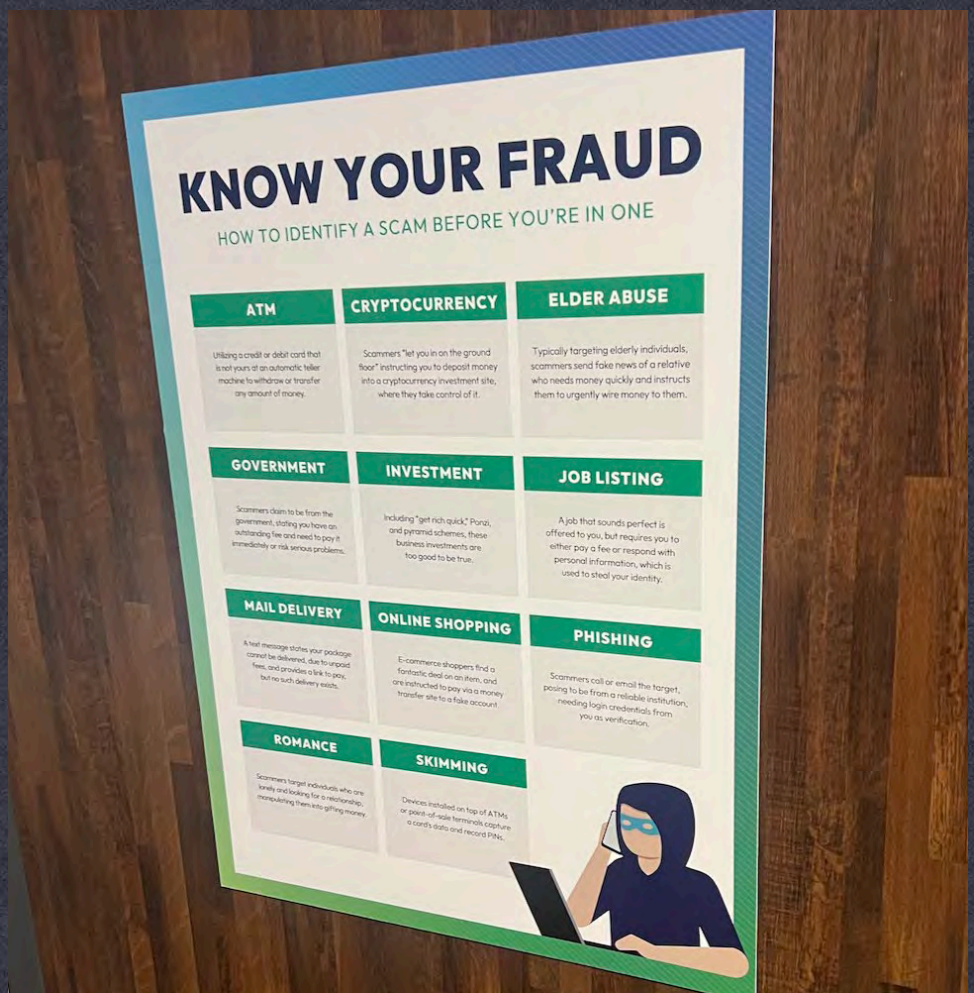
ACCOUNTS EVOLVE TO OFFER NON-CU OFFERINGS

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TREND LINE

'ESCAPING' FINANCIAL JAIL

HANSOM FCU, HANSCOM AFB, MASS.

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AGENDA ITEM

STABLE COINS TO CHALLENGE STABILITY

GROWING PAYMENTS METHOD THREAT TO INTERCHANGE

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AGENDA ITEM

A POTENTIAL NEW REVENUE STREAM

FINTECHS AGREE TO PAY TO ACCESS DATA

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Emergency Savings Remain an Emergency

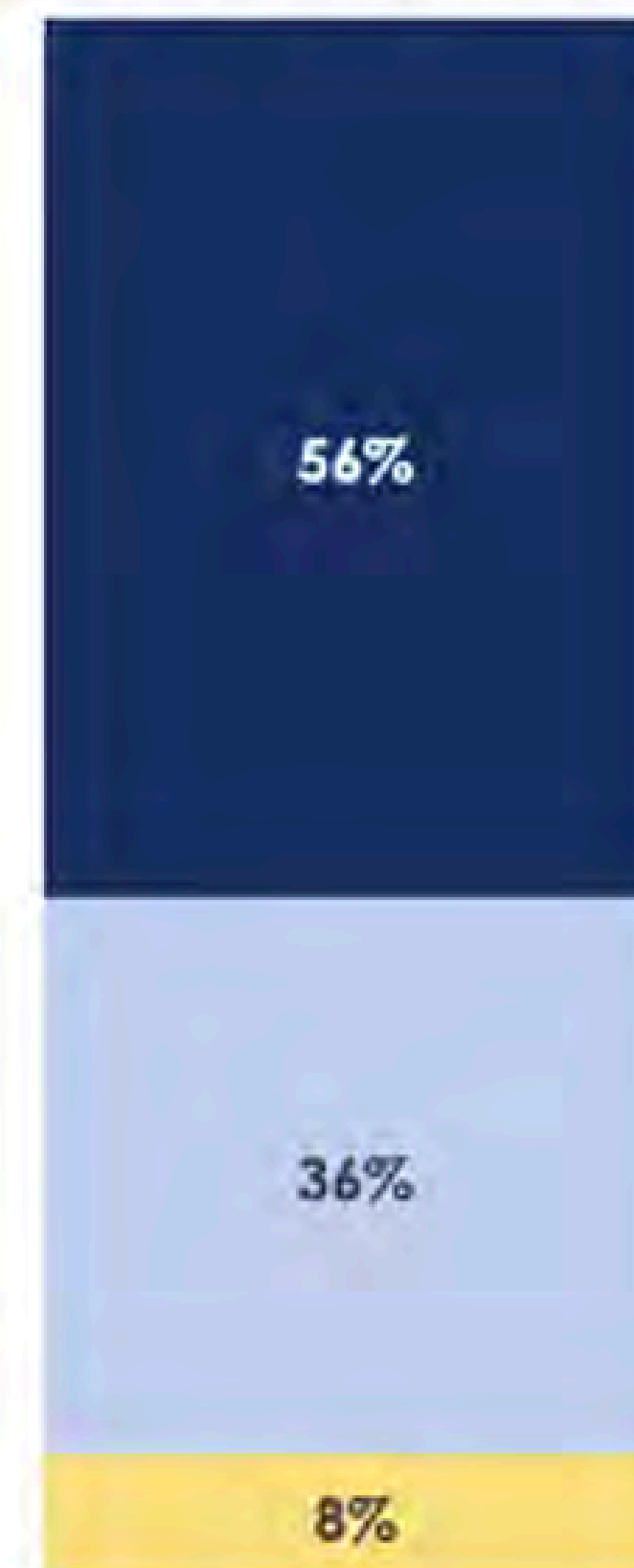


Ability to Cover Expenses and Save

■ Able to cover expenses and have at least some money to put away into savings

■ Able to cover expenses, but don't usually have money leftover for savings

■ Struggle to cover expenses, need to borrow money from family/friends or rely on credit card debt



When it comes to personal finances, would you say that most months you... you had an unexpected bill or expense of \$1000, how would you pay for it? Select all that apply.

AGENDA ITEM

PAIN MANAGEMENT

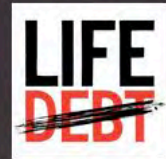
CONSUMERS & MEMBERS COULD REALLY USE A CU RIGHT NOW

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[Home](#) [The Crisis in Plain Sight](#) [What about HIPAA?](#) [Join Us](#)

THIS IS THE CREDIT UNION DIFFERENCE.

We are an alliance of credit unions helping members heal from
the financial trauma of cancer through:

Screenshot 202



2024 ANNUAL FIN & COMMUNIT IMPACT REPO

AGENDA ITEM

MAKING A (REAL) DIFFERENCE

IDEAS TO PUT THE 'HELPING' IN PEOPLE HELPING PEOPLE

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NEW BUILDING FOR NEW WORKFORCE

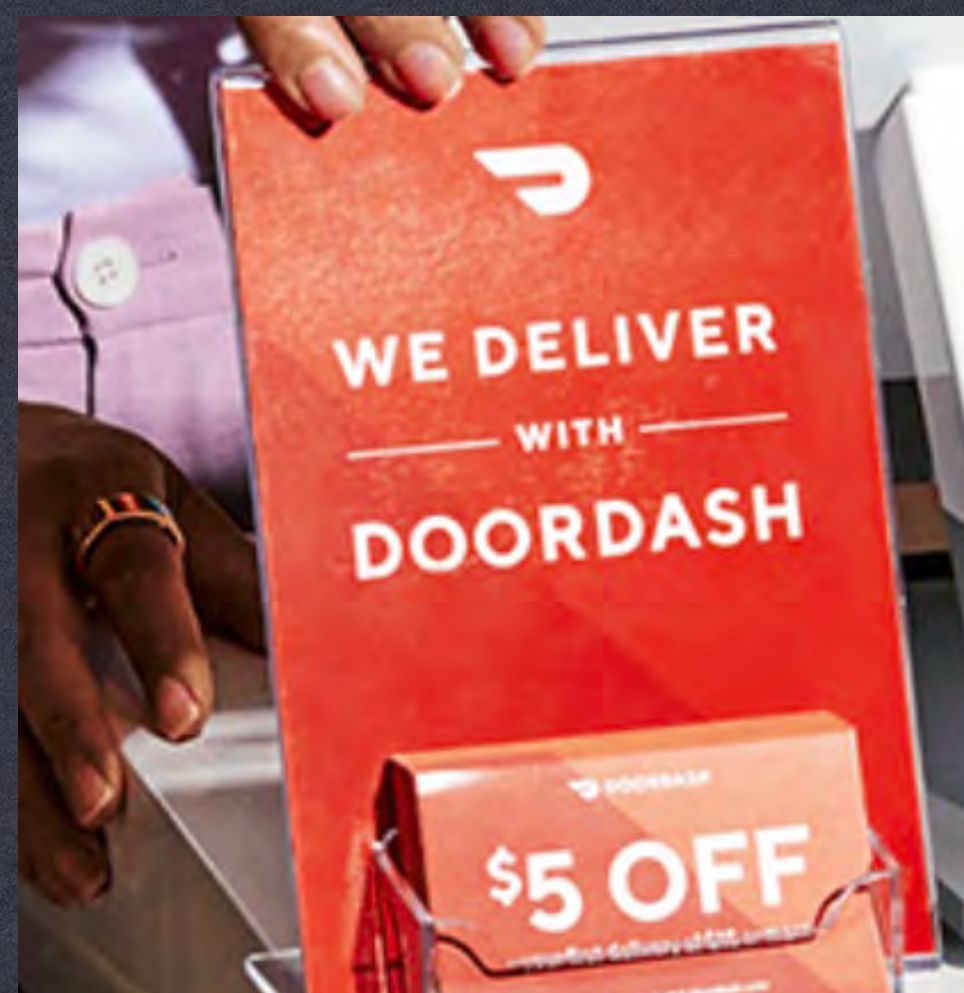
COASTAL CREDIT UNION, RALEIGH, N.C.

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AGENDA ITEM

SIDE HUSTLE? IT'S THE MAIN HUSTLE

LOAN CRITERIA NEED TO EVOLVE

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- Free debit card
- Free financial tools
- No monthly fees

FREE Teen Spending Account



www.hoosierhills.com
800.865.2612

First Alliance Credit Union
Partners With Greenlight,
the Debit Card and Money
App for Kids.



AGENDA ITEM

A MARKET THAT ISN'T KIDDING AROUND

THE NEW MARKETING TARGET—THE WOMB

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AGENDA ITEM

DON'T FORGET YOUR MANNERS

HOW SOME CREDIT UNIONS ARE SAYING THANK YOU

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AGENDA ITEM

JUST WHAT IS CU CULTURE?

AND DO YOU KNOW YOUR VALUE TO MEMBERS?

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SPEAKER

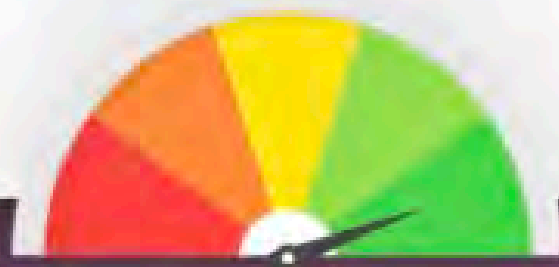
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CREDIT CHALLENGE

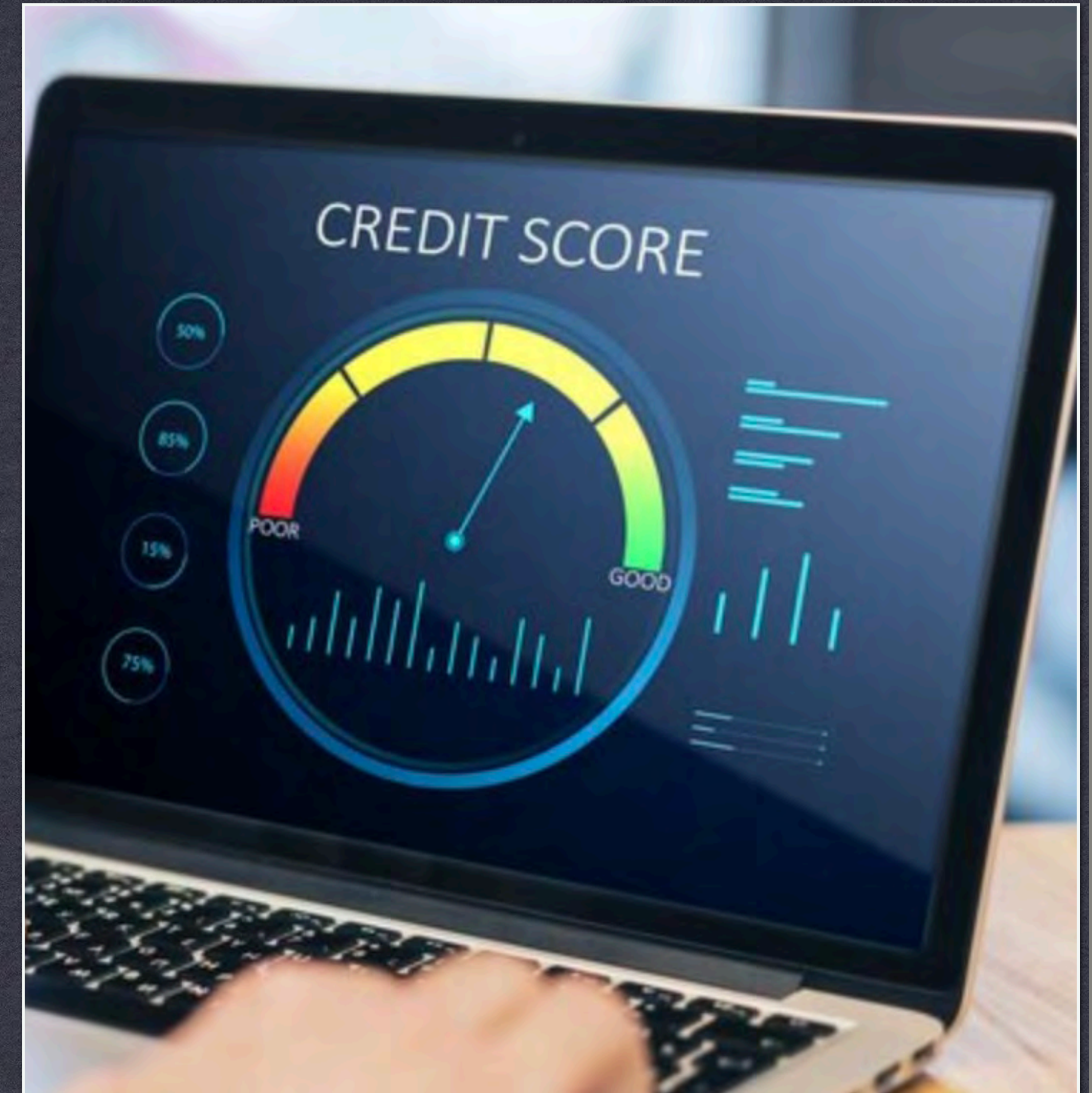
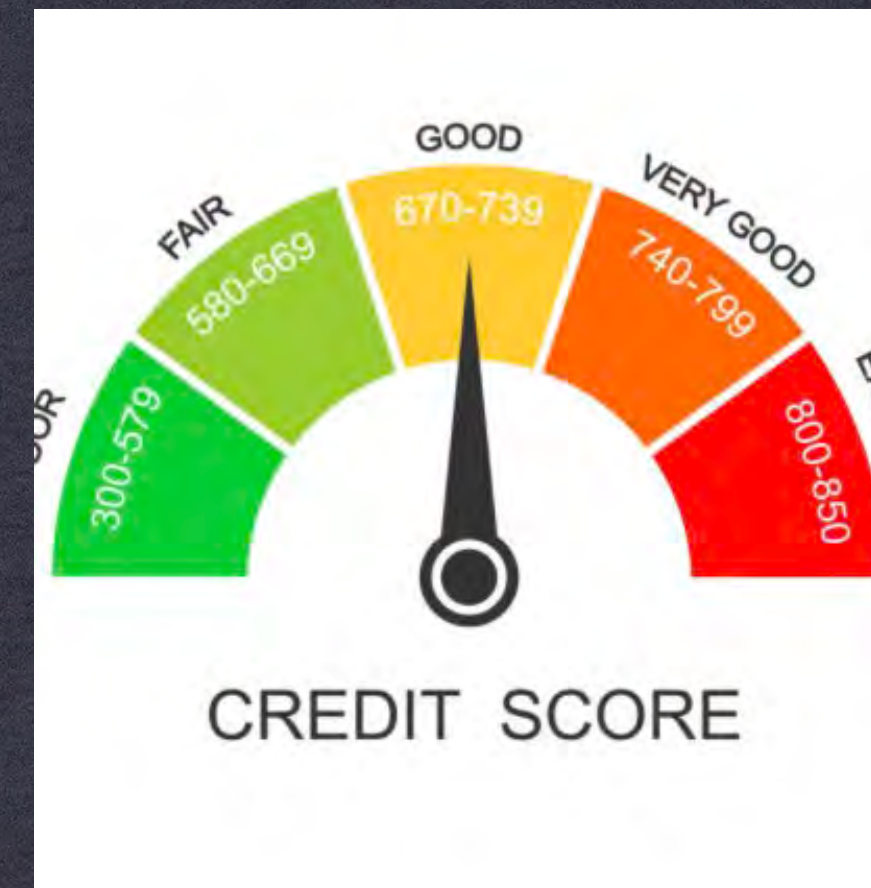
WIN UP TO \$1,000

TO ENTER:

- ✓ Set a credit score goal by May 26, 2025
- ✓ Improve your score by 5+ points by September 1



LEARN MORE AT [ARDENTCU.ORG/CREDITCHALLENGE](https://ardentcu.org/creditchallenge)



AGENDA ITEM

LOOKING TO SCORE

BUILDING CREDIT, KNOWING SCORE TOP-OF-MIND FOR MANY

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SOFT SWITCHING

THE TREND YOU AREN'T HEARING ABOUT

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BILT

UWM
UNITED WHOLESALE MORTGAGE

realtor.com

YOU CAN NOW EARN REWARD POINTS ON YOUR MORTGAGE



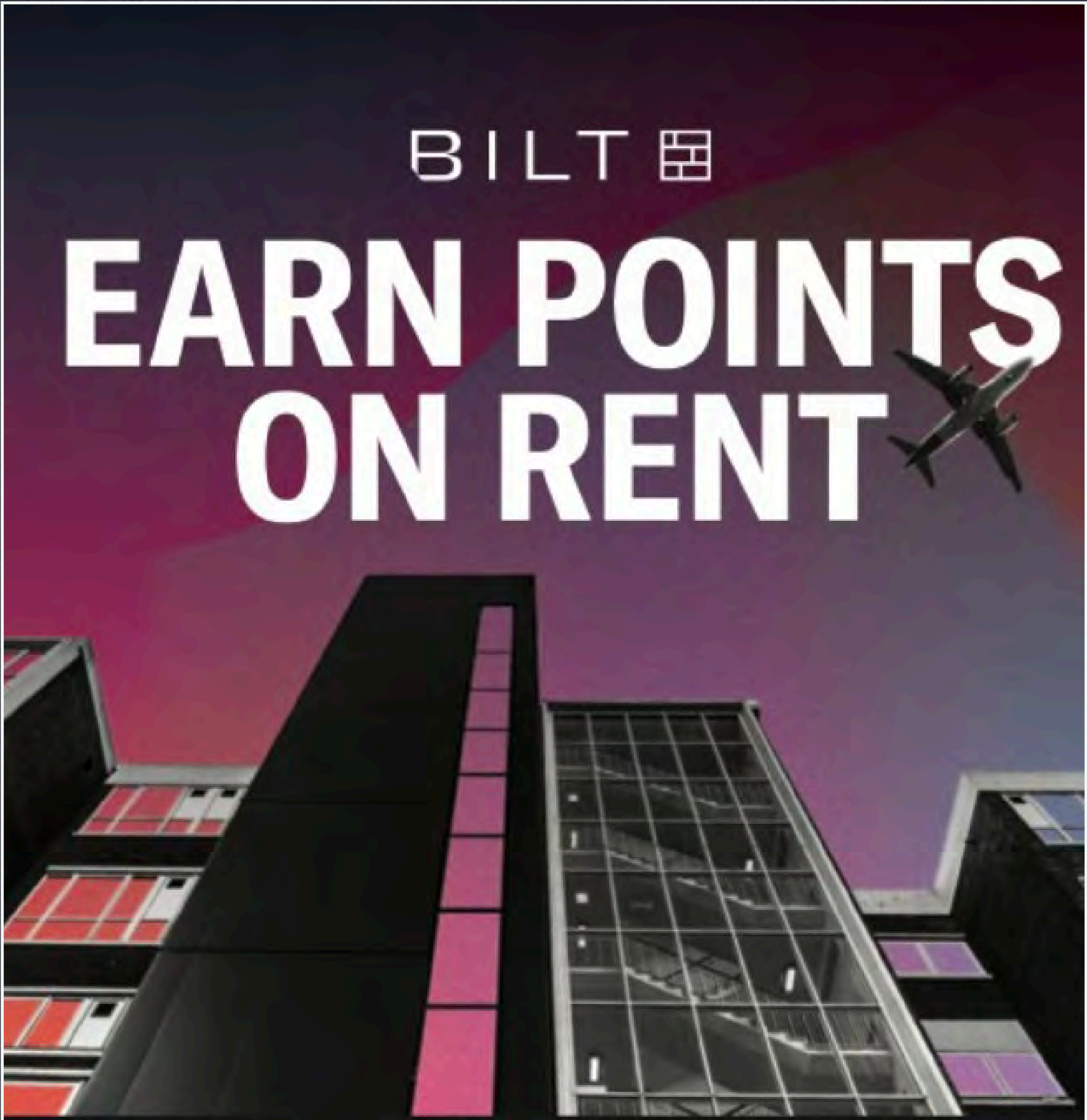
Spend \$1 Get 1 vibe

Rewards 1053 vibes

547 vibes until next reward

earn vibes to unlock rewards.

REWARDS PROGRAM



BILT

EARN POINTS ON RENT

AGENDA ITEM

MAKING THEIR POINT(S)

CU COMPETITORS SCORING POINTS WITH CONSUMERS

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AGENDA ITEM

BRANCHES: ON SECOND THOUGHT...

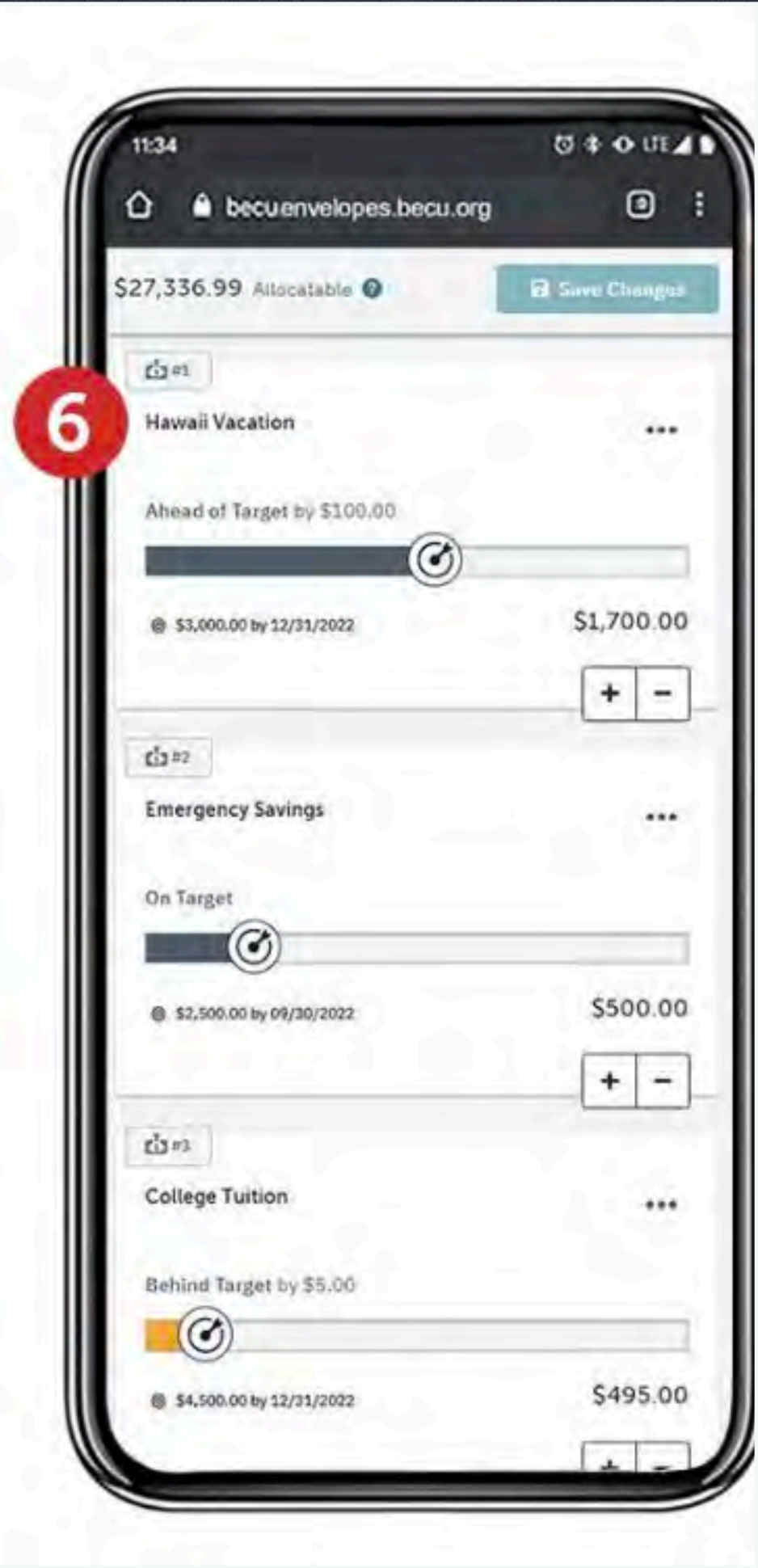
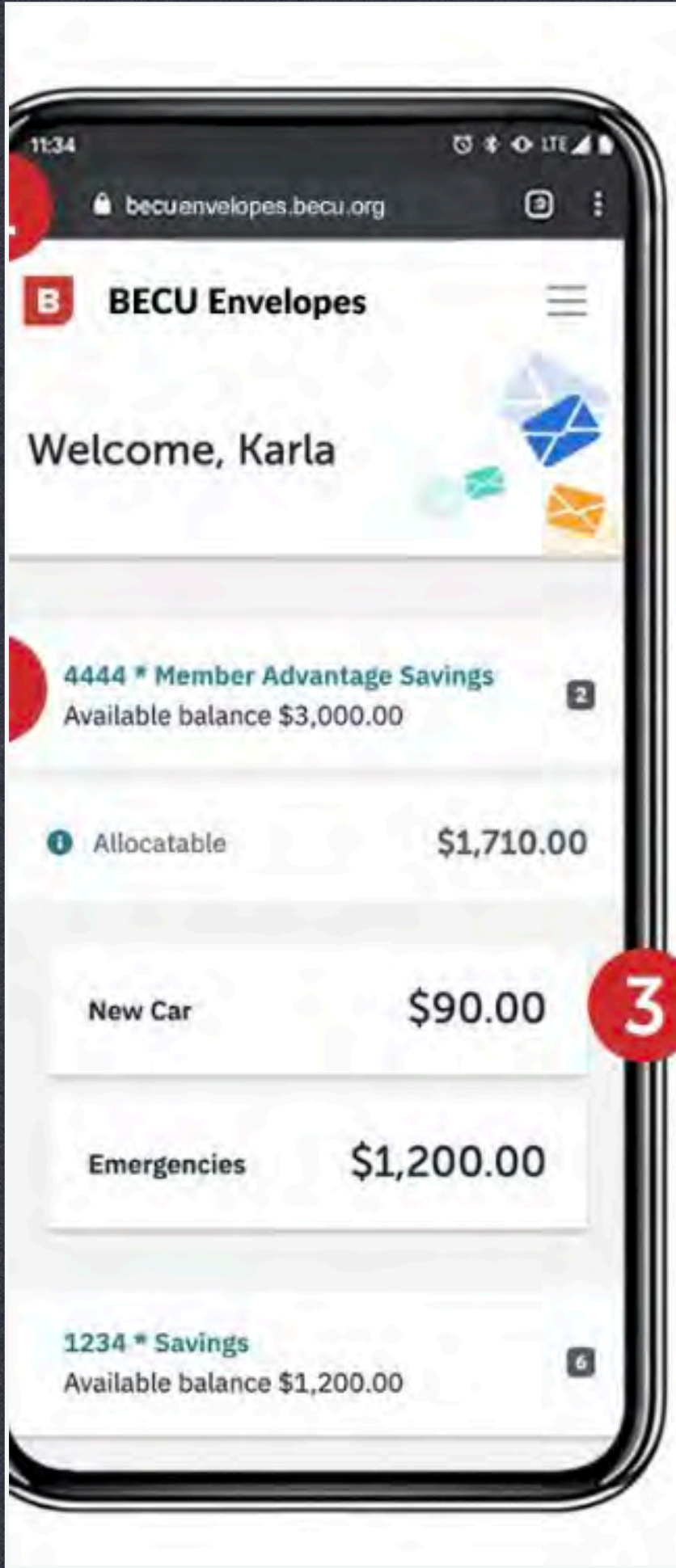
IT TURNS OUT BRICKS AND MORTAR MATTER TO MANY

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THE CLEVER & THE CREATIVE

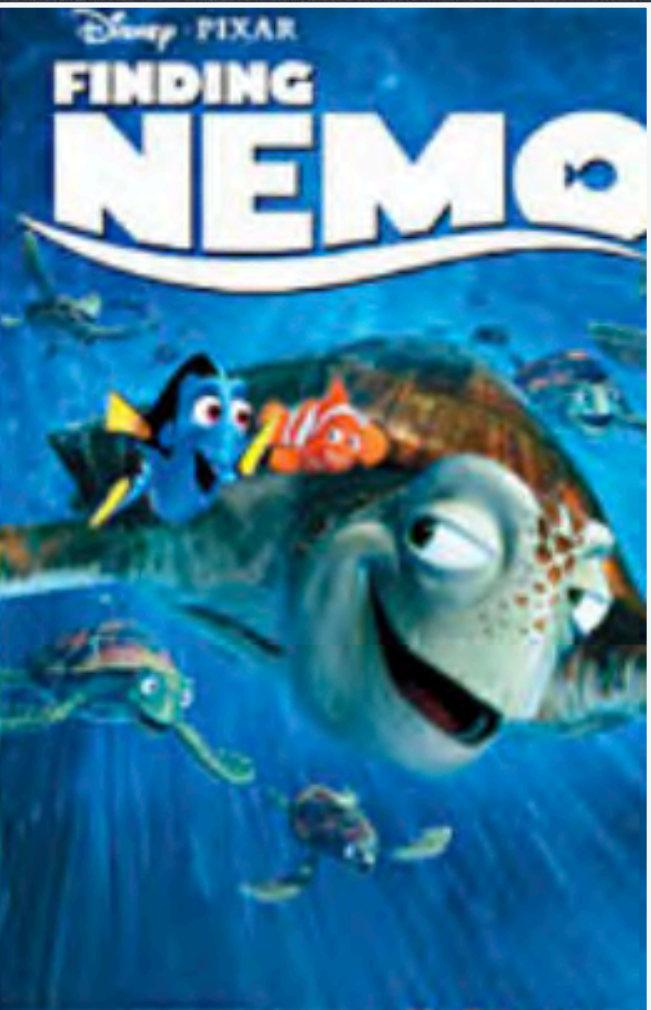
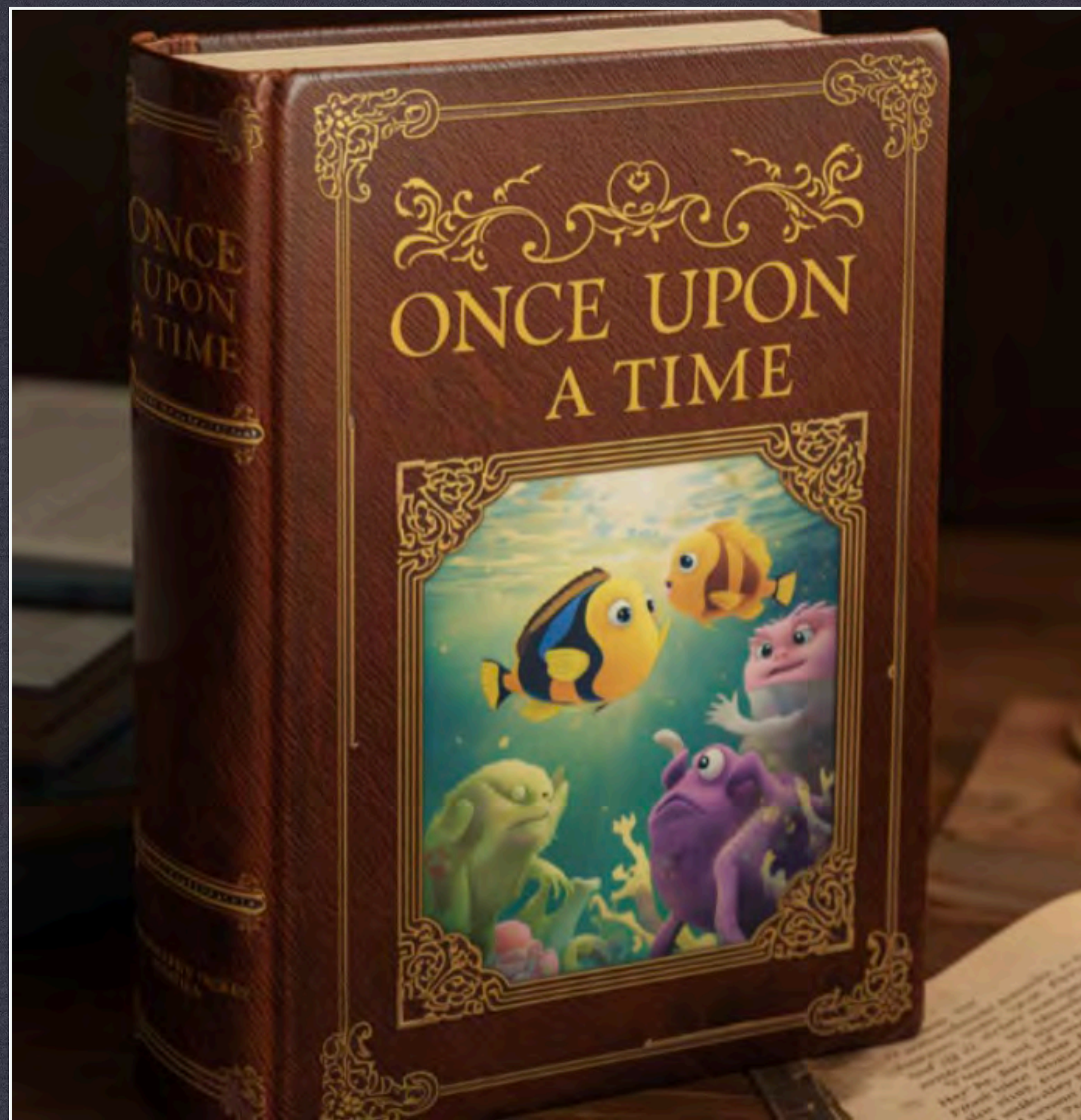
IDEAS TO TAKE HOME AND TRY FOR YOURSELF

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AGENDA ITEM

LESSONS FROM WOODY & BUZZ

FROM TOY STORY TO THE CREDIT UNION STORY

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AGENDA ITEM

DON'T FORGET TO HAVE SOME FUN

A TREND LINE BENDING IN THE WRONG DIRECTION

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