

NEWS

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Size Isn't Destiny; Webinar to Discuss Ways to Build the Next Great Era for Credit Unions

GRAFTON, Mass. – Four credit union executives will lead a spirited discussion around why size isn't destiny, sharing their insights on strategies for building the next great era for credit unions during a just-announced webinar.

The free [webinar](#)—which is being hosted by [The CU Daily](#) and [Laskos Communications](#) and with sponsorship from [TFD Consulting](#)—is set for July 7 at 2 p.m. EDT. Questions for the four CEOs from participants are encouraged.

Participating in the “*Size Isn't Destiny: Four CEOs on Building the Next Great Era for Credit Unions*,” webinar, will be:

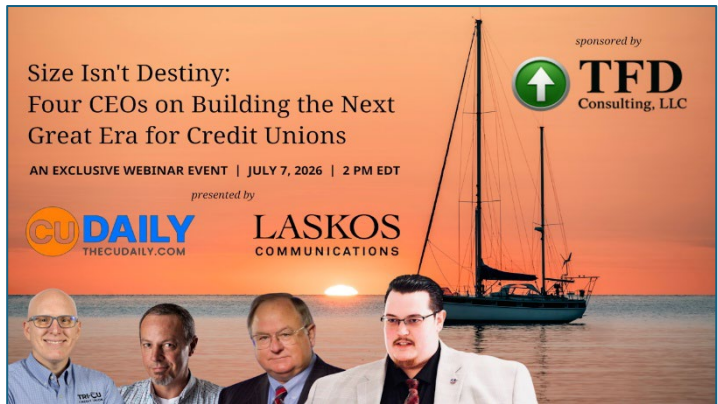
- Scott Prior, President/CEO, Connection Credit Union
- Edward Speed, Retired CEO, Texas Dow Employees Credit Union (TDECU)
- Joshua Urbick, CEO, IBEW 26 Federal Credit Union
- Doug Wadsworth, president/CEO, Tri-CU Credit Union.

The webinar will be moderated by Frank J. Diekmann, Co-Operator in Chief with the CU Daily.

Active Advocates for Credit Unions

All four CU leaders have been active in leading the charge for smaller institutions. In addition to his role at Tri-CU Credit Union, Wadsworth is also the founder/president of the [Endangered Small Credit Union Defense](#); Urbick is also president of the new [National Small Credit Union Association](#); Prior leads the [CUs Unite CUSO](#), and Speed, who spent 30 years in the credit union movement, 12 of those as CEO of a billion-dollar shop, is among the most popular columnists whose work appears in the CU Daily.

Attendees participating online will be able to submit questions and comments on what promises to be not only a thoroughly engaging and insightful discussion, but also one offering a creative roadmap for sustainability and future growth for the nation's 4,800-plus financial cooperatives.



Participant Input to be Prioritized

“The CU Daily in 2026 has focused on ‘The Profitability Imperative’ as part of an initiative to support the growth of credit unions of all sizes, and this critical new webinar is a key piece of that support,” said Frank J. Diekmann, cooperator-in-chief with the CU Daily. “These are four outspoken panelists with a lot to say and experiences to share. We will be prioritizing questions from viewers in order to make this as valuable as possible for everyone.”

Added Thomas Dufner, founder and CEO of TFD Consulting LLC, “By sharing creative insights and exploring boundless opportunities to optimize their growth and performance, I see discussions of this nature to be vitally important if credit unions are to excel in serving their members in the years to come.”

Walt Laskos, CEO/Owner of Laskos Communications will serve as producer for the live event on July 7. “As a DE, having the opportunity to produce a webinar discussion of such importance among several of the movement’s influential voices is not only an exciting opportunity but also an honor, a way to help sustain and enhance those values we all celebrate and cherish as fellow cooperators,” said Laskos.

While the webinar is complimentary, registration is required. Register here:

<https://streamyard.com/watch/2h5HTPe28cXU>.

TFD Consulting, LLC, is an independent national consulting firm dedicated to helping financial institutions maximize non-interest income and reduce expenses. By applying years of financial services knowledge and expertise, TFD Consulting’s team of negotiators work to achieve optimal contract terms for their clients, mitigate vendor risk, and improve operational efficiency, while generating customized strategies designed to enhance and strengthen the bottom line, delivering unparalleled savings and value for their organizations. To discover what TFD Consulting can do for your organization, visit TFDconsultingLLC.com.

The CU Daily is the nation’s leading news publication for credit unions, producing more coverage of the industry than any other publication, in addition to thought-provoking opinions and other resources. It also produces a very popular (and free) morning email newsletter.

Laskos Communications is a strategic public relations and communications consultancy, offering a unique blend of credit union and financial services knowledge combined with decades of corporate PR experience acquired at several nationally renowned agencies entrusted with managing the marketing and communications needs of America’s top corporations. Put our skills and expertise to work for you. Learn more at LaskosCommunications.com.

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