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**CFO Council** – A nationwide network of more than 900 credit union financial executives.

2009 Conference: May 17-20, Las Vegas, NV



**HR/TD Council** – More than 750 human resource and training professionals across the country.

2009 Conference: April 6-9, Las Vegas, NV



**Lending Council** – A network of more than 900 credit union lending experts around the U.S.

2009 Conference: November 1-4, San Diego, CA



**Marketing & Business Development Council** – More than 1,000 professionals nationwide focused on credit union marketing and business development.

2009 Conference: March 11-14, San Diego, CA



**Operations Sales & Service Council** – Professionals leading the operations, sales and service activities at more than 600 credit unions across the U.S.

2009 Conference: September 27-30, San Diego, CA



**Technology Council** – A network of more than 550 technology and information systems executives located throughout the country.

2009 Conference: August 5-8, San Francisco, CA

# Cha-ching: fiscal responsibilities

It's a financial industry. Good intentions alone aren't going to guarantee success. Finance professionals know it's about the big picture *and* attention to detail *and* maximizing the resources. With more than 900 CFOs and finance experts across the country, members of the **CUNA CFO Council** have a lot of number-crunching resources they can count on.



# Membership ROI

**Leveraged Assets** – Hundreds of CFOs and finance professionals come together for expert presentations at the **CFO Council's Annual Conference**. It's the premiere event for education, networking and sharing of information and ideas on topics of mutual interest such as:

- Investments
- Liquidity management
- Compliance
- ROI and ROE
- Loan loss allowances
- Corporate stabilization
- Measuring performance
- Economic outlook
- ALM modeling and back testing
- Interest rate risk
- Reg Z
- Core deposits
- Balance sheet strategies
- Leadership development
- Profitability – product and organizational
- FASB

**Quick Dividends** – Looking for a fast answer to an important question? A simple post on the **Members-Only List Serve** results in quick, insightful responses from others around the country. Monitor the dialogue to gather info on things like board reporting and policies, risk-based lending, delivery systems, balanced scorecards, financial accounting and auditing, operational efficiency, what's on the regulatory radar screen, and more. An easy way to stay in touch with hundreds of professionals from credit unions large and small.

## Electronic Transfer

The Council's **Web site** includes *In the News*, the source for articles and tips for finance professionals, plus updates on Council activities. The *Knowledge Cooperative* is a file library where members share documents, examples and templates with other members. Sample postings include audit reports, FASB, expense-to-asset ratio, fee income and sample policies. The Council's new online community — *CUNA Councils Connect* — is like a membership directory, guide to experts and vendor reference all rolled up and turbocharged. For example, members can seek out one another based upon a credit union's

characteristics (size, geography, charter, vendors utilized) or an individual's area of expertise and more!

## High Grade Paper

Gain perspective on the latest trends, techniques and challenges facing CFOs and financial professionals. Dozens of finance-specific **White Papers** (research papers) on topics ranging from generating non-interest income to capital adequacy and net interest margin to ALM and strategic planning. *Bonus: Members have free access to more than 200 white papers from all six CUNA Councils* — that means added insights into other key management concerns.

## Bottom Line Savings

**Discounts** that pay for membership many times over.

- \$250 off the non-member rate on the Council's conference
- \$100 savings on most CUNA schools and conferences — including Economics and Investments Conference, Financial Management School and more
- Free digital subscription to *Credit Union Magazine* — a \$35 value
- \$50 savings on CUNA webinars

## Investing in the Industry

The Council provides **Scholarships** for professionals to attend its annual conference, CUNA's Financial Management School and Economics and Investments Conference.

## Financial Flash

These how-to papers are timely and technical tools for financial professionals that address an immediate need.

