



**CFO Council** – A nationwide network of over 1,000 credit union financial executives.  
2011 Conference: May 15-18, San Diego, CA



**HR/TD Council** – Connect with nearly 750 human resource and training professionals across the country.  
2011 Conference: April 10-13, San Francisco, CA



**Lending Council** – A network of more than 950 credit union lending experts around the U.S.  
2011 Conference: November 6-9, New Orleans, LA



**Marketing & Business Development Council** – More than 1,000 professionals nationwide focused on credit union marketing and business development.  
2011 Conference: March 16-19, Las Vegas, NV



**Operations Sales & Service Council** – 650 professionals leading the operations, sales and service activities at credit unions across the U.S.  
2011 Conference: September 28-October 1, San Antonio, TX



**Technology Council** – A network of 550 technology and information systems executives located throughout the country.  
2011 Conference: September 28-October 1, San Antonio, TX

# Bottom line results Top-of-the-line resources

Managing change in the new economy is a test of your credit union's fiscal responsiveness. From balance sheet management to high flying business strategies, the **CUNA CFO Council** has the resources to help you succeed. With over 1,000 CFOs and finance experts across the country to rely on, Council members have access to the knowledge and people that will help you make dollars and sense in the new normal.



# 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. It's 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 online community — *CUNA Councils Connect* — has a membership search, discussion groups, guides to experts, vendor insights 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** on topics ranging from generating non-interest income to capital adequacy and net interest margin to ALM and strategic planning. *Bonus: Members have access to more than 220 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 discount 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 one-year digital subscription to *Credit Union Magazine* — a \$45 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.

