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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

It's the
audience
and it's the
message

Target a market, tell a story, convey a message and make an impression. Marketing and business development professionals understand it's all about reaching people. And with more than 1,000 practitioners across the country, members of CUNA's Marketing and Business Development Council know they can count on Council resources and the expertise of others to help them hit the mark.



Got resources?

Market Penetration – The Marketing & Business Development Council's **Annual Conference** is where hundreds of professionals who talk the same lingo, share interests and ideas come together for three and a half days of expert sessions and insightful presentations on topics such as:

- Branding
- Special promotions
- PR and advertising
- Viral and e-marketing
- Membership growth
- Measurements
- SEG development
- Research strategies
- Ethnic and minority marketing
- CRM
- Direct mail
- Social media
- Product penetration
- Mobile marketing

It's the *premier education and networking event* for marketing and business development professionals!

Buzz-Buzz – Ambassador programs, MCIF systems, logos, department budgets, newsletters, SEG recruitment, community relations, referral programs, special promotions and branding...What's the **Members-Only List Serve** buzzing about today? Got a question? Need help? There's no faster way to get answers than connecting with hundreds of professionals from credit unions large and small.

Channel Mix

The **Council's Web site** includes *In the News*, the source for articles and tips for marketers and BD professionals, plus updates on Council activities. The *Knowledge Cooperative* is a file library where members share documents, samples, examples and templates with other members. 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!

Bling

The Council's **Diamond Awards** provide industry recognition for outstanding work by credit union marketers. Categories include: integrated campaigns, direct mail, community/ PR programs, radio, TV, youth programming and Web site among others.

Provoke Thoughts

Stay on top of the latest trends, techniques and future challenges via Council **White Papers** (research papers). Dozens of topics ranging from name changes and mergers to branding, relationship pricing and SEG development. *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.

Member Rewards

Savings 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 Marketing Management School, Business Development School and more
- Free digital subscription to *Credit Union Magazine* — a \$35 value
- \$50 savings on CUNA webinars
- Discounted rates on Diamond Award entry fees

Highly Esteemed

The Council is home of the *Marketing Professional of the Year*; the *Business Development Professional of the Year*; and the *Hall of Fame Award*. Big honors for big contributions to the cause.

Payback

The Council provides **scholarships** for professionals to attend its annual conference and CUNA's Marketing and Business Development Schools.



CUNA
Marketing & Business
Development
COUNCIL