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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

# The glue The view The can do

There are branches and call centers, business continuity and vendor negotiations, service focus, infrastructure and sales culture. The **OpSS Council** covers it all. A broad array of topics because operations, sales and service touch all parts of a credit union. And Council members know they can connect with one another to keep on top of the entire mix.



# Bundled resources

**Joint Venture** – Hundreds of like-minded individuals that talk your language and share your interests come together for the OpSS Council's **Annual Conference**. It's where insightful experts and professional practitioners share information on topics such as:

- Branch design and integration
- Business services
- Sales culture and leadership
- Call centers
- Payment systems
- Debit cards
- Hispanic markets
- BSA
- Hiring and employee development
- Succession planning
- Merger strategies
- Vendor risk management
- CRM implementation
- Incentives
- Non-interest income strategies
- Service skills and performance metrics
- Disaster recovery

**Market Share** – The **Members-Only List Serve** buzzes with questions and comments from facility management and branch deployment, to call centers, student loans, BSA, CTRs and SARs. Have a question and need a quick answer? A simple post can provide a rapid response from others around the country. An easy way to share information and ideas with hundreds of professionals from credit unions large and small.

## Delivery Channels

The Council's **Web site** includes [In the News](#), the source for articles and tips for operations, sales and service professionals, plus updates on Council activities. The [Knowledge Cooperative](#) is a file library where members share examples and templates. Sample postings include documents on call centers, compliance, cash handling procedures, disaster recovery, balanced scorecard, job descriptions, courtesy pay policies and branch strategies. 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!

## Branching Out

Gain perspective on the latest trends, techniques and challenges facing operations, sales and service professionals through dozens of **White Papers** (research papers) on topics ranging from innovative products and indirect lending to negotiations, small business services, and sales. *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.

## Value Added

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

- \$250 off the non-member rate on the Council's annual conference
- \$100 savings on most CUNA schools, including: World Class Customer Service Executive Institute, Branch Management Institute, Sales and Service Culture, and more
- Free digital subscription to *Credit Union Magazine* — a \$35 value
- \$50 savings on CUNA webinars

## High Touch

The OpSS Council provides industry recognition through its [Best Practices Award](#) in sales and service management, branch design, call center operations and operational efficiency and productivity.

