



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

The big picture

Wide angle views...yet an attention to up close and personal situations...this is the world of operations, sales and service. From branch efficiencies to controlling expenses, the members of the **CUNA OpSS Council** see it all. Rely on more than 650 Council members to help you stay focused with picture-perfect ways to maintain stability in a volatile market...and visionary ways to help your credit union increase member growth.



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. It's 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 online community — *CUNA Councils Connect* — has a membership search, discussion groups, guides to experts, vendor insights and more!

Branching Out

Gain perspective on the latest trends, techniques and challenges facing operations, sales and service professionals through dozens of **White Papers** on topics ranging from innovative products and indirect lending to negotiations, small business services, and sales. *Bonus: Members have access to more than 220 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 discount 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 one-year digital subscription to *Credit Union Magazine* — a \$45 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.

