

2009 Editorial Calendar – Revision III

January/February: The Marketing Issue – Overview, CU Sales & Advertising, CU Competition, and CU Marketing programs.

Sub-Theme: Lending (need cover commentary on sub-theme) Loans, specialty loans, new ideas in lending, auto loans, and case study.

- 1 features
- 2 columns

March/April: The Credit Union Issue – a tribute to the credit union: from a business perspective what are credit unions doing to advance the industry? Evolution and future of the credit union.

Sub-Theme: HR – compensation, general HR topics, background checks, bonding, benefits, EAP, in/out sourcing of HR, recruitment, case studies.

May/June: The Business Member Issue – business member growth, new products, data mining, business lending, business development.

Sub-Theme: Plastics – In/out sourcing, advances, card types, new products, case studies.

July/August: The Facilities Issue – Building design, cost, and development and security issues (electronic and/or physical).

Sub-Theme: CU Security Issues

September/October: The Lending Issue II – Loan types (RV, Boat, Payday, alternative loans), latest information and collection issues.

Sub-Theme: Finance – CFO issue, best practices and how the best CFOs do it.

November/December: The Trends and Predictions Issue – looking into 2010, technology, regulation, labor, etc.