

Credit Union **BUSINESS**

Valuable **BUSINESS** Intelligence for Top CU Management

2009 Editorial Calendar

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

February: The Lending Issue I – Loans, specialty loans, new ideas in lending, auto loans, and case study.

March: 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.

April: The HR Issue – compensation, general HR topics, background checks, bonding, benefits, EAP, in/out sourcing of HR, recruitment, case studies.

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

June: The Plastics Issue – In/out sourcing, advances, card types, new products, case studies.

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

August: The Finance Issue – CFO issue, best practices and how the best CFOs do it.

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

October: The Member Issue – Stories about the credit union members and how the CUs help them (focus is on the member, not the credit union).

November: The Health and Productivity Issue – Health program options, EAP, health insurance for members and employees, employee health, employee retention (focus is on the business return in these programs).

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