

2009

# CUNA CU FINANCE FOR NON-FINANCIAL MANAGERS & VOLUNTEERS SCHOOL

*Gain an understanding of your credit union's numbers*

.....  
**APRIL 26-29, 2009 · ST. PETE BEACH, FL**  
.....

**eSCHOOL**

STARTS SEPTEMBER 9, 2009

**Register at: [training.cuna.org](http://training.cuna.org)**



*Your Trusted Resource*



# CUNA CU FINANCE FOR NON-FINANCIAL MANAGERS & VOLUNTEERS SCHOOL

APRIL 26-29, 2009 · ST. PETE BEACH, FL

Tuition: \$1,195 (\$1,295 after March 13, 2009)

Register at: [training.cuna.org](http://training.cuna.org)

Enter **CUFFLO9** in the Event Finder.

To many non-financial credit union managers, the world of financial terminology and statements can often be complex, unclear, and even confusing. But deep within those numbers are often the answers you need to make smart business decisions. For credit unions to survive and flourish, sound business practices must be followed. Understand your credit union's numbers through this three-day program.

*This school is in cooperation with the CUNA CFO Council.*



This intensive program will provide the skills you need to:

- Analyze financial statements
- Discover the benefits of a good budget
- Learn how asset-liability management is easily understood
- Explore the building blocks of accounting
- Practice calculating and comprehending important ratios
- Identify key factors in rates, risk, and return

## Who should attend?

This program is beneficial for anyone who would like to understand their credit union's numbers. A wide variety of titles and experience levels are encouraged to attend, including operational staff and volunteers.

100%  
GUARANTEE

CUNA Center for Professional Development is committed to providing a quality learning experience with cutting-edge topics and expert instructors. If for some reason you are not fully satisfied, contact us and we'll send you a full tuition refund or credit toward another conference, school, or institute.

**Experience Learning** like never before with CUNA Center for Professional Development. For more than 40 years, we've helped people reach their personal and professional potential to maximize credit union performance. With training designed for credit unions by credit union people, our content is second to none and our business results help credit unions thrive. We deliver expert information, resources, and networking opportunities that inform and motivate staff and volunteers to deliver innovative ideas and exceptional strategies to your credit union. **Guaranteed.**

## Sunday

4:00 - 4:30 p.m. *Registration*

4:30 - 5:30 p.m. *Networking Hour*

## Monday

8:00 - 8:30 a.m. *Networking Breakfast*

8:30 - 9:00 a.m. *Welcome & Orientation*

9:00 a.m. - Noon **The Financial Statement Game: Starting With the Basics**

- Review Accounting 101 in one hour or less
- Understand what makes up financial statements and how to make sense of the balance sheet and income statement
- Learn why capital is important
- Explore the basics, including allowance for loan losses primer and earning versus non-earning assets

Noon - 1:00 p.m. *Networking Lunch Provided*

1:00 - 4:30 p.m. **Financial Statement Analysis**

- Connect the relationships between elements of the financial statements
- Learn the cruelties of “accrual” accounting

- Analyze credit union profits and understand a spread analysis

- Appreciate the importance of fees and other non-interest income for profit
- Start basic financial analysis of your credit union

## Tuesday

8:00 - 8:30 a.m. *Networking Breakfast*

8:30 - 11:30 a.m. **The Financial Statement Game: Getting a Bit More Sophisticated**

- Comprehend and calculate the important ratios
- Make use of ratio analysis, trend analysis, and peer group analysis
- Identify how much capital is enough and why it's critical in all phases of planning, operations, and governance
- Understand the relationship between CAMEL ratings and your credit union's financial health

11:30 a.m. - 1:00 p.m. *Lunch on Your Own*

1:00 - 4:30 p.m.

**The Financial Statement Game: Getting a Bit More Sophisticated**

*(continued from morning session)*

## Wednesday

8:00 - 8:30 a.m. *Networking Breakfast*

8:30 - 11:30 a.m. **Rates, Risk & Return**

- Understand the impacts of interest rate changes on cash flow and financial management
- Investigate several methods of setting rates, reporting, and calculating
- Understand the relationship between interest rates and risk

11:30 a.m. - 1:00 p.m. *Lunch on Your Own*

1:00 - 3:30 p.m. **Asset-Liability Management For Non-Finance Managers**

- Comprehend ALM, the closest thing to rocket science in the credit union business
- Discover a healthy ALM process and who should be included
- Incorporate ratio analysis, trend analysis, market analysis, and economic analysis into the ALM process
- Get a feel for NEV, Shock Tests, and Yield Curve
- Look at ALM various scenarios and judge the health of your credit union

3:30 - 3:45 p.m.

**Wrap-Up**

- Evaluations
- Certificate

## LISTEN HERE

### Timothy P. Harrington, CPA

Tim is president of T.E.A.M. Resources, a training and consulting firm that provides consulting, strategic planning, and training to credit unions from coast-to-coast. Harrington is a dynamic speaker who can make complex subjects very simple. As an expert in the field of credit unions, he has been involved in hundreds of credit union audit engagements and has consulted with and provided training to credit union employees throughout the country. Harrington has been working with credit unions since 1989 when he directed the internal audit of a \$100 million dollar credit union. As an internal auditor, he gained a deep understanding of credit unions, including their problems and successes.



“Tim Harrington has a unique ability to make a boring subject come alive, effectively using humor and personal experiences to make his points and to give credibility to his recommendations.”

• Leighton Waters  
Fort Worth Community Credit Union

## eLEARN HERE

### LOOKING FOR AN eLEARNING OPTION?

Same content without the travel hassles and time out of the office! Individual sessions can also be purchased as CUNA Webinars if you're just interested in a specific session.

### CUNA CU Finance for Non-Financial Managers & Volunteers eSchool

September 9 - October 14, 2009  
Six sessions · 2:00 - 4:00 p.m. CT  
Tuition: \$1,195

#### Class Schedule

##### September 9

Financial Statement Game:  
Starting With the Basics

##### September 16

Financial Statement Analysis:  
How Do the Numbers Work Together

##### September 23 & 30

Financial Statement Game:  
Getting a Bit More Sophisticated: Parts I & II

##### October 7

Rates, Risk & Return

##### October 14

Asset-Liability Management for Managers & Volunteers

Register at [training.cuna.org](http://training.cuna.org)

Enter ECUF09 in the Event Finder.

### Just interested in a specific eSchool session?

Individual sessions are available as a webinar for only \$219-\$438 each.

## STAY HERE



### TradeWinds Island Grand

5500 Gulf Boulevard  
St. Pete Beach, FL 33706  
Phone: 727-367-6461  
Fax: 727-363-2275

Reservations: 800-808-9833  
Room rates: \$180 single/double\*  
plus \$15 daily resort fee  
**Hotel Reservation Deadline:  
April 3, 2009**

Both tropical and traditional, the Island Grand is a fun, family-friendly beach resort. The hotel — located directly on the Gulf, in the Tampa Bay area — is known for its white, sandy beaches and meandering shaded waterways.

\* Room rates and availability cannot be guaranteed. Rooms may be sold out prior to this date, so make your hotel reservations early! Room reservations and fees are the responsibility of the registrant. To claim this room rate, call for reservations and reference "CUNA" or "Credit Union National Association."

# SCHOOL INFORMATION HERE

## FOR MORE INFORMATION:

Visit: [training.cuna.org](http://training.cuna.org)

### Program Content:

Call: 800-356-9655, ext. 4249 • E-mail: [training@cuna.coop](mailto:training@cuna.coop)

### Registration:

Call: 800-356-9655, ext. 4400 • E-mail: [reginfo@cuna.coop](mailto:reginfo@cuna.coop)

## CONTINUING PROFESSIONAL EDUCATION (CPE) CREDITS

CUNA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Web site: [www.nasba.org](http://www.nasba.org).



**CPE Credits:** You can earn 22 group-live CPE credit hours for CUNA CU Finance for Non-Financial Managers & Volunteers School and 14 group internet-based CPE credit hours for CUNA CU Finance for Non-Financial Managers & Volunteers eSchool. No advance preparation or prerequisites are required. For more information regarding administrative policies, such as complaint and refund, please contact CUNA at 800-356-9655, ext. 4249.

## COUNCIL DISCOUNT

CUNA Council members receive a \$100 discount on select schools and eSchools and a \$50 discount on webinars. To learn more about CUNA Councils, visit [cunacouncils.org](http://cunacouncils.org).

## TRAVEL ARRANGEMENTS

United Airlines is the "Official Airline" for the programs. To make reservations, visit [www.united.com](http://www.united.com) or call United's Specialized Meetings Reservation Center at (800) 521-4041. Please reference ID# 553SF.

## CANCELLATIONS & REFUNDS

Cancellations received in writing (via fax 608-231-4327) seven or more days before the start of the program are eligible for a refund of the amount paid minus a \$200 administrative fee. No refunds will be granted if cancellation is received six days or less before a program begins.

## Register at: [training.cuna.org](http://training.cuna.org)

Enter the code in the Event Finder.

**CUFFLO9** for on-site school in April

**ECUF09** for eSchool in September

.....

.....

2009

## MORE CUNA TRAINING OPPORTUNITIES

Brought to you by your National Trade Association

### **CUNA Financial Management Schools: Parts I, II & III**

Effective credit union leadership requires a sound understanding of financial management principles. CUNA Financial Management Schools blend financial theory with practical applications to give you a thorough understanding of the financial side of your credit union. Analysis and planning make the difference between mediocre and smart business decisions. Make sure you make informed decisions that improve your credit union's bottom line.

• **2009 dates coming soon!**

### **CUNA Volunteer Institute**

Gain insight into critical issues facing you and your credit union. Set among a stress-free venue, you'll discover opportunities to discuss specific issues and their impact on credit unions, with evenings free to enjoy the beautiful surroundings!

• **January 10-14, 2009 • Cancun, Mexico**

### **CUNA Governmental Affairs Conference (GAC)**

The GAC is a unique, advocacy-focused event at the Washington Convention Center for all credit union leaders. The greater the turnout, the greater your political impact on Capitol Hill. Visit [gac.cuna.org](http://gac.cuna.org).

• **February 22-26, 2009 • Washington, D.C.**

### **America's Credit Union Conference & Expo**

America's Credit Union Conference & Expo is the nation's premier educational conference for executives, staff, and directors. This year, be part of the exciting celebration of 100 years of America's credit unions. Join us in Boston for an inspiring conference that provides the knowledge, tools, insights, and innovation vital to your credit union's success. Visit [events.cuna.org](http://events.cuna.org).

• **June 21-24, 2009 • Boston, MA**



Be the first to receive 2009 training dates!  
Visit [training.cuna.org](http://training.cuna.org) and choose the *Plan for 2009 Training Now* icon.

## CUNA BOOKS

### **Credit Union Investment Guidelines (5th Edition)**

In this new edition you'll explore sound investment policies, risk and return policies, yield curve, recent changes to the NCUA's Rules and Regulations, Part 703, investment objectives, asset allocation, portfolio monitoring and rebalancing, portfolio management and strategies, investment policy checklist, and a glossary of investment terms.

#21142-BR9

\$54.95

### **Managing Credit Union Finance**

In this edition you'll examine and review the credit union financial management process, financial statement analysis, capitalization, pricing member services, interest rate risk and investments, managing liquidity, lending considerations, credit union service organizations, the ALM policy, the annual business plan, and internal controls.

#23497-BR9

\$59.95

For more information on these training opportunities, visit [training.cuna.org](http://training.cuna.org) or e-mail [training@cuna.coop](mailto:training@cuna.coop).

## CUNA SELF-STUDY CERTIFICATE PROGRAMS

### **CUNA Volunteer Certification Program**

Earn the credentials of a credit union board expert! By completing learning activities of your choice of self-study courses, live instruction, webinars, and more, credit union board members gain the knowledge needed in compliance, governance, safety and soundness, performance planning, and strategic planning. This certification distinguishes your credit union volunteers as those ready, able, and willing to take on the challenges that lie ahead.

**CPD**Online is changing the way that credit unions are training. It offers more than 250 online credit union courses designed to help the credit union staff, managers, and volunteers build credit union compliance, management, lending, member service, marketing, human resource, and other skills through interactive courses and follow-up exams. Obtain important job skills and guide your career through these courses:

- Preventing Fraud (Course S900)
- Resolving Employee Conflict (Course A1016)
- Bankruptcy (Course A1006)

### **Try Credit Union Magazine FREE for 6 months when you register!**

For more on CUNA Publications, visit [advice.cuna.org](http://advice.cuna.org) and choose *Magazines & Newsletters*.



### **How can I become a more active and effective board member?**

Before you can confidently make recommendations and decisions, you have to feel comfortable in your shoes. And that takes the right background training. Download your FREE PDF catalog of the available Board/Volunteer Resources. Visit [buy.cuna.org](http://buy.cuna.org) and choose *Board & Volunteer*.



### **Today's business world requires making the right decision at the right time.**

For decisions like these, there is no more complete, accurate, or reliable single source of data and analysis than the 2008-2009 *Environmental Scan Report (E-Scan)*. Visit [buy.cuna.org](http://buy.cuna.org) and enter stock #28100-BR9 in the Product Finder.





Credit Union National Association

PO Box 431 | Madison, WI 53701-0431



2009

# CUNA CU FINANCE FOR NON-FINANCIAL MANAGERS & VOLUNTEERS SCHOOL

*Gain an understanding of your credit union's numbers*

APRIL 26-29, 2009 · ST. PETE BEACH, FL

eSCHOOL

STARTS SEPTEMBER 9, 2009

“Before, looking at financial statements was like trying to read without my glasses on. I could squint and figure out many things, but I couldn’t clearly see the entire paragraph. Tim’s class effectively put my glasses on so that everything is clear now. Thank you!”

• Ellen E. Yacovone

**Register at: [training.cuna.org](http://training.cuna.org)**