

# NETWORK *meetings*

Learn, lunch, and connect with your credit union peers—all for only \$99!

**Ohio Marketing Network**

**Public Relations for Marketers**

March 13 • Dublin

**Web Site and Internet Marketing**

May 29 • Dublin

**Ohio HR/Training Network**

**Employee Benefits**

March 18 • Dublin

**Ohio Lenders Network**

**Subprime Lending Solutions**

March 19 • Dublin

**Ohio Technology Network**

May 28 • Dublin

*The Power of Partnership*



OHIO CREDIT  
UNION LEAGUE



**CUNA**

Credit Union  
National Association

Join us for the 2008 Ohio

# NETWORK *meetings*

Here's your opportunity to tap into the credit union spirit of cooperation. At the Ohio Network meetings, you'll learn, have lunch, and discuss common interests and challenges with your professional peers.

## Schedule

9:00–9:30 a.m.	Registration
9:30 a.m.–12:00 p.m.	Session
12:00–1:00 p.m.	Networking lunch
1:00–3:30 p.m.	Session

## Registration

Tuition is \$99 for the first attendee and \$75 for each additional person from your credit union. (Credit unions with assets between \$6 million and \$20 million receive a 25% discount with code BREG. Credit unions with assets of \$6 million or less receive a 50% discount with code SREG.)

## Location

### Ohio Credit Union League

5815 Wall St.  
Dublin, OH 43017  
Phone: 800-486-2917

*If you need lodging, the Marriott Courtyard is located nearby.*

### Marriott Courtyard Columbus Dublin

5175 Post Road  
Dublin, Ohio 43017  
Phone: 614-764-9393

## Confirmations

When you register online and pay with ACH or credit card, you will receive your registration confirmation via e-mail within three business days. Please allow up to 10 days if you pay by check.

## Questions?

If you have questions about the Networks, contact Joshua D. Reams, Education Services Manager, 800-486-2917, ext. 279, or [jreams@ohiocul.org](mailto:jreams@ohiocul.org).

## OHIO MARKETING NETWORK

### Public Relations for Marketers

March 13 • Dublin

Public relations is an increasingly important function for credit unions. Expand your understanding of public relations tactics within the marketing mix.

- Get an update on Ohio Credit Union League initiatives
- Understand the impact of positive and negative media coverage
- Gain strategies for media relations, press releases, and media distribution services
- Discuss ways to craft press releases that will get picked up
- Network with your peers in cracker barrel discussions

### Web Site and Internet Marketing

May 29 • Dublin

Your Web site may make perfect sense to you, but your members have the final say on whether it's successful. Take a fresh look at your credit union's Web site design and online marketing. Learn the formula for success – content, plus copy, plus design, equals selling power.

- Explore the online marketer's toolkit: Web site, e-mail, surveys, and analytical tools
- Gain tips for great Web site design
- Understand the power of color, contrast, consistency, and white space
- Look at different Web sites and marketing initiatives to learn from the best and worst examples
- Get an update on Ohio Credit Union League initiatives and share your experiences in cracker barrel discussions

*Save the date for the next Ohio Marketing Network, October 22 in Dublin.*

## OHIO HR/TRAINING NETWORK

### Employee Benefits March 18 • Dublin

Credit unions, like many organizations today, often struggle to maintain and pay for their benefit programs. The rising cost of health care in particular can quickly spin your carefully crafted budget into chaos. Discover a variety of ways to control costs, provide flexibility, and balance benefits and salaries for the perfect package.

- Examine trends and new ideas in benefits
- Understand the promise and liability of future benefits
- Gain crucial health care strategies to manage costs
- Understand the changing workplace dynamics, including an aging workforce, 401Ks, and long term health care
- Examine new ideas in employee wellness programs, HSAs, and consumer driven health care
- Gain ideas and resources from your peers in roundtable discussions

## OHIO LENDERS NETWORK

### Subprime Lending Solutions March 19 • Dublin

Subprime and predatory lending are responsible for an epidemic of housing foreclosures in Ohio. Credit unions are not part of the subprime mortgage problem – they are part of the solution. Discover how to help your members rise above the fray.

- Understand the current state of the housing and mortgage markets
- Develop a working knowledge of subprime lending products
- Learn about tactics used by lenders to entice borrowers into inappropriate lending products
- Understand the impact of the subprime “meltdown” on your community
- Develop strategies to help members by refinancing them out of subprime loans

*Join us again for the fall Ohio Lenders Network, November 5 in Dublin.*

# Register today!

Visit [training.ohiocreditunions.org](http://training.ohiocreditunions.org) and choose *Event Calendar*.

For registration assistance, e-mail [reginfo@cuna.coop](mailto:reginfo@cuna.coop)  
or call 800-356-9655, ext. 4387.



## **A** Additional learning opportunities

### **Legendary Credit Union Leadership Webinar**

Legendary leaders inspire people around them to achieve peak efficiency while enhancing the quality of their individual lives.

February 27 at your desk!

Tuition \$219

### **Ohio Credit Union System ZENITH08**

Choose from 30,000-feet and in-depth sessions depending on your learning preference. Learn new strategies, network with your peers, and connect with exhibitors.

April 24–25 • Columbus, OH

### **Ohio Technology Network**

Discuss credit union technology topics with your peers.

May 28 • Dublin, OH

November 6 • Dublin, OH

Tuition \$99

### **2008 Credit Union Marketing Conference**

Know how to engage your members, energize your marketing, and reap the rewards!

July 16–18 • Cleveland, OH

Tuition \$379

### **Lending Institute with Brett Christensen**

Discover how your credit union can deliver the lending services your members want and need, while you bring in more revenue.

September 9–11 • Columbus, OH

Tuition \$799

**To learn more,** visit [training.ohiocreditunions.org](http://training.ohiocreditunions.org).



## **A**dditional learning opportunities



POWERED BY CUNA

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

Power up your credit union with the knowledge, insights, and innovation vital to your credit union's success. Visit [events.cuna.org](https://events.cuna.org).  
June 29–July 2 • New York, NY  
Tuition \$895

### **Collections & Bankruptcy Conference**

Understand the common causes of delinquency, improve your collection rates, comply with regulations, and strengthen your position in bankruptcy cases.  
October 8–9 • Dublin, OH  
Tuition \$369

### **CUNA Community Credit Union Conference**

Whether your credit union is considering a change to a community charter or has had one for years, this conference is a valuable learning experience. As an added highlight, the Community Credit Union of the Year Award is presented at the program.  
October 8–11 • San Diego, CA  
Tuition \$895 (\$995 after August 22)

### **Human Resources Conference**

Discover how to build a more positive and productive workplace. Put the right practices in place for compliance, hiring, and performance management.  
October 28–29 • Dublin, OH,  
Tuition: \$369

### **Achieve your goals with self-study learning**

Put yourself on the right path for advancing your credit union career. Use CUNA's learning plans to develop skills for success. To see the plans for compliance officer, loan processor, loan officer, and marketing manager, visit [training.ohiocreditunions.org](https://training.ohiocreditunions.org) and choose *Self-Study Training*.



PO Box 431 | Madison, WI 53701-0431

# 2008 Ohio NETWORK meetings

Marketing • March 13 and May 29  
HR/Training • March 18  
Lenders • March 19  
Technology • May 28

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



Sign up now to get the latest training updates from your league and CUNA.  
[cuna.org/cunaresourceink.html](http://cuna.org/cunaresourceink.html)