

CUNA Business Lending & Services Conference
December 7-9, 2009 • St. Pete Beach, FL

Monday 12/7/09	Tuesday 12/8/09	Wednesday 12/9/09
<p>7:30-8:30 a.m. <i>Registration</i></p> <p>8:30-8:45 a.m. <i>Welcome</i></p> <p>8:45-10:00 a.m. Industry Overview</p> <p>10:00-10:15 a.m. <i>Networking Break</i></p> <p>10:15-11:45 a.m. Competitive Analysis Exercise: Building a Product Portfolio to Meet the Competition</p>	<p>8:30-10:00 a.m. Building a Marketing Plan</p> <p>10:00-10:15 a.m. <i>Networking Break</i></p> <p>10:15-11:45 a.m. Building a Commercial Credit Culture: Loan Policy & Underwriting Procedures</p>	<p>8:30-10:00 a.m. Working the Numbers: Building a Financial Plan that Measures Contribution</p> <p>10:00-10:15 a.m. <i>Networking Break</i></p> <p>10:00-11:45 a.m. Putting it all Together</p> <p>11:45 a.m.-Noon Wrap-Up</p> <p align="center">Have a safe trip home!</p>
<p>11:45 a.m.-1:15 p.m. <i>Networking Lunch Provided</i></p>	<p>11:45 a.m.-1:15 p.m. <i>Lunch on Your Own</i></p>	
<p>1:15-2:45 p.m. Designing the “New Business Member Experience”</p> <p>2:45-3:00 p.m. <i>Networking Break</i></p> <p>3:00-4:30 p.m. Been There-Done That: Learn From the Experience of Others</p> <p>4:30-5:30 p.m. <i>Networking Reception</i></p>	<p>1:15-2:45 p.m. Buy it or Build it: Systems/Software/Vendors</p> <p>2:45-3:00 p.m. <i>Networking Break</i></p> <p>3:00-4:30 p.m. Thinking About a CUSO?</p>	

**Schedule is subject to change.*

FOR MORE INFORMATION

Visit training.cuna.org and choose *Schools & Conferences*.

PROGRAM CONTENT:

E-MAIL: training@cuna.coop
CALL: 800-356-9655, ext. 4249

REGISTRATION INFORMATION:

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