

CONFERENCE GUIDE 2004

CUNA MARKETING & BUSINESS DEVELOPMENT
COUNCIL CONFERENCE

THE FONTAINEBLEAU HILTON RESORT ★ MARCH 10-13, 2004 ★ MIAMI BEACH, FLORIDA



Sun. Shine.
And the Brightest
Stars!

CUNA
MARKETING
& BUSINESS
DEVELOPMENT
COUNCIL





THE ONE CONFERENCE THAT HAS IT ALL —


THE SPEAKERS, THE SESSIONS, AND THE SIZZLING SCENE!

THE FONTAINEBLEAU HILTON RESORT • MARCH 10-13, 2004 • MIAMI BEACH, FLORIDA

For the latest in credit union marketing and business development, the march is on for Miami. Learn from the industry's leading experts. Pick up techniques on the hottest topics. Vie for a prestigious Diamond Award. And mix in a little pleasure with business in one of America's spiciest cities — Miami Beach, Florida.

It's time to celebrate our 11th Annual CUNA Marketing & Business Development Council Conference.





Business and Pleasure in one Hotel

Conference central will engage at the fabulous Fontainebleau Hilton Resort — the “Crown Jewel of Miami.” This world-famous hotel is a lush, tropical paradise footsteps from the white sand, and a far cry from ho-hum. No wonder it’s a stylish favorite of celebrities.

Laugh, learn and look what you could WIN!

Mix, mingle, and hob-knob with the top credit union marketing and business development professionals in the industry. Walk away with incredible insights during real-world workshops, and “hot topic” breakout sessions. You’ll learn innovative ideas, and useful knowledge that your credit union can use the moment you return. Best of all, you could take home a coveted Diamond Award — the top award, from the top show!

Only one show features the Stars and the Diamonds

Open this guide, and get ready to open your mind to the best marketing and business development practices going today. Make sure to register

ONLINE, BY FAX, OR BY MAIL. Just act by **FEBRUARY 17, 2004** to receive your discount.

ELEVENTH ANNUAL CUNA MARKETING & BUSINESS DEVELOPMENT COUNCIL CONFERENCE

March 10 – 13, 2004 ★ Fontainebleau Hilton ★ Miami Beach, Florida

WEDNESDAY, MARCH 10

7:30 a.m. - Tee Time	GOLF OUTING
7:30 - 9:30 a.m.	PRECONFERENCE REGISTRATION
8:30 - 11:45 a.m.	Pre-Conference Workshops I. – Developing a Vision: Strategic Marketing & Planning Mark Arnold, Sr. Vice President, Neighborhood CU, Dallas, TX II. – Getting Down to Business, Part I William Sayles, CFA, Sr. Investment Advisor, Corporate Central Credit Union, Milwaukee, WI III. Business Development: Building a Program that Makes Cents! Tim McCoy, Business Development Manager, Texans CU, Richardson, TX
11:45 - 12:45 p.m.	Lunch (For workshop participants only)
12:45 - 4:00 p.m.	Pre-Conference Workshops Continue I. – Excelling with E-Commerce: Electronic Marketing Mark Arnold, Sr. Vice President, Neighborhood CU, Dallas, TX II. – Getting Down to Business, Part II William Sayles, CFA, Sr. Investment Advisor, Corporate Central Credit Union, Milwaukee, WI III. Business Development: Building an Ambassador Program Cathy Long, Business Development Manager, GTE FCU, Tampa, FL
4:00 - 6:00	CONFERENCE REGISTRATION
6:00 - 6:30 p.m.	RECEPTION FOR 1 ST TIME ATTENDEES
6:30 - 8:00 p.m.	WELCOME RECEPTION for all attendees. Join us for food, drinks and conversation

THURSDAY, MARCH 11

7:30 - 8:30 a.m.	CONTINENTAL BREAKFAST
7:00 - 8:30 a.m.	CONFERENCE REGISTRATION
8:30 - 10:00 a.m.	OPENING CEREMONIES/KEYNOTE ADDRESS The Jewel in the Robe Randy Harrington, Ph.D., CEO, Extreme Arts & Sciences, Eugene, OR
10:00 - 10:30 a.m.	NETWORKING BREAK
10:30 - 11:45 a.m.	BREAKOUT SESSIONS 1. Feel Like Making Loans? (any level) Patrick Adams, EVP, St. Louis Community CU, St. Louis, MO 2. Building Unity Through Teams (any level – not offered in PM) Nancy Lewis, MS, PHR, President, Progressive Techniques, Inc., Fayetteville, GA 3. Working Smarter and Getting Results Through Outsourcing (beginners' level) Molly Hevia, Vice President, Growth By Design, a division of the Georgia Credit Union Affiliates, Duluth, GA 4. Achieving Effective SEG Sales Management & Profitability (Business Development) Cindi Beavers, Business Development Manager, Tinker FCU, Tulsa, OK and Mike Twomey, VP Branch Sales & Business Development, Lockheed CU, Burbank, CA
12:00 - 1:30 p.m.	LUNCHEON Membership Lunch (open to all attendees)
1:30 - 2:45 p.m.	BREAKOUT SESSIONS 1. Feel Like Making Loans? (any level – repeat of AM) Patrick Adams, EVP, St. Louis Community CU, St. Louis, MO 2. Back PAC'ing Across America (any level – not offered in AM) Richard Gose, VP Political Affairs, Credit Union National Association, Washington, D.C. 3. Working Smarter and Getting Results through Outsourcing (beginners' level – repeat of AM) Molly Hevia, Vice President, Growth By Design, a division of the Georgia Credit Union Affiliates, Duluth, GA 4. Achieving Effective SEG Sales Management & Profitability (Business Development – repeat of AM) Cindi Beavers, Business Development Manager, Tinker FCU, Tulsa, OK and Mike Twomey, VP Branch Sales & Business Development, Lockheed CU, Burbank, CA
2:45 - 3:15 p.m.	NETWORKING BREAK
3:15 - 4:15 p.m.	BEST PRACTICE PRESENTATIONS Join us as two of our Best Practice award winners share the secrets to their success in this general session.
5:00 - 6:00 p.m.	HAPPY HOUR Join us for light appetizers, drinks and good conversation before enjoying the Miami Beach nightlife.

C E A G E N D A

FRIDAY, MARCH 12

- 7:30 - 8:30 a.m. BUFFET BREAKFAST
- 8:30 - 9:30 a.m. BEST PRACTICE PRESENTATIONS
Our final two Best Practice award recipients will present their entries in this general session.
- 9:30 - 9:45 a.m. NETWORKING BREAK
- 9:45 - 11:00 a.m. BREAKOUT SESSIONS
1. Solving the Mystery of Credit Union Financial Statements (advanced level – not offered in PM)
Deborah L. Rightmire, VP Asset/Liability Management, Texas Credit Union League, Dallas, TX
 2. Community Involvement – Delivering on the Promise of the Credit Union Brand: A panel discussion (any level)
Shane Saunders, VP Marketing, Point Mugu FCU, Oxnard, CA, Dee Dee Coté, VP Marketing, Robins FCU, Warner Robins, GA and Larry Jones, VP Marketing, ORNL FCU, Oak Ridge, TN
 3. The Changing Forms of Media (beginners' level)
Brett Noll, VP/CMO, Langley FCU, Hampton, VA
 4. Market Research – Why You Can't Sell Anything Without It (beginners' level – not offered in PM)
Teresa Freeborn, SVP Marketing/Communications, Kinecta FCU, Manhattan Beach, CA
- 11:00 - 11:15 a.m. NETWORKING BREAK
- 11:15 - 12:30 p.m. BREAKOUT SESSIONS
1. Challenges in Product Development - a Kinecta Case Study (advanced level – not offered in AM)
Teresa Freeborn, SVP Marketing/Communications, Kinecta FCU, Manhattan Beach, CA
 2. Community Involvement – Delivering on the Promise of the Credit Union Brand: A panel discussion (any level – repeat of AM)
Shane Saunders, VP Marketing, Point Mugu FCU, Oxnard, CA, Dee Dee Coté, VP Marketing, Robins FCU, Warner Robins, GA and Larry Jones, VP Marketing, ORNL FCU, Oak Ridge, TN
 3. The Changing Forms of Media (beginners' level – repeat of AM)
Brett Noll, VP/CMO, Langley FCU, Hampton, VA
 4. Branching into Business Development (not offered in AM)
Cathy Long, Business Development Manager, GTE FCU, Tampa, FL and Beth Carr, VP Marketing and Business Development, Ventura County CU, Ventura, CA
- 12:30 - 2:00 p.m. GRAB-N-GO BOX LUNCH – CHOOSE A ROUNDTABLE
Grab a lunch and join us for a timely roundtable discussion
1. MCIF
 2. Team Building
 3. Hot Topic chosen by participants
- 2:00 - 5:30 p.m. Free Time – Enjoy some of the sights of South Beach or relax by the pool, but be sure to join us for the awards dinner this evening.
- 5:30 - 9:00 p.m. RECOGNITION DINNER & AWARDS
Marketing Professional of the Year, Business Development Professional of the Year, and Diamond/Merit award winners will be announced. Join us as we celebrate all of the recipients.

SATURDAY, MARCH 13

- 8:00 - 8:30 a.m. CONTINENTAL BREAKFAST
- 8:30 - 10:30 a.m. MINI WORKSHOPS
1. Advertising Through your Web Site - Some Do's and Don'ts: **Tom Leduc, Attorney, Holzman, Ritter, Leduc & Moody, Southfield, MI**
 2. 10 Keys for Credit Unions to Successfully Serve the Underserved Hispanic Population
Don Casselman, EVP, Financial Marketing Group, Birmingham, AL
 3. Emerging Technology, the Members and You
Brian Warfel, SVP Sales & Service, Power 1 CU, Hialeah, FL
- 10:30 - 10:45 a.m. NETWORKING BREAK
- 10:45 - 11:45 a.m. GENERAL CLOSING SESSION
The Jewel in the Robe Conclusion
Randy Harrington, President, Extreme Arts & Sciences, Eugene, OR
- 11:45 a.m. CONFERENCE ADJOURNMENT



CUNA MARKETING & BUSINESS DEVELOPMENT COUNCIL BEST PRACTICES

When you achieve successful marketing results, ingenuity and planning contribute just as much – if not more – than design and creativity. The 'behind the scenes' efforts and strategies are the foundation to an effective activity.

The CMBDC Best Practices program recognizes credit union marketing and business development professionals for their strategic skills that are often overlooked by co-workers and peers. Awards are presented in four categories:

- ★ Marketing Customer Information File (MCIF) Strategies
- ★ Business Development Activities
- ★ Name Change/Branding/Image Activities
- ★ Sales Culture/Incentive Programs

Due to the popularity and educational content of the Best Practices program, the four award recipients will present their entries during a general session – two best practices will be presented on Thursday afternoon and the remaining two on Friday morning.

Entry details can be found at www.cunamarketingcouncil.org

PRECONFERENCE WORKSHOPS

Developing A Vision: Strategic Marketing & Planning: *Mark Arnold, SVP, Neighborhood Credit Union, Dallas, TX (Offered in AM only)*

Newsletters. Inserts. Brochures. Direct Mail. That's all that is involved with credit union marketing. NOT! While that may have been the case 10 years ago, credit union marketing now requires advanced applications. For credit unions to successfully compete in today's competitive environment, they must have a clear vision and a strong plan. They must have strategic marketing and planning. This session covers the following points:

- ★ Strategic marketing planning
- ★ Implementing the marketing plan and measuring performance
- ★ Writing a credit union marketing plan

As a credit union marketing executive, Arnold provides hands-on instruction for planning your marketing efforts.

Getting Down to Business: *William Sayles, CFA, Senior Investment Advisor, Corporate Central Credit Union, Milwaukee, WI (Part I in AM and Part II in PM)*

In today's rapidly changing credit union environment, business services have become hotter than the Miami sun. But are they right for your credit union? And, if so, how do you even begin offering them? In this workshop, Bill Sayles will help you answer these difficult questions as you learn the importance of the following issues:

- ★ Positioning your credit union as a provider of business services
- ★ Determining your target market
- ★ Offering lending and deposit services that best meet the needs of your market
- ★ Developing the necessary infrastructure to support your efforts
- ★ Aligning SEG activities with your business services

Regardless of whether your credit union is an experienced provider of business services or just starting to think about entering this highly competitive arena, this workshop will give you the tools you need to become a successful player in the business market.

Business Development: Building a Program that Makes Cents!:

Tim McCoy, Business Development Manager, Texans Credit Union, Richardson, TX (Offered in AM only)

Learn how to build or enhance your business development program and discover new ways – including the use of incentives – to give it staying power. See if your current program makes sense or needs a little tweaking in order to make it maximize your credit union's bottom line.

Excelling With E-Commerce: Electronic Marketing: *Mark Arnold, SVP, Neighborhood Credit Union, Dallas, TX (Offered in PM only)*

It's time to think beyond just the traditional tools of direct mail, advertising and newsletters. Technology has changed the way credit union officials can reach their members. This topic covers:

- ★ E-mail marketing
- ★ Using the Web to reach your members
- ★ Ditching mass marketing

As a marketing executive, Arnold shares ideas for credit unions to market products and services using technology.

Building an Ambassador Program: *Cathy Long, Business Development Manager, GTE Federal Credit Union, Tampa, FL (Offered in PM only)*

1. Designing and developing an ambassador program to meet the needs and budget concerns of your credit union.
2. Getting the buy-in and support from your credit union's board, management, and staff to help make your program successful.
3. Finding the right ambassadors—the ones who will promote the credit union for you and how to keep them once you find them.
4. "Wow" your ambassadors and they will "Wow" you in ways you had not even thought of!
5. What an ambassador program can do to help your credit union meet its goals.

OPENING CEREMONIES / KEYNOTE ADDRESS

The Jewel in the Robe: *Unlocking the Power of Narrative in World-Class Credit Union Marketing: Randy Harrington, Ph.D., CEO, Extreme Arts & Sciences, Eugene, OR*



Stories cut through pretense and speak to the basic values that ground our choices and define our relationship with each other. Stories evoke mystery, passion, engagement and wonder. Stories are told, and then retold—taking on a life of their own. This session explores the way that successful marketing programs create and tell stories that capture the imagination of the membership. Learn to use stories to drive a

powerful public relations campaign; use stories to fire up employees to give life to your marketing campaign; use stories to win over new members and watch them bring all of their services to you. This session will slingshot the audience from a thousand years in the past—to a thousand years in the future. Regardless of the sophistication of your marketing program, this session will allow you to tap into the timeless images, values, metaphors, and mysteries that make a great story worth telling. Learn to use Web technologies to give life and interactivity to stories. Learn to drive efficiency in your marketing with “two-step-flow” narratives. Learn to use “big picture” stories to communicate multiple ideas at one time, in one glance. Learn to have fun again with your job, and tap into the potential you know you have, and you know you are not using. For the past two years, Randy Harrington, Ph.D. has been researching the power of narrative and bringing its potential to *Fortune* 500 clients. Now he has adapted this high impact multi-media experience for his friends in the credit union movement. This presentation is not to be missed.

BREAKOUT SESSIONS - THURSDAY

Feel Like Making Loans?: *Patrick Adams, EVP, St. Louis Community Credit Union, St. Louis, MO*

- ★ Understand how marketing and education is one of 8 key pieces to successful lending;
- ★ Taking Service from indifferent to augment to create WOMP (word of mouth potential)!
- ★ Life Stage product development to meet borrowing needs at all age levels;
- ★ Understanding that e-lending solutions are 2/3 people;

- ★ Speed in delivery channels is essential to making loan promotions successful;
- ★ Emerging diverse cultures, new demographic groups and gender are key to future loan success.

Building Unity Through Teams: *Nancy J. Lewis, MS, PHR, President, Progressive Techniques, Inc., Fayetteville, GA*

In the working world of today, it is vital that we learn to work together to create synergy in the workplace. We must recognize the differences we bring to the workplace and find ways to leverage those differences to build strong teams. This session will provide you with practical strategies for breaking down barriers to create team success.

Working Smarter and Getting Results through Outsourcing: *Molly Hevia, Vice President, Growth By Design, a division of the Georgia Credit Union Affiliates, Duluth, GA*

What is outsourcing and why you should do it? Determine what projects and promotions should be outsourced. Perform due diligence when looking for outsourcing partners. Set performance measurements for outsourcing partners.

Achieving Effective SEG Sales Management & Profitability: *Cindi Beavers, Business Development Manager, Tinker Federal Credit Union, Tulsa, OK and Mike Twomey, VP Branch Sales & Business Development, Lockheed Credit Union, Burbank, CA*

In this session you will learn how SEG Manager 8.0 can help your credit union effectively measure SEG profitability through a variety of measures. Additionally, you will learn how SEG Manager 8.0 can increase your credit union's ability to effectively profile, develop and track the growth of your existing SEG's through trend analysis. We will also be demonstrating how SEG Manager 8.0 can help in tracking your potential new SEGs through the sales and approval process.

Back PAC'ing Across America: *Richard Gose, VP Political Affairs, Credit Union National Association, Washington, D.C.*

While Political Action may seem dull to you by design, the ways you can influence credit union activism and legislation in your state and in Washington are anything but minor. Credit unions across America have come under attack from bankers and legislators like never before. Are you prepared to fight the tax battles that loom on the horizon?

Learn ways that you can leverage decisions and assist our Political Action Committees

across the country by your day-to-day actions. You'll want to hear this before writing another campaign, newsletter or press release.

BREAKOUT SESSIONS - FRIDAY

Solving the Mystery of Credit Union Financial Statements: *Deborah L. Rightmire, VP Asset/Liability Management, Texas Credit Union League, Dallas, TX*

If you are convinced you have to be a CFO to understand your credit union financial reports, this session is for you. Financial statements are the basis for ratio analysis and ultimately their results determine your credit union's CAMEL Rating.

This session will:

- ★ Review the typical financial statement format;
- ★ Distinguish the important and not-so-important amounts;
- ★ Discuss the basic "buy and sell" process;
- ★ Present an overview of the CAMEL process and highlight amounts used to calculate your credit union's CAMEL Rating.

Community Involvement – Delivering on the Promise of the Credit Union Brand: *Shane Saunders, VP Marketing, Point Mugu Federal Credit Union, Oxnard, CA; Larry Jones, VP Marketing, ORNL Federal Credit Union, Oak Ridge, TN; Dee Dee Coté, VP Marketing, Robins Federal Credit Union, Warner Robins, GA*

Session objectives

- ★ Why give back? What does the credit union get out of it? Is it worth it?
- ★ Learn successes/pitfalls from those who know.
- ★ Develop strategies for effective Community Involvement.

Panel topics

- ★ What does the credit union get out of it?
- ★ What's proved most successful?
- ★ What are the pitfalls?
- ★ Criteria for support? Any forms or requests used?
- ★ Any press associated with event? What does the credit union do to promote someone else's event?

The Changing Forms of Media: *Brett T. Noll, VP/CMO, Langley Federal Credit Union, Hampton, VA*

Your members and potential members are bombarded with thousands of marketing messages each day. How do you break through the pack? This session will demonstrate effective methods of improving traditional advertising and explore new technologies and strategies aimed at reaching targeted groups with targeted messages. Learn how partnerships can power up your public relations efforts and take home winning negotiation tactics to save your credit union, and your budget, significant sums of money.

Market Research – Why You Can't Sell Anything Without It: *Teresa Freeborn, SVP Marketing/Communications, Kinecta Federal Credit Union, Manhattan Beach, CA*

At one time, credit unions could understand their members through the daily experience of serving them. But the growth of credit unions and their markets has removed many credit unions from direct contact with their members. How does a credit union make sure it meets and satisfies member needs and wants? Kinecta Federal Credit Union SVP Marketing and Communications Teresa Freeborn will explain why understanding consumer behavior and "knowing members" are never simple. Add the reality that members may state their needs and wants but act otherwise—proving they are not necessarily in touch with their deeper motivations. Teresa will present a number of credit union market research best practices.

Challenges in Product Development – a Kinecta Case Study: *Teresa Freeborn, SVP Marketing/Communications, Kinecta Federal Credit Union, Manhattan Beach, CA*

Given today's intense competition, credit unions that fail to develop new products are putting themselves at great risk. Their existing products are vulnerable to changing member/consumer needs and tastes, new technologies, shortened product life cycles, and increased domestic and foreign competition.

Find out how existing and potential members learn about new products, try them, and adopt or (heaven forbid) reject them. Teresa Freeborn, SVP of Marketing and Communications for Kinecta Federal Credit Union, will provide an opportunity for you to view product development through the eyes of Kinecta, one of the nation's largest full service credit unions.

Branching Into Business Development: *Cathy Long, Business Development Manager, GTE Federal Credit Union, Tampa, FL and Beth Carr, VP Marketing and Business Development, Ventura County Credit Union, Ventura, CA*

Learn how your credit union can effectively utilize Branch Managers and staff as Business Development liaisons with your SEG's or Community Development Partners. This session will tell the story of how credit unions transformed themselves into sales focused organizations with branch structure playing an integral role in that development.

MINI WORKSHOPS - SATURDAY

Advertising through your Web Site - Some Do's and Don'ts: *Tom Leduc, Attorney, Holzman, Ritter, Leduc & Moody, Southfield, MI*

One of the great things about the Internet is there are no rules, right? Actually, quite the contrary is true. Discover which advertising regulations apply to the various pages in your credit union's Web site, and consider some of the more common mistakes made by credit unions in the online environment.

10 Keys For Credit Unions to Successfully Serve the Underserved Hispanic Population: *Don L. Casselman, EVP, Financial Marketing Group, Birmingham, AL*

Learn How To:

- ★ Find, assimilate and analyze your Hispanic market data;
- ★ Identify the "who's who" of your Hispanic marketplace;
- ★ Discover the "hidden network" of your Hispanic market and how to best tap into it;
- ★ Most effectively plan, promote, operate, administer and grow this incredibly rewarding market.

Emerging Technology, The Members, and You: *Brian Warfel, SVP Sales and Service, Power 1 Credit Union, Hialeah, Florida*

Ever wondered about what new technologies are being presented in the credit union movement and if those technologies are fact or fiction? Revised to reflect the technology changes for 2004, this session will present an overview of the top 10 emerging technologies in credit unions and their practical applications for your members. The session will also discuss the types of members that will be attracted to these technologies for credit union and marketing purposes. Actual credit union marketing campaigns will be used to demonstrate how these technologies are being presented to members today.



"SURF & TURF" GOLF OUTING



How often do you get to "play a round" on Miami Beach's most legendary course?

"Surf & Turf" Golf Outing, Wednesday, March 10

How do you kick things off at this year's conference? Get into the swing of things at THE premier golf destination in the heart of historic Miami Beach.

The Miami Beach Golf Club is a legendary place to play for celebrities, athletes, and even pros on the PGA tour. The course originally opened in 1923, and just last year alone went through a \$10 million transformation — down to every last blade of grass!

Arthur Hills, one of America's foremost course designers, engineered a layout that is as challenging as it is breathtaking — and enjoyable for golfers of all skill levels.

The fee for the golf outing is \$175 and includes transportation to/from the hotel, green fees, cart and continental breakfast. Limited to the first 40 people. Guests are welcome.

HOTEL INFORMATION

Fontainebleau Hilton Resort

4441 Collins Avenue
Miami Beach, FL 33140
Phone: 305-538-2000
Fax: 305-674-4607



Transportation

The Miami International Airport is approximately 20 minutes from the Fontainebleau Hilton Resort. Transportation to and from the hotel is available via taxi or shuttle service. Please check in the baggage claim area of the airport.

Airline Discounts

Discounted airfare is available for conference participants through United Airlines. Contact United at 800/521-4041 and provide discount code 553SE.

Climate

The average daily temperature in March is 79°, cooling to about 67° in the evening.

Conference Attire

Attire for the conference is business casual. However, we do prefer cocktail attire for the Friday evening Awards Recognition Dinner.

Hotel Reservations

You will need to make your hotel reservations directly with the Fontainebleau Hilton Resort by calling 800-548-8886 by Tuesday, February 17, 2004 to guarantee a room. Room rates for the conference are \$199 single/double, plus applicable taxes. Remember, to guarantee a room, you must make your reservation directly with the hotel.

Refund Policy

Cancellations received in writing (via fax 608-231-4327) thirty or more days before the start of the conference are eligible for a refund of the amount paid, minus a \$75 administrative fee. No refunds will be granted if cancellation is received less than 30 days before the conference begins. Substitutions are accepted anytime prior to the start of the conference at no additional cost. Simply fax an updated registration form, listing the new participant and who they will be replacing.

Tax Exemption Information

Federal credit unions may or may not receive an exemption from state and local sales taxes on their hotel rooms. Contact the hotel directly for more information.

Miami Beach Area Sights

If you would like more information on the Miami Beach area, check out this Web site: www.gmcvb.com

FOR MORE INFORMATION

Registration Information

DiAnne Stamm, Registrar
Credit Union National Association
800/356-9655, ext. 4387
Fax: 608/231-4327
dstamm@cuna.coop
Register online at www.cunamarketingcouncil.org

Program Information

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Save with Council Membership

Current members of the CUNA Marketing & Business Development Council and those that join prior to the 2004 CUNA Marketing & Business Development Council Conference will receive a discount on the already low registration fees. Members who register by the early bird deadline of February 17, 2004, will pay just \$725 (non-members pay \$995). Member registrations postmarked by February 17, 2004 will pay a pre-conference workshop fee of just \$119 (non-members pay \$169).

