

January

Reservation Due 12/1/11
Materials Due 12/6/11

Loan Growth Strategies

- **Focus:** Lending opportunities for 2012 and beyond.
- **Products:** Mortgage lending systems.

February

Reservation Due 1/3/12
Materials Due 1/5/12

Readex Message Impact Study*

Serving Small Businesses

- **Focus:** How CUs are expanding business services through remote deposit capture and mobile banking.
- **Products:** Relationship-building tools for business owners, such as credit cards and retirement planning.

March

Reservation Due 2/2/12
Materials Due 2/6/12

The Legislative/Regulatory Agenda

Bonus distribution:

CUNA's Governmental Affairs Conference, Washington, D.C.
CUNA Marketing & Business Development Council Conference, New Orleans

- **Focus:** CUs' regulatory and legislative challenges.
- **Products:** Compliance software and systems.

April

Reservation Due 3/1/12
Materials Due 3/5/12

Risk Management

Bonus distribution:

CUNA's HR Council Conference, San Antonio, TX

- **Focus:** Business intelligence and analytical tools to identify and manage risk.
- **Products:** ALM products and services, and office security systems.

May

Reservation Due 4/2/12
Materials Due 4/4/12

Credit/Debit Card Trends

Bonus distribution:

CUNA CFO Council Conference, Florida

- **Focus:** Strategies to boost credit/debit revenue.
- **Products:** Credit/debit card processing systems.

June

Reservation Due 5/1/12
Materials Due 5/4/12

Automated Lending & Member Service

Bonus distribution:

CUNA's America's Credit Union Conference, San Diego

Supplement: CUNA Annual Report

- **Focus:** The next generation of financial equipment (ATMs, kiosks, coin counters, and visual displays) offer new functionality and efficiency.
- **Products:** Office equipment and loan origination systems.

July

Reservation Due 6/1/12
Materials Due 6/6/12

Insurance & Investment Services

Bonus distribution:

CUNA Management School, Madison, Wis.

- **Focus:** Generating fee income from insurance and investment services for CU members.
- **Products:** Investment services for members.

August

Reservation Due 7/2/12
Materials Due 7/5/12

Readex Message Impact Study*

Compensation Trends & Staffing Strategies

- **Focus:** Compensation trends based on CUNA's 2012-2013 Complete CU Staff & Salary Survey.
- **Products:** Staff training, recruiting, and background checking services.

September

Reservation Due 8/1/12
Materials Due 8/6/12

Technology Trends

- **Focus:** Replacing or updating your core processing capabilities.
- **Products:** Core processing and cloud computing.

October

Reservation Due 8/31/12
Materials Due 9/5/12

Mobile Banking

Bonus distribution:

CUNA Technology Council Conference (location TBD)
CUNA Operations, Sales & Service Council Conference
Community CU Development & Growth Conference (location TBD)

- **Focus:** Mobile banking, and how it's changing the face of the branch office.
- **Products:** Mobile banking service providers and branch office designers.

November

Reservation Due 10/1/12
Materials Due 10/4/12

Lending Outlook for 2013

Bonus distribution:

CUNA Lending Council Conference (location TBD)

- **Focus:** How CUs are achieving loan growth in a difficult market.
- **Products:** Auto lending, repossession, and remarketing services.

December

Reservation Due 11/1/12
Materials Due 11/6/12

Fraud and Risk Management

Supplement: Info Systems Guide on creditunionmagazine.com

- **Focus:** Managing credit, market, and liquidity risks.
- **Products:** Credit risk solutions.

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