

CU ANSWERS
A Century of Leadership Development
2009

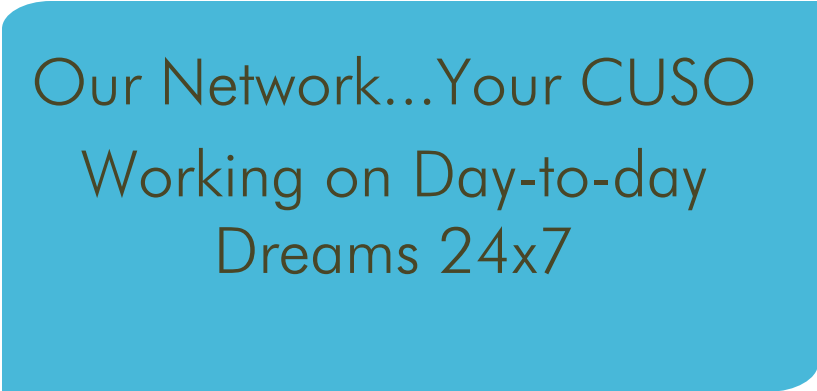

leadership conference & golf outing



welcome
welcome
welcome



my **credit union...**
realized **dreams**
start **here**



Our Network...Your CUSO
Working on Day-to-day
Dreams 24x7



Agenda

This morning:


- Realized Dreams...
Still The Place To Be
- Marching Forward from 2008
 - Update on Last Year's "Big Declarations"
 - CU*Answers Electronic Document Strategies
 - Celebrating the New CU*BASE GOLD
- Increasing Our Investment in Network Execution
- Summarizing the Morning

After lunch:


- Put It Out There for the World to See
- My Credit Union...The Place to Be for Every Generation
- Responding to Network Technologies That Are Changing Our World
- Upping Our Game: Introducing CU*Answers Management Services
- Wrapping Up the Day



Realized Dreams... Still The Place to Be



The events of the last year have caused many people to challenge this statement is still true, but we are convinced that the CU industry is still the place to be for the American consumer, credit union worker, and all of our hopes and dreams



Setting the Stage



- In 2009, any opinion about where the world is headed is good for about 10 minutes
- This year, the future of credit unions has been challenged like never before—the crisis might be 10 minutes away or 10 years away, depending on who you ask
- Who would have predicted...

ElectionCenter2008
updated 3:16 a.m. EST, Wed November 5, 2008

Obama: 'This is your victory'

STORY HIGHLIGHT

- NEW: Sen. Barack Obama will be inaugurated
- NEW: Sen. John McCain will be inaugurated
- He will be inaugurated

Next Article in Politics

MercuryNews.com
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HOME | NEWS | BUSINESS | TECH | SPORTS | ENTERTAINMENT | LIFE & STYLE | OPINION | MY CITY | HELP | JOBS | CARS | RE

SEARCH [Site] Web Search by YAHOO! San Jose, CA

Most Viewed (From the last 12 hours) RSS

1. Palo Alto mom stops son's suicide on tracks where Gunn teens died
2. Google recruiter: Company kept 'do not touch' in hiring list
3. Speculation grows about return of Steve Jobs to Apple
4. Michigan native

GM and Chrysler's bankruptcy cases at a glance

By The Associated Press
Posted: 06/04/2009 01:11:13 PM PDT
Updated: 06/04/2009 01:11:13 PM PDT

A summary of developments in the Chapter 11 bankruptcy cases of General Motors Corp. and Chrysler Group AG, DLJ Mortgage Capital Inc.

POPULAR SEARCHES: david carradine angelina jolie national donut day nba finals

Business

Jobless rate hits 9.4 percent in May; layoffs slow

WASHINGTON – With companies in no mood to hire, the jobless rate in May, the highest in more than a decade, eased, with employers cutting 345,000 jobs.

Stocks end mixed as unemployment rate checks gains

WASHINGTON – The stock market ended mixed as investors weighed the impact of the unemployment rate.

Feds indict Washington Mutual mortgage fraud perpetrators-New York business litigation lawyers

Federal attorneys filed charges against 9 people for \$92 million Washington Mutual mortgage fraud scheme.

New York, NY (JusticeNewsFlash.com) – The U.S. Attorney's Office in Brooklyn filed federal charges against, real estate developer Thomas Kontogiannis plus eight other defendants in U.S. District Court in Brooklyn, New York on Thursday. Reuters reported lawyers for the federal government charged nine persons with conspiracy to commit bank and wire fraud through an orchestrated \$92 million mortgage fraud scheme aimed at Washington Mutual Bank and a subsidiary of Credit Suisse Group AG, DLJ Mortgage Capital Inc.

Gun-to-the-Head Urgency

There's a New Wrinkle This Year

- “Gun to the head” in a time of “anything is possible”
 - Claiming new space
 - Big dreams/declarations now seem more probable than ever
 - Staying in the game means embracing the game



The Place to Be

**CU*Answers Annual
Stockholders Meeting**

June 17, 2009

(New location this year...pay attention!)

By Rudy Brown, CEO, CU*Answers

Gun-to-the-Head Urgency Partnered with an Awakening to “Anything Is Possible”

10 Things for CU*SO Planners to Consider

Distribution organizations are starting to feel the gun-to-the-head pressures of financing the next few years. This pressure isn't reserved just for credit unions. It will affect all aspects of the industry, from trade organizations to CUSOs and even to the for-profit vendors that serve credit unions.

The pressures & then the both strong and weak players. It is a symptom of that stress. You know the drill & coming and the options for avoiding losses remain in 2009 and maybe 2010 seem very remote.

Of course, credit unions are on the front lines when it comes to providing the funds, but every credit union also sees professional services providers changing their business plans as the industry faces shrinking operating budgets. There will be less member capital in order to survive in the short term, and that means it will be up to all guns—the heavily taxed to rebuild capital through savings.

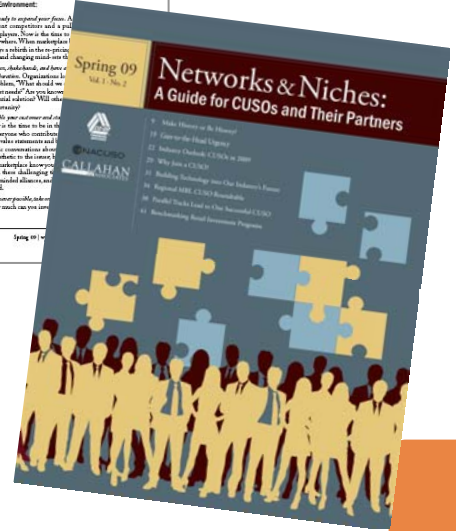
At the same time, one of us here found ourselves wondering, “Can we do it all?” When everything is possible now? For while some when you come to this condition through experiencing an opportunity possibly at a point from business success, these changes can be very scary, for your savings and investments in the time you get your savings. CU*Answers and the group, The NCUA, will do all that we can to help you deal with all these other options as well. Nothing is possible. The same goes for your savings and investments. Check your credit union, planning, that is, while you participate in credit unions for credit accommodations and there are some ways to change it well.

This brings us to an interesting scenario at CU*SO planners are recognizing that a new opportunity to act with a new recognition that anything is possible.

5 Things for CU*SO Planners Looking to Leverage Today's Environment:

1. Be ready to expand your focus. A credit cooperative and a professional planner, these are the two in everything. When marketplaces change, it's not just the organization and changing mind-sets in the industry. Organizations in a position, “What should we do next?” Are you having a personal advisor? Will other opportunities?
2. Daily your customer and your business. Now is the time to be in the middle of everyone who connects your value statements and create connections about opportunities to the future. The marketplace is moving from there. It's changing to the credit unions and credit unions.
3. What are possible outcomes? How much can you save?

Spring 09



Anything Is Possible

Igniting a Stay-in-the-game Excitement



- Occasionally people will say to me, “Must be neat to be a technology guy. You see cool things rolling out every day.”
- What I really marvel at are the principles of the credit union charter that make doing cool things worthwhile
 - Faceless, nameless capital willed to future generations
 - Everyday people inspired to work towards improving their communities
 - A sense of ownership, earned simply by participating
- What I worry about is that in the day-to-day grind of being a credit union, we forget to marvel at these principles and begin to wonder if staying in the game is truly worth it



**As a network, can we put the “cool”
back into the minds of credit union
stakeholders?**

Can we inspire all of these groups to stay in the game?



Members

CU Professionals

my **credit union...**
realized **dreams**
start **here**

Operational Alliances

Industry Designers and Caretakers



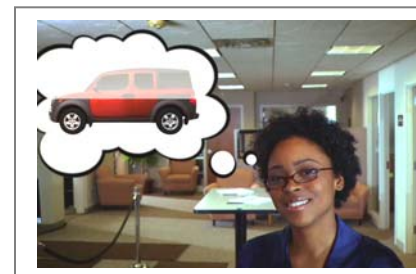
Can we inspire all of these groups to stay in the game?



- It all starts with members, and based on that frame of mind, it was easy to pick this year's winner of the \$1,500 video contest
- It'll be a little bit tougher to convince regulators, credit unions, trade organizations, CUSOs... but I think we're up to the task



2008 Contest Winner:
"The Owners are Here"



2009 Contest Winner:
"Realizing Dreams"



Proving We Are The Place To Be An Environment Where Anything is Possible

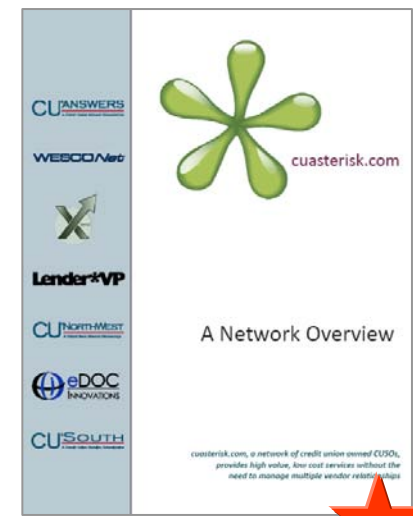
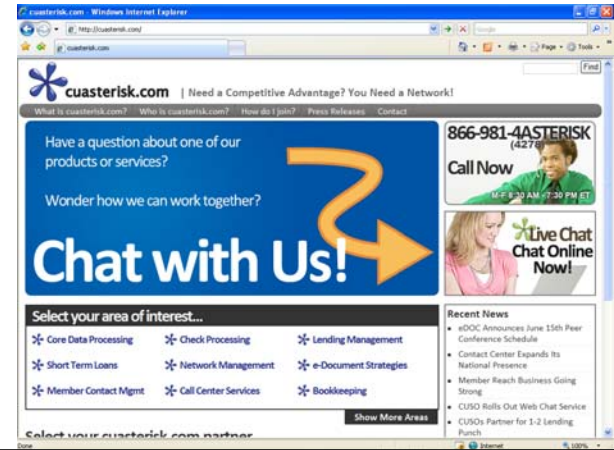


- As a collective, if we accept the responsibility of responding urgently to our industry's issues, and act with the freedom of "anything is possible," then we must not only talk about our ideas for the future, we must also *act* and be an example of what is possible through alternative solutions
- Could our efforts be the proof of concept?



CU*Answers wins the 2009 Frankie Award!

www.cuasterisk.com

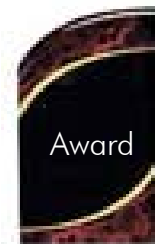


Proving We Are The Place To Be

An Environment Where Anything is Possible



- Can we prove that we are still the industry where members, employees, and vested individuals can see their dreams come true?
 - Can CU organizations thrive in the environment we're building? Can we prove it?
 - Can CU professionals see more personal opportunity in the environment we are building? Can we prove it?
 - Can third-party commentators see the strength in our collective actions? Will they declare it?
 - Will all network participants see the ability to build by simply participating in our network?



Proving We Are The Place To Be

An Environment Where Talent is Everywhere



■ Passageways Partnership: Plans for 2009-2010

- Migrate to Portal 4
(Target: 2nd Calendar Qtr 2009)
- New graphical template for cuasterisk.com ASP network
(Target: 2nd Calendar Qtr 2009)
- Development of Community Portal (project name Verona)
(Target: 3rd Calendar Qtr 2009)
- Add co-funded contractor resource
(Target: Contract started as of 4/1/09)
- Community Portal beta rollout
(Target: 4th Calendar Qtr 2009)
- Aggressively roll out Community Portal
(Target: 1st Calendar Qtr 2010)

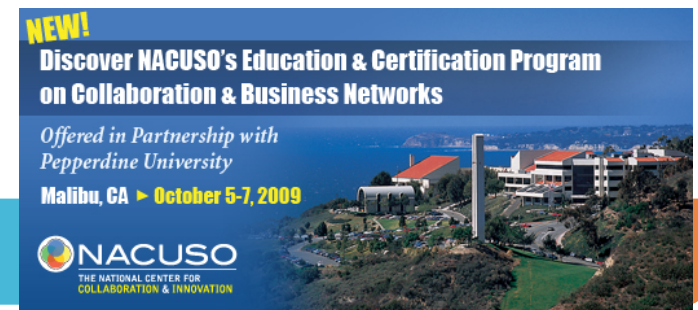


Proving We Are The Place To Be

Executing in a Network: The Real Work



- The market is responding, and it's starting to ask hard questions: "We accept the theories, now what actual work have you done to prove the point?"
- Can we prove our organizations *default* to network thinking?
 - From the top to the bottom, can we prove that we've done the work to facilitate an instinctive reaction to get the most out of a collaborative network?
- Can we identify the factors that prevent us from readily accepting network designs?
 - What are these obstacles or "*nth* factors"? Trusted individuals, contract designs, leadership thinking, etc.
 - How do you turn obstacles into specifications for collaborative solutions?



Proving We Are The Place To Be

Turning Obstacles Into Specifications

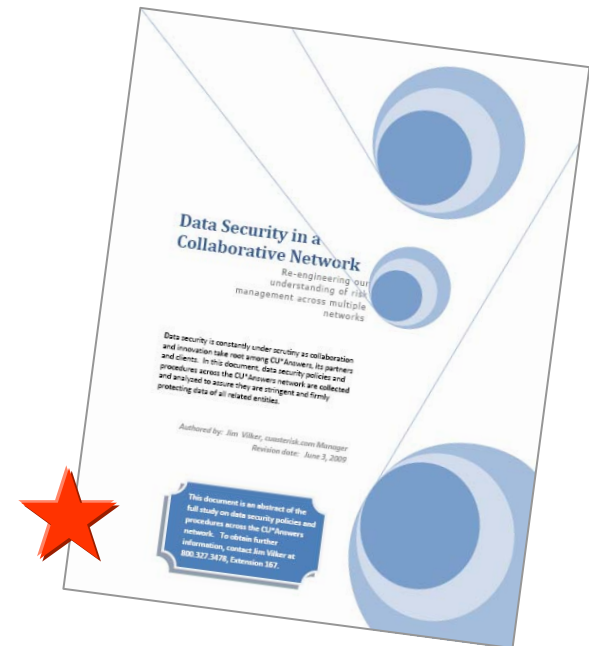


- Obstacle: What is a trusted insider?
 - What we learned from Neighborhood Mortgage Solutions: there are trusted individuals, and then there are trusted individuals
- Specification for collaborative solution:
 - A new focus on data security

Community	Description	# of CUs	# of Users
AUDIT LINK	AUDIT LINK	13	7
COLLAB123	AFFINITY & BREVERY COLLABERATION		1
COLLECT	COLLECTIONS	8	
CU MGMT	CU MANAGEMENT SERVICES		
LENDERRE	LENDERRE REAL ESTATE MANAGEMENT SERVICES		
LENDERUP	LENDERUP MAGEMENT SERVICES	131	
NEIGHREACH	NEIGHREACH	1	1
NMS	NEIGHBORHOOD MORTGAGE SERVICES		
SRS	ZTEND SRS BOOK KEEPING	143	3
XTENSION	XTENSION CALL CENTER	1	1

■ Update Description ■ Delete Community ■ Work With CUs ■ Work With Users

Add	F6
Cancel	F7
By CU	F11
By User	F12



Proving We Are The Place To Be

Turning Obstacles Into Specifications



- Obstacle: What is a trusted insider?
 - We already had the issue with Xtend teams and shared branching
- Specification for a collaborative solution:
 - A new focus on member privacy
 - Shared Branching BSA improvements
 - Privacy 2010 (9.2 release, Aug. '09)

Session 0 CU*BASE GOLD - Search for Active Account Types

Individual Account

Account # 7038 Corp ID 01 SSN/TIN ****-**-8722
 Name ABSALOM SMITH Name ID SM Birthdate *****
 Tiered Service level BASIC SERVICE
 Transaction label No Label
 Mother's maiden name *****

Privacy Controls Configuration

Corp ID 01

Display Data Elements on Core Member Information Screens, if Included

Data Element	Display for CU Staff	Display for Other Staff
SSN/TIN	<input checked="" type="checkbox"/> 4 characters	<input checked="" type="checkbox"/> 6 characters
Driver's license (blank=all)	<input checked="" type="checkbox"/> 10 characters	<input checked="" type="checkbox"/> 10 characters
	<input type="checkbox"/> Phone #s	<input type="checkbox"/> Phone #s
	<input type="checkbox"/> Birth date	<input type="checkbox"/> Birth date
	<input type="checkbox"/> Birth year	<input type="checkbox"/> Birth year
	<input type="checkbox"/> Mother's maiden name	<input type="checkbox"/> Mother's maiden name
	<input type="checkbox"/> Address	<input type="checkbox"/> Address
	<input type="checkbox"/> City/state/ZIP	<input type="checkbox"/> City/state/ZIP
	<input type="checkbox"/> Code word	<input type="checkbox"/> Code word
	<input type="checkbox"/> eMail address	<input type="checkbox"/> eMail address

Contact Information Participation & Configuration

Address *****
 Home ***** Other ph *****
 Work *****
 Email No Email Address On File

Type	Description	Loan Payoff/ Current Balance	Loan Payment/ Net Available	Next Payment/ Last Trans./ CD Maturity	IRA	P/R	ATM	AFT	FRZ	TRK	ACH	ODP	BOX	J/O
000	REGULAR SAVINGS	163.16	153.16	Jun 02, 2009	.	.	V	V	0	V	V	.	.	V
645	SIGNATURE LOAN	1,793.39	119.27	Jun 09, 2009	.	.	V	0
900	NC CLASSIC	959.95	27.00	Jun 25, 2009	0	.	V	.	.	.

Proving We Are The Place To Be

Investments That Prove Our Point



- When we move from being paid to help credit unions grow at their own risk, to *investing* so they grow, at our risk, then we are making a market statement that is very different from anyone else
- Creating viable network participants (CUs)
 - Investing in turnaround programs
 - Investing in startups
 - Investing in credit union mergers & alliances
- If we can anticipate our network growing by \$1.50 per member/month when a CU adds a new member, should we pay Xtend and CU*Answers Management Services to directly create viable network participants (members)?



Proving We Are The Place To Be

Investments That Prove Our Point



- When we move from being paid to credit unions grow at their own risk, then we are making anyone...

Sounds like an obstacle to me!
Getting everyone to trust when, where, and how much of our CUSO's money should be invested

- Creating
 - Investing
 - Investing
 - Investing

At this year's Board planning session, I hope we'll come up with a specification for this new collaborative solution

- If we can anticipate working by \$0 per member/month then adds members should we pay Xtend and CU*Answers Management Services to directly create viable network participants (members)?



Whew! All of that and we're only on slide 18?!?



(Only 141 more to go!)

- For the rest of the day, I hope you will think about how your organization proves to your members, your community, and your stakeholders that you are the place to be
- Because if collectively we can take several hundred organizations to the market, all believing they are the place to be, we will be a proof-of-concept for staying in the game

my **credit union...**
realized **dreams**
start **here**





Marching Forward from 2008

Update on Last Year's Big Declarations

Update on Last Year's Big Declarations

To achieve the lowest cost of going active
with innovation

To have the lowest cost in the industry
for compliance

To be known as one of the most
aggressive mortgage servicing networks

Update on Last Year's Big Declarations

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Active Innovation

■ From Wikipedia:

“The term *innovation* means a new way of doing something. It may refer to incremental, radical, and revolutionary changes in thinking, products, processes, or organizations. A distinction is typically made between *invention*, an idea made manifest, and *innovation*, ideas applied successfully”

- Collectively, we do invent...but far too often we are not as successful *innovating* collectively as a network



**The CEO comment that nags at me most:
“We simply do not have enough time to
implement all of the things we have
available to us”**

Driving Principles

- Well-crafted networks are rich in content and the tools that make all that is known, visible to all participants
 - Speed up the time between finding an idea and executing on it
 - Speed up the time between recognizing a need and delivering a solution
 - Eliminate the duplication of standalone work and replace it with the benefits of shared work
- But once things are visible, how do you make them your own? How could the relationships that we build in CU*Answers allow us to simply import, append, or ratify your next solution?

Lowest Cost of Going Active With Innovation

Expanding On “Learn from a Peer”

- This fall we will start work on a new process to accumulate system configurations into a shared file and begin adding the “Learn from a peer” button to various configurations
 - Coming Spring 2010

Choose a peer:

CU #	Credit Union	CUID
10	Western Districts Mbrs CU	WN
11	Progressive Credit Union	PR
20	Auto Body Workers CU	AB
30	ATL Credit Union	AE
40	Michigan Coastal CU	TV
60	Kenowa Municipal FCU	KM
70	Rockford Community FCU	RC
80	Auto-Owners Associates CU	AO
90	Newaygo County Serv. ECU	NE
93	Unison Credit Union	KA
110	Consumers Choice CU	PE
112	Frankenmuth Credit Union	FR
113	Clarkston Brandon Comm CU	CB
114	Delta County Credit Union	DC
115	AAC Credit Union	AA
116	Thunder Bay Area CU	TA
117	Madison Credit Union	CE

Select

Session 0 CU*BASE GOLD - Phone Transfer Fee Configuration

Phone Transfer Fee Configuration

Activate phone transfer fees

Transaction description

Service Charges	
Fee amount	<input type="text" value="1.00"/>
Purge	<input type="text" value="D = Daily"/>
# of free items	<input type="text" value=""/>
Fee income G/L #	<input type="text" value="150.00"/>

Cancel F7
Bypass F8

Learn from a peer F10

Lowest Cost of Going Active With Innovation

Expanding On "Learn from a Peer"

- Tiered Service Peer Analysis: More than just seeing how people are using the software, this process will allow you to benchmark performance and find a group of potential partners for best practice innovation

Session 0 CU*BASE GOLD - Comparative Tiered Svcs Peer Analysis

Summary of Members Scored CU Pool: 6

Date: May 2008 [MMYYYY]

Summary Peer Comparison My CU vs. Average CU - By Member My CU vs. Average CU - By Household

Description	My Credit Union			Detroit Municipal CU			Avg %
	Members	%	Rank	Members	%	Rank	
BASIC	20,387	93.9	1	4,716	22.1	6	52.1
Avg Prod Per Mbr	2.60			0.30			
Avg Svcs Per Mbr	2.00			0.10			
Household Adj	17,505	86.5	1	4,102	19.3	4	40.0
Tier 1	1,208	5.6	6	2,127	10.0	4	17.5
Avg Prod Per Mbr	2.60			0.30			
Avg Svcs Per Mbr	2.00			0.10			
Household Adj	2,451	12.1	3	1,885	8.9	5	15.4
Tier 2	111	0.5	6	2,259	10.6	3	11.4
Avg Prod Per Mbr	2.60			0.30			
Avg Svcs Per Mbr	2.00			0.10			
Household Adj	289	1.4	5	2,169	10.2	3	10.1
Tier 3			6	12,250	57.4	1	28.5
Avg Prod Per Mbr	2.60			0.30			
Avg Svcs Per Mbr	2.00			0.10			
Household Adj				13,138	61.7	1	34.3

Backup F3
Cancel F7
Peer Criteria F11

Summary Goal 1 Goal 2 Goal 3 Goal 4 Goal 5

BT (2) 6/02/09 13:07:05 Learn About This Feature

Session 0 CU*BASE GOLD - Peer Criteria Selection

Backup F3

Select peer by: M = Member Range

Member range: 19,535 to 23,876

Range is set at +/- 10%

Scoring method: B = Both

BASE GOLD - Select Credit Union for Peer Analysis

Code	Description	Members	Assets	Score Method
AL	Alpena Alcona Area CU	21,706	152,338,604	H
NT	CorePlus Federal CU	21,877	166,104,963	H
DM	Detroit Municipal CU	21,352	313,088,316	H
FR	Frankenmuth Credit Union	21,602	173,540,817	M
OC	Ohio Catholic Federal CU	21,118	128,117,441	H
KA	Unison Credit Union	20,998	132,449,705	H

Select

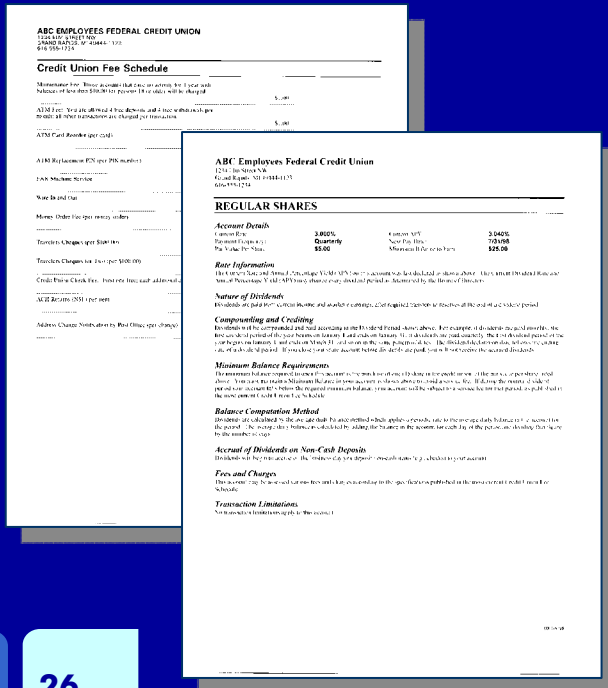
Learn About This Feature

Lowest Cost of Going Active With Innovation

Expanding on Exchanging With Peers

■ In 2010 we will start a project to actually exchange Misc. Member Account Forms configurations and other processes such as . . . ?

■ What would you suggest?



Session 0 CU*BASE GOLD - Misc. Member Account Forms Layout

Misc. Member Account Forms Layout

Search by form ID

Form ID	Descript
ACHFEE	ach overdraft
ACHNSF	ACH NSF notice
ADDEND	Loan Addendum
ALLIED	insurance tracking
AMEND	amendment of note
ATM/DB	Atm/Debit App
B/OSAV	Bus/Organiz savings
BCKTIS	business cking tis
BUSCLB	business club tis
CASHCD	cd cashed @ maturity

● Change ● Delete

Add F6
 Cancel F7
 Lnk Firms to Prod F8
 Edit Paragraphs F9

Learn from a peer F10

Lowest Cost of Going Active With Innovation

Expanding Our Shared Work

- Sharing each other's work by proxy has been a standing practice of CU*Answers since 1995
- In 2009, we are releasing the new Risk Management Report Generator

<http://rmg.cuanswers.com/>



Lowest Cost of Going Active With Innovation

Expanding Our Shared Work

CU*Answers Risk Management Report Generator

Home | My Reports | My Vendors | My Contracts | Self Assessment | My Profile | Logout

2009 Credit Union Risk Assessment

Question 1 of 28 [Prev] [Next]

Topic: Risk Assessment and Planning

Explanation: Risk Assessments

***Question 1:**
Additionally, officials should weigh the risks and benefits of outsourcing business functions with the risks and benefits of maintaining those functions in-house. In order to demonstrate an understanding of a third party relationship's risk, the officials must clearly understand the credit union's strengths and weaknesses in relation to the arrangement under consideration. Credit unions should complete a risk assessment prior to engaging in a third party relationship to assess what internal changes, if any, will be required to safely and soundly participate.

My Response

Available Responses

Power of the Network
Start your response with one of your peer's responses. Select any response above to append it to your response.

Sort Responses By
Rating | Popularity | Date

Response: The risk of outsourcing these functions is very limited in that the contract and rules of engagement documentation are well written and very specific. The benefits to the credit union are numerous and described in detail in the prior section. In our opinion, these benefits far outweigh the risks associated with outsourcing these daily tasks. This service is designed to leverage existing employee skill sets by allowing them the additional time to use their talents fully.

Rate this response [Up] or [Down]
Rating: 1 Clicks: 2 Posted: 5/26/2009

Response: The risk of outsourcing these functions is very limited in that

CU*Answers Risk Management Report Generator

Home | My Reports | My Vendors | My Contracts | Self Assessment | My Profile | Logout

This report status has been saved

2009 Credit Union Risk Assessment [Print This Report]

Creditunion	Success Credit Union
Vendor	Xtend SRS
Status	Draft
Comments	
Modified	2009-06-05 08:49:47
Created	2009-05-26 12:21:23

Risk Assessment and Planning
Risk Assessments

1. Additionally, officials should weigh the risks and benefits of outsourcing business functions with the risks and benefits of maintaining those functions in-house. In order to demonstrate an understanding of a third party relationship's risk, the officials must clearly understand the credit union's strengths and weaknesses in relation to the arrangement under consideration. Credit unions should complete a risk assessment prior to engaging in a third party relationship to assess what internal changes, if any, will be required to safely and soundly participate.

The risk of outsourcing these functions is very limited in that the contract and rules of engagement documentation are well written and very specific. The benefits to the credit union are numerous and described in detail in the prior section. In our opinion, these benefits far outweigh the risks associated with outsourcing these daily tasks. This service is designed to leverage existing employee skill sets by allowing them the additional time to use their talents fully.

2. Before entering into a third party relationship, officials should determine whether the relationship complements their credit union's overall mission and philosophy.

Xtend is a member owned CUS... cooperative in nature - one... are eligible to become owners

Xtend was formed in 2002 to provide services which the cre...

CU*Answers Risk Management Report Generator

Home | My Reports | My Vendors | My Contracts | Self Assessment | My Profile | Logout

Vendor Contract

Vendor	Audit Link
Creditunion	Test Two Credit Union
ContractType	
Review Notes	Approved by the Board of Directors on 11/2/2008.
ContractDate	2008-11-02
NextReview	2009-10-02
LastReview	2009-02-10
ReviewDate	2008-12-08
TerminationNotification	2009-06-08
TerminationPenalties	90 day notification only, no penalties included in contract.
Modified	2008-12-08 08:34:53
Created	2008-12-08 08:34:53

"A great start for a tool that has the potential to leverage the cooperative nature of credit unions and significantly reduced the duplication of effort in the area of due diligence."
Ray Hasson, CorePlus CU

Update on Last Year's Big Declarations

To achieve the lowest cost of going active
with innovation

To have the lowest cost in the industry
for compliance

To be known as one of the most
aggressive mortgage servicing networks

Last Year's Challenge

- From the CUSO perspective, could we build a cooperative, collaborative view of how to comply?
- Could we have a working model to analyze, understand, and even make judgment calls about one way to do it?
- Could we have a working model that aggressively tries to drive down the cost of day-to-day execution around compliance and auditing?
- Could we use that aggressive model to improve the software and tool foundation that everyone uses in diverse ways?

Audit Link 2009

■ Compliance Consulting Contacts since last year: 21

- 4 more coming in the next two months

Review CU policies against CU*BASE configurations	150 policies, countless related disclosures
Evaluate configurations to ensure they are aligned with regulations	210 total configurations
Review policies for consumer privacy issues	42 privacy statements & disclosure procedures
Focus on BSA issues and CU responses	42 risk assessments, 21 BSA configurations
Review Employee Security settings in comparison to CU procedures and employee actions	Updated 645 staff security settings
Review current internal tactics for day-to-day auditing and reporting to CU leadership	320 hours of consulting time
Outline a plan for moving forward	Compiled 4,200 pages of findings, made 430 specific recommendations for improvements

- To date Jim has spent 70+ days at CUs helping them regain a focused approach to auditing and compliance

Lowest Cost in the Industry for Compliance

Audit Link 2009

- Clients using Audit Link for daily work: 17
- Doing the work...

BSA Accounts	1,360 per month
Dormant Accounts	524 per month
Reversal Accounts	792 per month
File Maintenance Pages	3,300 per month
Wire Accounts	130 per month
Reg D Accounts	68 per month
Employee Accounts	230 per month
BSA/SAR (structures) Accounts	102 per month



If you're not using Audit Link, are you verifying that your own audit team is doing the work?

Lowest Cost in the Industry for Compliance

Audit Link Contributions 2009

■ It's working...

"Our partners at Audit Link gave us a heads up that suspicious activity was taking place in a member's account. It turned out to be one of the largest kiting schemes we have seen in our area for quite some time. It allowed us to be the first ones out with no loss to the credit union.

"Just this one incident alone has paid for our investment in Audit Link ten times over. I would encourage every credit union to take a look at extending their staff like we have by engaging Audit Link."

Cindy Griffin, CEO, Northern Hills FCU

Lowest Cost in the Industry for Compliance

Audit Link Contributions 2009

■ Audit Link changing the game

- Prior to Audit Tracker, you searched through reports and long lists...today every member is connected to your internal auditor

The screenshot displays a software window titled "Session 0 CU*BASE GOLD - Member Tracker Review". The main heading is "Member Tracker Review". On the left, there is a photo of a man in a brown shirt talking on a mobile phone. Below the photo are two buttons: "Backup F3" and "Sort Contact Date F11". The main content area shows the following information:

Account 5359 OSCAR B OFAC
Conversations 5
Position to date Dec 02, 2008 [MMDDYYYY]

Contact - Date: 12/02/2008 Time: 10:54:04 By Emp: /H
Name: OSCAR HERNANDEZ Memo Type: BV Bank Sec Verifi
The BSA Record was verified on 12/02/2008
Confidential Information
SAR filed on 12-2-08

Mbr wanted to deposit \$12,000 cash, but when he found out a CTR needed to be filed on transactions over \$10,000 he changed his deposit to \$10,000 to avoid filing a CTR.
Leah

Contact - Date: 12/01/2008 Time: 01:11:33 By Emp: 99
Name: OSCAR HERNANDEZ Memo Type: BS Bank Secrecy
Member had transactions on the BSA Monitoring Report for date: 12/01/2008

Contact - Date: 12/01/2008 Time: 08:49:04 By Emp: /H

Navigation icons (back, forward, home, search, etc.) are visible at the top of the window, and up/down arrows are at the bottom right.

Lowest Cost in the Industry for Compliance

Audit Link Right Now

<http://advisor.cuanswers.com>



<http://rmg.cuanswers.com/>



Audit Link 2010

Foreign ID Handling

- 2-byte, CU-configurable *ID Type* code for SSN vs. TIN vs. Mexican vs. "Unknown," etc.
- Allows same 9-digit number for a SSN and a TIN
- Allows for randomly-generating other ID numbers (no more imitation SSN/TINs)

OFAC

- New rules for international ACH transactions
- Manually scanning things like CU checks (similar to wires)

CTR Forms Automation

- Teller to pop a fill-in form according to your BSA configuration
- Create note in the member's Audit Tracker record
- Integrated into existing BSA inquiry/reporting tool for back office verification/completion
- Retain in BSA database for 90 days for reprint/verification (not going to CU*SPY this phase)

Lowest Cost in the Industry for Compliance

Audit Link 2010

- Audit Link is catching on...groups across the country continue to focus on how compliance can be handled in a new way
 - **CU Compliance Group:** a network approach where Audit Link is one of the participants
 - Compliance seminar
 - Boot camp
 - In-house one-on-one
 - Ad hoc services
- Defending the industry and its operators may start with understanding how to put our best foot forward around compliance



Talk to Jim Vilker today if you want to learn more!

Update on Last Year's Big Declarations

To achieve the lowest cost of going active
with innovation

To have the lowest cost in the industry
for compliance

To be known as one of the most
aggressive mortgage servicing networks

Setting a High Bar

- Last year when we made this declaration it was based on the idea that CU*BASE and It's Me 247 would allow credit unions to list mortgages as one of their strengths
 - Make mortgage information and payment processing available to members via every channel, every employee
 - Coordinate the member perspective with the participating partner's perspective
 - Create servicing controls so that credit unions are comfortable offering multiple mortgage strategies



**Big goals and big themes...
yesterday's specialty is tomorrow's
expectation for every user**

Tomorrow's Expectations

- In the back office of dozens of CUs, CU*BASE and Lender*VP are getting the job done
 - Lender*VP currently services 1,600 mortgage loans for 23 CUs
 - The software is compatible with many different participation partners including Fannie, Freddie, FHLB, VA, and HUD
- But if we are going to make mortgages a visible core competency of every CU, we need to move the back office to the front office whenever possible
 - CU*BASE Participation Loan software is a game-changer if you can translate *what members need* from what the secondary market dictates



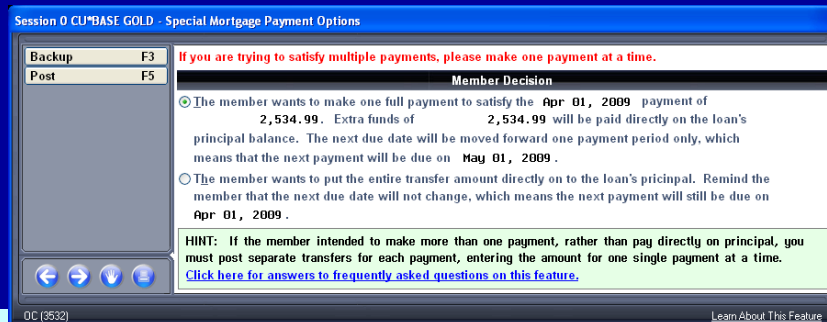
**Big goals and big themes...
yesterday's specialty is tomorrow's
expectation for every user**

An Aggressive Mortgage Servicing Network

Mortgage Projects 2009

■ Enhancements to 360-day mortgage loan servicing

- Interactive messaging
- Principal curtailments in one step
- Documenting a member's decision in transaction history
- "Instant Interest Calc" and pay-ahead options
- Choose your interest calc date



Mortgage Projects On the Horizon

AFT Sweeps

- True “balance sweeps” similar to OTB, to pull all available funds from savings (if \geq regular payment) and pay to loan
- Using clearer language for staff and members in *It's Me 247* (“pay my balance in full” instead of \$9,999,999, etc.)
- Tighten controls to prevent members from changing special collections AFTs

Handling Delinquent Mortgages

- If fines are due and the member pays a regular payment + *extra* \$\$, will take the fine before putting the rest onto principal
- Change to the *Allow payments via online banking* flag:
 - Always
 - Never
 - **NEW:** Only if loan is current (block if delinquent)

Escrow Analysis Statements

- Making them more member-friendly (stay tuned for more about this!)

Mortgage Projects On the Horizon

- Mortgage payoffs are a major undertaking for everyone related to mortgages: how to predict what a future mortgage payoff amount will be based on all of the potential factors
 - Should you anticipate a future payment?
 - If not, should you calculate a delinquency fine?
 - Do you need to net out the outstanding escrow balance?
 - Should you anticipate a future insurance premium?
 - How many days should be based on 360 or 360/365 interest calc?
- Look for more in the Kitchen as we make decisions about just how smart a mortgage payoff calculator could be



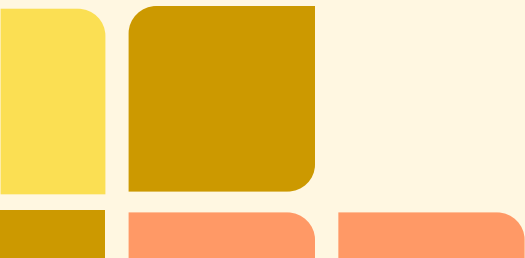
Are we making mountains out of molehills when a mortgage payoff is off by 18 cents?



Marching Forward from 2008

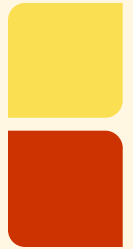


CU*Answers Electronic Document Strategies...
An Ongoing Evolution



CU*Answers Electronic Document Strategies

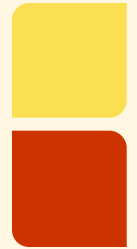
CU*Answers / eDOC Partnership



- CU*Answers' commitment to eDOC Innovations as an owner and active partner is stronger than ever
 - Today, eDOC has an expanding ownership base (new owners in 2009: Corp One, Progressive CU, and Massachusetts State CU)
 - CU*Answers continues to be majority owner
 - CU*Answers is the Facilities Management partner for eDOC ASP solutions
 - CU*Answers considers eDOC solutions to be our deepest integration partner, now and into the future
- Our project to broaden our electronic document strategies is designed to enhance our relationship with eDOC, not take away from it
 - Two teams of experts working for CU*Answers clients is better than one

CU*Answers Electronic Document Strategies

The Big Picture



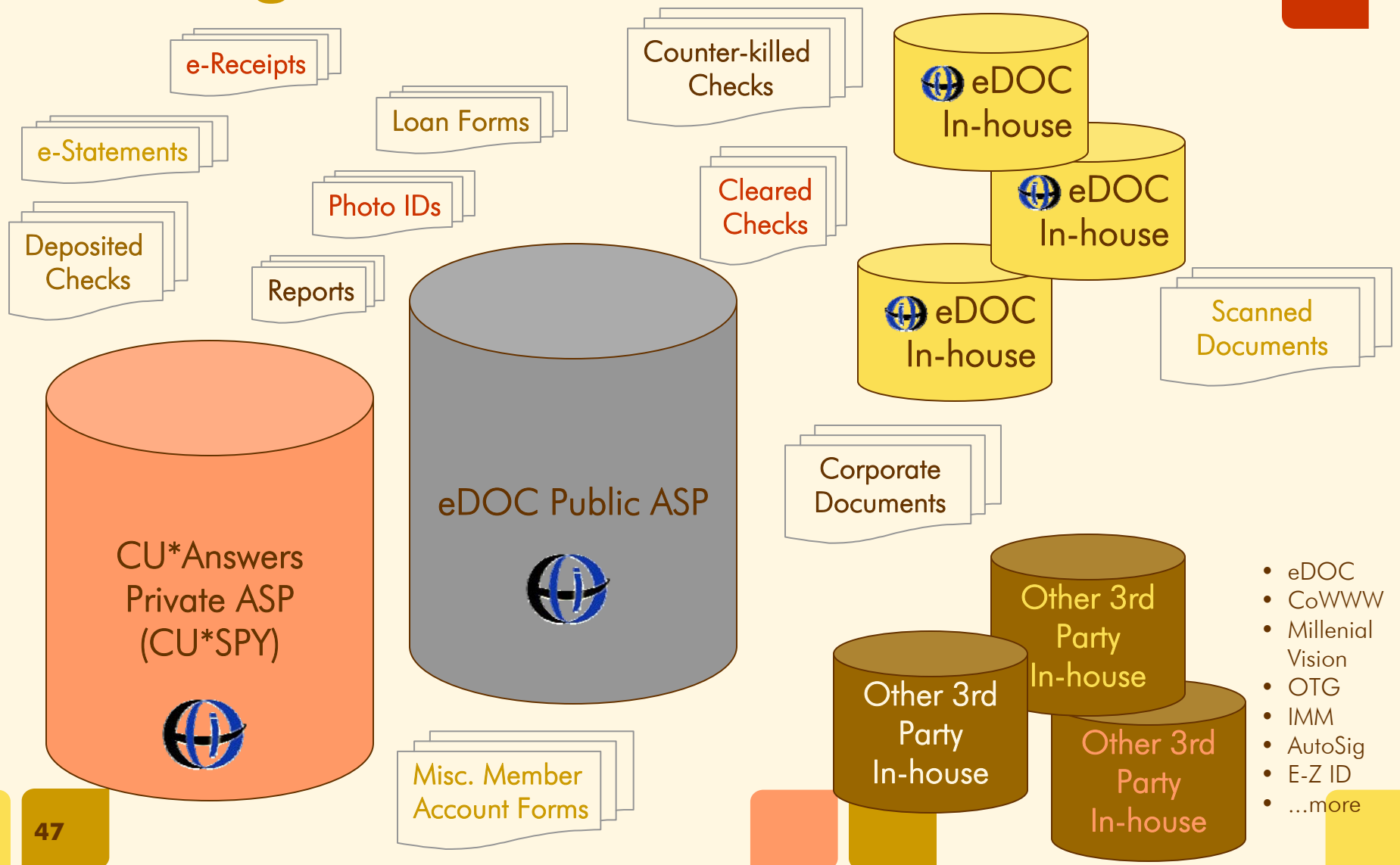
- Starting 10/1/09, CU*Answers will add a new Electronic Document Strategies Manager to its internal team
- CU*Answers programming team is adding a new developer to focus on CU*BASE and *It's Me 247* strategies related to electronic documents
 - A smarter interface between CU*BASE and ProDOC
 - Expanding our ASP document management capabilities
 - Developing corporate integrations for cuasterisk.com partners
 - Developing a corporate vault for credit union corporate documentation archival/retrieval



Beyond eDOC, this is our core processing perspective on strategies provided by any and all vendors

CU*Answers Electronic Document Strategies

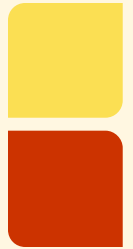
The Big Picture




- eDOC
- CoWWW
- Millennial Vision
- OTG
- IMM
- AutoSig
- E-Z ID
- ...more

CU*Answers Electronic Document Strategies

The Big Picture



- Vaults are the best way to differentiate the strategies of both the credit union and CU*Answers
- Each vault has its own rules for
 - What can be stored
 - Where the data comes from
 - How long data will be stored
 - From where can data be retrieved
 - Who is responsible for infrastructure and reinvestment
- Rules are set by the vault architect/manager
- Your strategies depend on the best fit of services and expense...and this may change over time

 **The hard thing is that the price that you pay can range from \$0 to \$100,000+**

CU*Answers Electronic Document Strategies

eDOC Innovations and Our Network

- CU*BASE credit unions using the eDOC ASP solution (CU*Answers ASP vault):
 - e-Receipts / Photo ID capture: 45
 - 13,520,938 receipt images and 122,878 ID images on file
 - e-Loan Forms: 2
 - 2,403 loan form images on file
- CU*BASE credit unions with an eDOC In-house solution:
 - e-Receipts and photo IDs: 14
 - Reports and statements: 17
 - Loan forms: 11
 - Scanned documents: 13

In 2009, we are moving online clients from CoWWW to the eDOC solution for CU*SPY reports, statements, and archived credit reports

CU*Answers Electronic Document Strategies Understanding Emerging Tactics

■ Evolving from “what is possible” to what we are actually able to do on a day-to-day basis

Electronic document management with e-Loan Forms!

Introducing CU*SPY e-Loan Forms System

Bringing e-Documents Within Reach of Every CU*BASE® Credit Union!

Introducing CU*SPY E-Loans Forms System

By pressing the Tab key the loan officer can advance through fields on the loan form. This allows the member to sign or write initials on the signature pad, thereby authorizing each section of the loan form. The member's signature or initials appear on the screen as the loan officer moves through the loan.

Once all of the signatures are collected, the completed electronic loan forms are saved in the secure centralized database. No more stacks of paper receipts at the employee's desk!

How Do I Create an Electronic e-Loan Form?

It is easy to generate your electronic loan forms. Your staff can be up to speed with minimal training. Electronic loan forms are created in the same location in CU*BASE as the standard loan forms, making the training just an extension of a standard process.

When your loan officer prints the electronic version of the loan form, an copy of the loan form appears on the screen pre-populated with the member data collected in CU*BASE.

What if I Need a Signature of a Co-signer?

If the member has a co-signer on his or her loan, the electronic loan form can be saved temporarily in a "Pending" folder which other employees (even at other credit unions!) can access so that additional signatures can be collected. Once all of the signatures are collected, the e-Loan form is then stored in our secure managed server.

Integrate electronic forms and archive into your loan processing

CUANSWERS

May 29, 2009

New CU Electronic Loan Forms Work

CU*SPY Version 6 Release Server

Hardware & Software Requirements

Sample Costs

Getting Started Quickstart

Feature Comparison: CU*SPY vs. eDOC In-house*

CU*SPY e-Receipts & Photo ID Capture

Revised: June 2009

Feature/Function	App	In-house	Notes
Service at Feature			
Receipts are created at the workstation, with the member's signature captured, then stored electronically.	•	•	
Eliminates manual scanning of receipts.	•	•	
Automated indexing of member account # and teller ID for storage and retrieval (receipts).	•	•	
Receipt is secure. Original receipts cannot be altered at any time after capture.	•	•	
Photo ID scanning and archive is integrated with CU*BASE via the "Verify ID" feature.	•	•	
Data hosted at our secure facility.	•	•	In-house
Teller provides data (member acct #) when producing a printed receipt.	•	•	In-house
Require certain fields/values to be present prior to save.	•	•	
Apply CU logo on receipt image as a watermark.	•	•	
Scan supporting documents like checks, deposit slips, judgmental ID, membership forms, signature cards, etc.	•	•	
Data retention period defined by CU.	•	•	
Search/index criteria can be defined by the CU.	•	•	
Store "Loan Tracker" denotation details with receipts for JAR/ACA and reporting.	•	•	
Signatures can be printed on member receipt if desired.	•	•	Highly flexible
Capture a picture of the member at the time of the transaction and store with the receipt.	•	•	Highly flexible
Additional custom archiving capability using OCR or data mapping, photo ID.	•	•	
Support for wireless signature capture equipment for drive-thru cabinets.	•	•	Feature

*Comparison of the CU*Answers ASP packaged e-documents solution compared to an CU*SPY versus the eDOC Innovations In-house solution with the Product's "Power Tools" and all related functions. See the review for further capabilities.

CUANSWERS eDOC INNOVATIONS

Contact Us: edocs@cuanswers.com

Feature Comparison: CU*SPY vs. eDOC In-house*

CU*SPY e-Loan Forms

Revised: June 2009

Feature/Function	App	In-house	Notes
Service at Feature			
Loan forms are created at the workstation, with the member's signature captured, then stored electronically.	•	•	
Eliminates manual scanning of system-generated forms.	•	•	
Form is secure. Original forms cannot be altered at any time after capture.	•	•	
Photo ID scanning feature to capture multiple signatures independently, even at different branch locations.	•	•	
Loan forms can be configured so that signature locations are pre-defined for quick and efficient processing.	•	•	Loan forms from CU*BASE are indexed by account number and receive name last, first
Auto indexing from the data stream using form data recognition, eliminating manual keying of index values.	•	•	In-house requires file management tool
Data stored at our secure facility.	•	•	
Requires field feature for indexed fields.	•	•	
Ad hoc signature box capability for forms.	•	•	
Required signature feature for interactive signature fields.	•	•	
Scan supporting documents like pay stubs, proof-of-address, etc.	•	•	
Data retention period defined by CU.	•	•	
Auto indexing from data stream within form using OCR.	•	•	
Smart indexing from 200DOC to reduce the amount of manual keying required to index a form.	•	•	Upload from data processor required. Check is required.
"Package Dashboard" for group loan forms for tracking and processing.	•	•	
Form/image function to automate ancillary system documents, such as a form filled out at a remote branch.	•	•	
Ability to convert PDF, word processing, or other documents into an interactive loan form.	•	•	
Search/index criteria can be defined by the CU.	•	•	
High-speed scanning support for capture of existing archived paper forms.	•	•	
Customizable configuration to control display options and other functionality.	•	•	

*Comparison of the CU*Answers ASP packaged e-documents solution compared to an CU*SPY versus the eDOC Innovations In-house solution with the Product's "Power Tools" and all related functions. See the review for further capabilities.

CUANSWERS eDOC INNOVATIONS

Contact Us: edocs@cuanswers.com

10/2009 >>>

eDOC Investment Payoff: Our Vendor of Choice

CU*SPY Replacement

Easy Google-type search options

Search by category or search all reports

Record permanent notes by report line

See all report lines that match search criteria

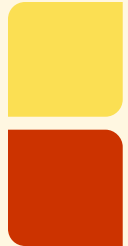
Merge multiple reports to view/print

A New Way to View Daily Reports

The screenshot shows the CU*SPY web application interface. On the left, there is a search sidebar with fields for report ID (LGLACT1), amount (8,740.81), and date (05/26/2009). The main area displays search results for 'LGLACT1 E-G_L TRIAL BAL VERIFICATION.GL' with a total amount of 8,740.81. A detailed view of a report line is shown on the right, featuring a table with columns for G/L, DESCRIPTION, BRANCH, # OF ACCTS, and BALANCE.

G/L	DESCRIPTION	BRANCH	# OF ACCTS	BALANCE
01	AUTO/REC VEHICLE	01	492	1,102.79
02		02	234	2,62,985.94
**		**	726	6,774,088.73
01	CHRISTMAS LOANS	02	18	9,340.33
**		**	33	18,081.14
01	MISCELLANEOUS CLOSED END	01	210	1,035,399.61
02		02	153	655,605.76
**		**	363	1,691,005.37
01	OVERDRAFT PROTECTION	01	781	667,934.97
02		02	171	99,675.13
**		**	952	767,610.10
01	HOME EQUITY CLOSED END	01	39	1,084,986.53
02		02	42	1,063,253.33
**		**	81	2,148,239.86
01	HELOC	01	7	266,626.36
02		02	4	41,564.29
**		**	11	308,190.65
01	MORTGAGE LOANS	01	12	1,484,838.69
02		02	8	812,858.49
**		**	20	2,297,697.18
02	INHOUSE VISA LOANS	02	1	1,248.96
**		**	1	1,248.96
02	OAK HELOC	02	4	120,086.97
**		**	4	120,086.97
01	WRITE OFF LOANS	01	158	691,483.98
02		02	32	101,876.86
**		**	190	793,360.84
**	TOTAL ALL LOANS		2,381	14,919,609.80

eDOC Investment Payoff: Our Vendor of Choice CU*SPY Replacement



Member Account Statements

JOEY DOEA
1921 E CAMBO LN
ROCKFORD, IL 60087

MONTHLY STATEMENT PAGE 1
From: 4/31/09 To: 4/30/09
Branch #: 0001
Empid: 000000000

2009-0-0

MEMBERSHIP FUNDING EXP
YOU EARNED \$25 PA
SUFFLN Account Debit
000 SHARES
000 CHECKING
SHARE ACCOUNTS *****
0001 SHARES
0000 SAVINGS
0000 SAVINGS

TRANSACTION DETAILS
DATE TRANSACTION CODE
4/27/09 OVERDRAFT FSA
4/29/09 AUDIO TRANSFER
6/24/09 AUDIO TRANSFER

CU*SPY

Statements from
CU*BASE

Success Federal Credit Union

CU*SPY e-statements

Home Regular Accounts Credit Card Accounts Teller Receipt Analysis

Regular Accounts
Credit Card Accounts
Teller Receipt Analysis

Special look for
Member e-Statements
from It's Me 247

Teller Receipt
Analysis

Teller Receipt Analysis

Account # 0010-0-0 Start Date 12/31/2008 End Date 12/31/2008

Following is a summary of individual line items from all teller receipts for the analysis period. Only activity posted in the lobby by a credit teller is included.

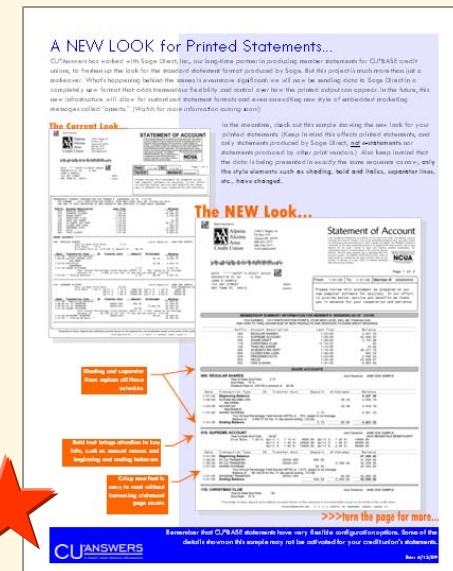
Transaction Category	Receipt ID	Date	Time	Description	Teller	Count
Cash received from a teller	180261	12/01/2008	14:53:47	Cash received from a teller	08	1
Cash received from a teller	181255	11/08/2008	09:25:34	Cash received from a teller	08	1
Cash received from a teller	188322	12/18/2008	09:10:21	Cash received from a teller	08	1
Cash received from a teller		12/22/2008	15:17:21	Cash received from a teller	09	1
Cash received from a teller		12/29/2008	10:44:14	Cash received from a teller	09	1
Checks in		12/22/2008	15:17:21	Checks in	09	1
Teller deposits and loan payments		12/22/2008	15:17:21	Teller deposits and loan payments	09	1
Teller deposits and loan payments		12/22/2008	15:17:21	Teller deposits and loan payments	09	1
Teller withdrawals and loan disbursements	180261	12/01/2008	14:53:47	Teller withdrawals and loan disbursements	08	1
Teller withdrawals and loan disbursements	181251	12/08/2008	09:25:34	Teller withdrawals and loan disbursements	08	1
Teller withdrawals and loan disbursements	181252	12/18/2008	09:42:24	Teller withdrawals and loan disbursements	08	1
Teller withdrawals and loan disbursements	183020	11/22/2008	15:17:21	Teller withdrawals and loan disbursements	09	1
Teller withdrawals and loan disbursements	188112	12/29/2008	10:44:14	Teller withdrawals and loan disbursements	09	1



A New Perspective on Statements

Responding to Diversity

- Diverging printed from e-Statements
 - Printed statements will no longer look exactly like e-Statements...ever again
- New “flat file” method for delivering statement data
 - Allowing for multiple e-document relationships/strategies
 - Taking advantage of Sage Direct capabilities to offer multiple printed formats
 - Through your CU*Answers relationship
 - Potentially controlled by the member
 - Through a direct relationship with Sage
 - Increased flexibility for non-Sage vendors for printed and for e-Statements
 - Print beta-test currently underway for 2 CUs
 - e-Statement beta-test of the flat file 3rd Qtr '09



A New Perspective on Statements Responding to Diversity

STATEMENT OF ACCOLNT

Alpena Area Credit Union

MEMBERSHIP SUMMARY BY CONDITION OF MEMBERSHIP AS OF 12/31/09

YOUR LARGEST INVESTMENT POINTS	YOUR NEW INVESTMENT POINTS
000 REGULAR SAVINGS	000 REGULAR SAVINGS
000 SAVINGS ACCOUNT	000 SAVINGS ACCOUNT
000 SHARE CERT	000 SHARE CERT
000 CHECKING ACCOUNT	000 CHECKING ACCOUNT
000 MONEY MARKET	000 MONEY MARKET
000 IR/ROTH IRA	000 IR/ROTH IRA
000 CD	000 CD
000 OTHER	000 OTHER

2-column layout

Statement of Account

Alpena Area Credit Union

Other insert options

MEMBERSHIP SUMMARY BY CONDITION OF MEMBERSHIP AS OF 12/31/09

YOUR LARGEST INVESTMENT POINTS

YOUR NEW INVESTMENT POINTS

REGULAR SAVINGS

SAVINGS ACCOUNT

SHARE CERT

CHECKING ACCOUNT

MONEY MARKET

IR/ROTH IRA

CD

OTHER

STATEMENT OF ACCOUNT

Alpena Area Credit Union

Large print

MEMBERSHIP SUMMARY BY CONDITION OF MEMBERSHIP AS OF 12/31/09

YOUR LARGEST INVESTMENT POINTS

YOUR NEW INVESTMENT POINTS

REGULAR SAVINGS

SAVINGS ACCOUNT

SHARE CERT

CHECKING ACCOUNT

MONEY MARKET

IR/ROTH IRA

CD

OTHER

STATEMENT OF ACCOUNT

Alpena Area Credit Union

2-column with insert

MEMBERSHIP SUMMARY BY CONDITION OF MEMBERSHIP AS OF 12/31/09

YOUR LARGEST INVESTMENT POINTS

YOUR NEW INVESTMENT POINTS

REGULAR SAVINGS

SAVINGS ACCOUNT

SHARE CERT

CHECKING ACCOUNT

MONEY MARKET

IR/ROTH IRA

CD

OTHER

STATEMENT OF ACCOUNT

Alpena Area Credit Union

Investing for the future has never been easier... Purchase a Certificate Online.

Log on to [R's Me 247](#) online banking and click on "Buy a CD"

STATEMENT OF ACCOUNT

Alpena Area Credit Union

MEMBERSHIP SUMMARY BY CONDITION OF MEMBERSHIP AS OF 12/31/09

YOUR LARGEST INVESTMENT POINTS

YOUR NEW INVESTMENT POINTS

REGULAR SAVINGS

SAVINGS ACCOUNT

SHARE CERT

CHECKING ACCOUNT

MONEY MARKET

IR/ROTH IRA

CD

OTHER

A head-on collision waiting to happen: printed statement options selected via an electronic channel??

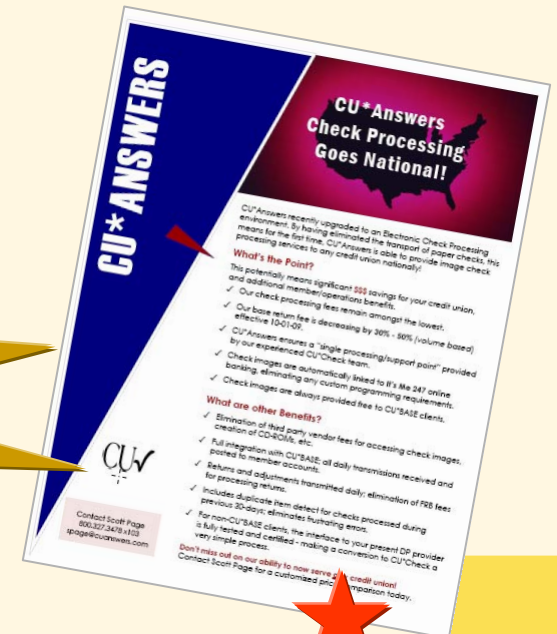
A New Perspective on Item Processing

Clearing From Electronic Check Images

- In the past year we have transitioned our IP department from paper checks to electronic item clearing
- Checks from **anywhere** can now be processed by CU*Answers in Grand Rapids
 - We are now responding to RFPs for item processing from New York, Wisconsin, and Ohio...should you be next?
- What does this mean to current IP clients?

Super Savings!!

Effective 10/1/09, return fees will be slashed by 30%!





Marching Forward from 2008

Celebrating the New CU*BASE GOLD

We did it!

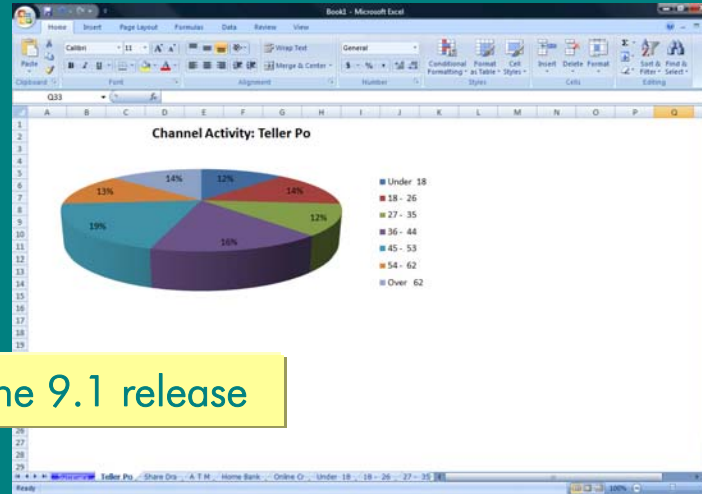
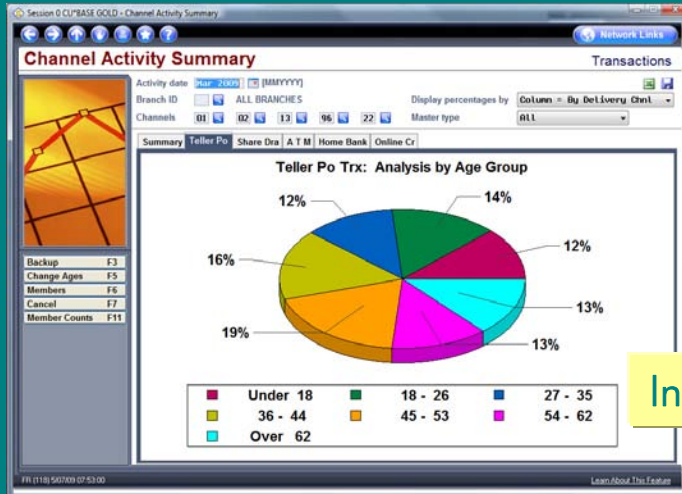
(And by “we”, I mean all of YOU too!)

- Remember how last year at this time we were anticipating the New GOLD Standard (NGS) rollout?
- Thanks to an amazing effort by everyone in the network:
 - 266 branches upgraded in 18 days
(averaged 14-15 branches a day)
 - Most branches in a single day: 29
 - 4,425 workstations
 - 21 new GUAPPLEs (14 CUs)
 - 6,300 panels *(recreated from scratch!)*
 - 5,700 hours development
 - 2,800 hours testing
(QC and Systems)
 - 300 new on-screen tips
 - 2,200 help topics refreshed
 - 130 booklets updated
 - *Coming: updated online courses, more booklets, marketing flyers, etc.*

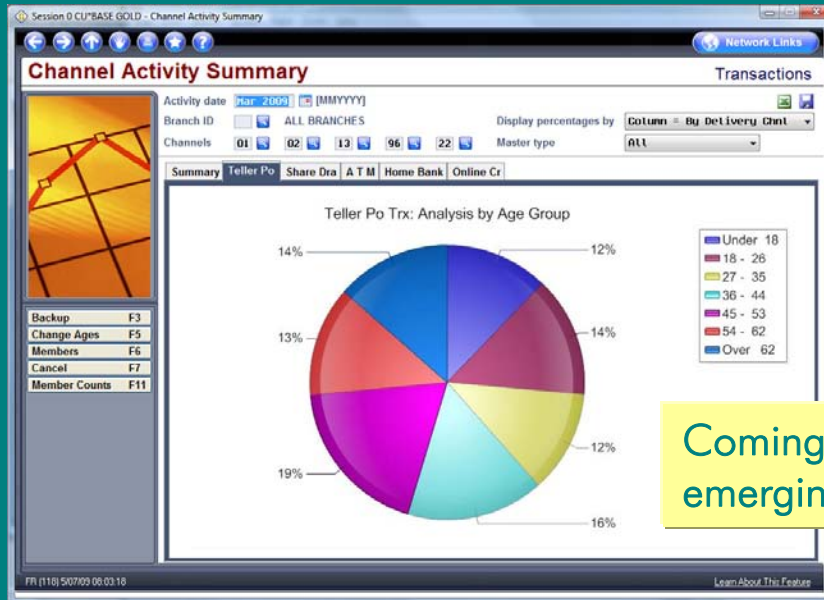
Take pride in the fact that our network can make a transition like this...we'll be doing this sort of thing again in the future, in many different ways

Now We're Into the Evolution

And since a picture is worth a thousand words...



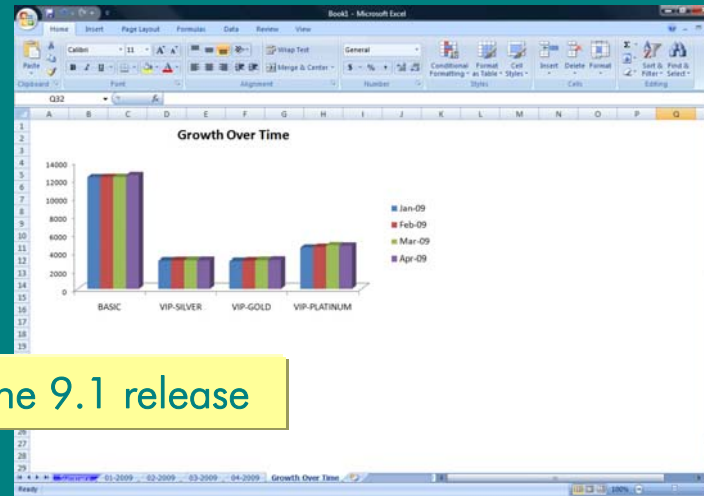
In the 9.1 release



Coming down the road with emerging new tools

Now We're Into the Evolution

And since a picture is worth a thousand words...



In the 9.1 release

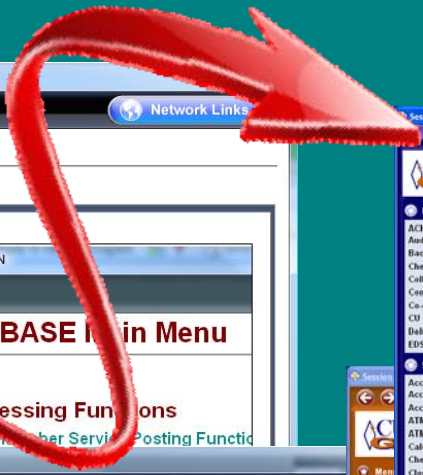


Coming down the road with emerging new tools

Now We're Into the Evolution

And since a picture is worth a thousand words...

■ The return of GOLD Favorites!
(9.2 release, August '09)



The screenshot displays the CU*BASE GOLD software interface. In the foreground, the 'Configure Workstation Favorites' dialog box is open, showing a 'Shortcuts' tab. A red circle highlights the 'Rainy Day' skin selection in the 'GOLD skin' dropdown menu. Below the dialog, a keyboard shortcut list is visible:

- Backup F3
- Save F5
- Select All Menus F9
- Clear All Menus F10
- Select All Spd Sq F11
- Clear All Spd Sq F12

The background shows the 'CU*BASE Main Menu' with various function categories:

- Processing Functions:** 1 Member Service/Posting Functions, 2 Member Loan Processing, 3 CU Backoffice Processing, 4 CU Management Processing
- Help Functions:** 5 Option Search, 6 Your Customer Profile
- Workstation Functions:** 8 Change Employee Password, 9 Change Terminal Password, 10 Activate Auto Security, 11 Deactivate Auto Security
- CU Office Functions:** 16 Work With WMail, 17 Work With WCalendar, 18 Work With Member Follow-ups, 19 Follow Up on Sales Leads, 20 CU Employee Timecard Processing
- Additional Menus:** 23 "Know The Member" Analysis Tools, 24 "Know The Industry" Analysis, 25 Member Inquiry Functions, 26 Member Update Functions, 27 Report Functions, 28 Configuration Functions

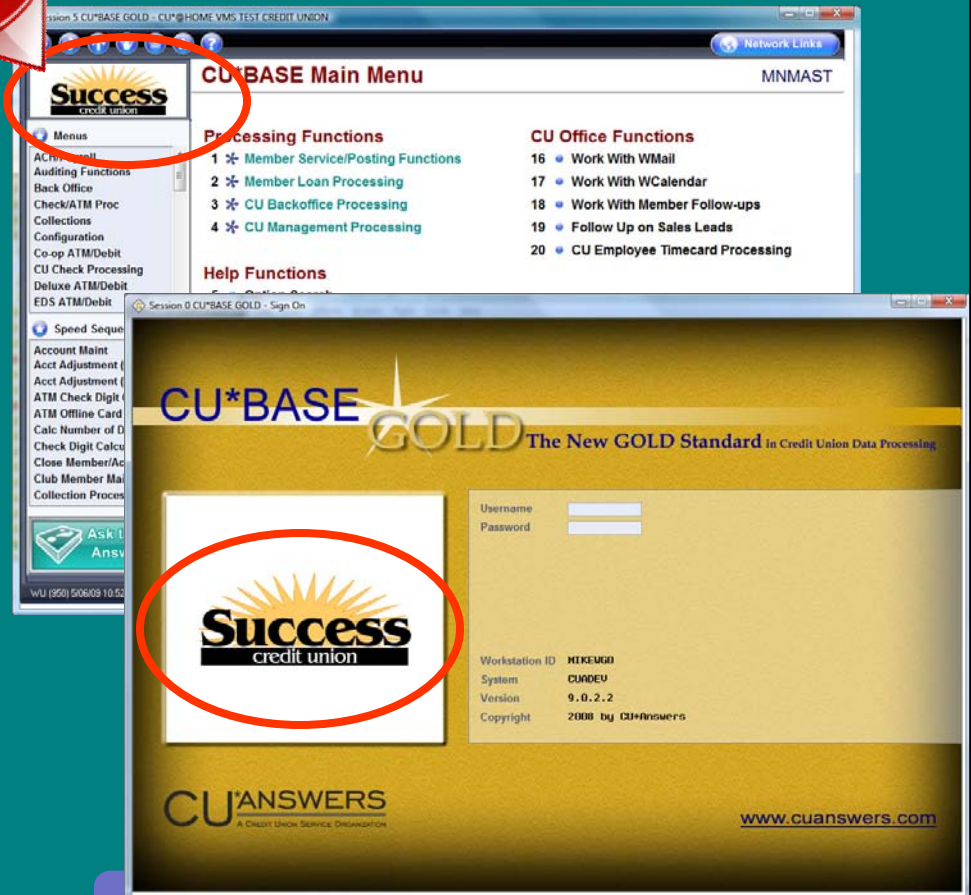
The interface also features a 'Menu' sidebar on the left with options like ACH Payroll, Auditing Functions, Back Office, Check/ATM Proc, Collections, Configuration, Co-op ATM Debit, CU Check Processing, Deluxe ATM Debit, EDS ATM Debit, Extended Loan Proc, File Transfer/Audit, G/L Subsidiaries, General Config, General Ledger, Head Teller, Inquiry Functions, Internet Mbr Svcs Cn, MagicLine ATM/Debit, Main Menu, Management, Marketing, Mbr Communications, Member Service, Miscellaneous Proc, Report Builder 1 Query, Report Builder 2 Query, Reports, Reports: GL/Acct Info, Reports: IRS Misc, Reports: Misc Loans, Reports: Stats/Misc, Reports: TB/Mbr Acct, Savings Config, Teller/Cash Analysis, Account Maint, Acct Adjustment (Coded), Acct Adjustment (Full), ATM Check Digit Calc, ATM Offline Card Setup, Calc Number of Days, Check Digit Calculator, Close Member/Accts, Club Member Maint, Collection Processing, Comment Maint, CU*SPY Reports, Device Configuration, Disburse Loan Funds, Email Address Inquiry, Estimate Div, Int, Fee Counter Inq, Household Maint, Override Tra, PIN (Audio/F, Print Envelo, Rev Tran/Co, Reverse Tra, Savings Bon, Secure Misc, Survey Main, Teller Contr, Teller Postin, Time Card Maint, Tracker Follow-ups, Update Cross Reference, VIN Collateral Lookup, WCalendar, Wire - Post to Mbr, Wire Tracking.

Now We're Into the Evolution

And since a picture is worth a thousand words...

■ GOLD Branding (coming soon)

- Your logo can appear on the login screen and all CU*BASE menus
- Will be controlled by your credit union, requiring manual action on each workstation
- Will require a GUAPPLE
- We'll be publishing instructions and file specifications...stay tuned!



Now We're Into the Evolution

And since a picture is worth a thousand words...

- Custom graphics on select CU*BASE screens (coming soon; also requires a GUAPPLE)

Configure Workstation Favorites

Use custom panel graphics

<input type="checkbox"/> Accounting	<input type="radio"/> Random	<input type="radio"/> Single file
<input checked="" type="checkbox"/> Collections	<input checked="" type="radio"/> Random	<input type="radio"/> Single file
<input checked="" type="checkbox"/> Lending	<input type="radio"/> Random	<input checked="" type="radio"/> Single file
<input checked="" type="checkbox"/> Management	<input type="radio"/> Random	<input checked="" type="radio"/> Single file
<input type="checkbox"/> Marketing	<input type="radio"/> Random	<input type="radio"/> Single file
<input checked="" type="checkbox"/> Member Service	<input checked="" type="radio"/> Random	<input type="radio"/> Single file

Loan/Share Trial Balance Review

Corp ID: 01 COMMUNITY CREDIT UNION

Record date: 1 1 2007 [MMDDYYYY] Monday

Comparison date: 6 1 2007 [MMDDYYYY] Friday

Application	Date	Balance	# of Accounts	Average Balance
SHARES	Jan 01, 2007	13,161,149.31	16,594	
SHARES	Jun 01, 2007	14,153,372.82	16,181	
		992,223.51	413	
CHECKING	Jan 01, 2007	37,254,708.15	7,276	
CHECKING	Jun 01, 2007	37,997,964.62	7,343	
		743,256.47	67	
CERTIFICATES	Jan 01, 2007	34,157,863.46	3,112	
CERTIFICATES	Jun 01, 2007	33,014,517.99	3,108	
		1,143,345.47	4	

Launching a New Effort for 2010

Managing Your Brand at CU*Answers

- New Focus Group this fall
- Coordinated effort for how to manage your brand in all of the services CU*Answers delivers
 - Custom graphics on select screens
 - Logos on GOLD, It's Me 247, statements, forms, etc.
 - New series of development projects and a new vision for extended branding
- Look for more in the coming months and keep your eye on the Kitchen



**If you have the budget, you could have
a private look and feel for It's Me 247
in 2011!**



Increasing Our Investment in Network Execution

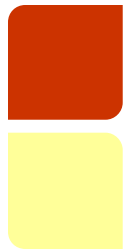
Whose investment?

- Credit Union Organizations
 - The CUSO
 - Credit Union Professionals
- 

Building a Playbook

Franchising Ideas for Credit Union Operations

- The way we all interact in our network should naturally yield the specifications for the projects that will take us forward into the future...**playbooks** for operating credit unions
- Building a playbook:
 - Organic playbook where the network shares its content interactively with users (automated CU*BASE toolkit)
 - Building a consulting portfolio on products, services, and ideas for operating a credit union – a project team to interact with your leadership team (CU*Answers Management Services)



Building a Playbook

Franchising Ideas for Credit Union Operations

- Have you thought about marketing your own “get the work done” team to the network?
 - Think about NMS and our “Place to Be” mentality
- In 2010, the cuasterisk.com teams will work on writing their playbooks and presenting them to the network
- Are you ready to improve on these playbooks and start a cycle of evolution for network businesses?

**Audit
Link**



Lender*VP



I've said it many times: we want YOU to sell to your peers, even if that takes us out of the game

Building a Playbook

Franchising Ideas for Credit Union Operations

Case Studies from the cuasterisk.com Network Playbook

- A new series of network communications related individual peer insights for everyone in the network
- Here's our first one...
 - Check out United Advantage NW FCU's experiences and look for more from CU By Design in the future



The "Get It Done" Team of 2010 Has Xtension Caught Your Eye?



CU*BASE PARTNERS CAN LEVERAGE THE NETWORK'S INVESTMENT IN TECHNOLOGY AND XTEND'S INVESTMENT IN PEOPLE TO HELP DRIVE LENDING RESULTS TO NEW HEIGHTS

Plug our proven support services into your lending support efforts and quickly see results.

Over the past several years, your partners at Xtend and CU*Answers have been investing in the resources that help credit unions support their lending factories more effectively. These investments include technology (state of the art IP telephony infrastructure), a robust toolset (CU*BASE, iM247, Prime Alliance), and a team of call center professionals ready to engage. Our **LOAN FULFILLMENT CENTER** leverages all of these for your benefit.

LOAN FULFILLMENT CENTER is a coordinated effort between our two staffs that targets some or all of the following lending opportunity areas:

- Lead generation activities
- Inbound member support
- Product/service cross-sales
- Post-closing verification

We work with your lending and leadership teams to develop a schedule of events and guarantee that the busy work of member communication gets executed on time every time. By designing a program together that looks and sounds like your credit union, we are able to leverage the collective efforts of our two teams in a way that reinforces your value proposition with your members.

Our call center and electronic communication specialists will quickly become a trusted partner and an integral part of your lending support team. Put us to work for you today and we guarantee you will see immediate results. We are ready to become your lending support machine!

BRANCH XT | Set a higher bar for member support

Our Xtension Call Center agents are ready to answer the phones for you without breaking your budget. Whether it's overflow, emergency stand-in, or after hours member support or a complete first-level member "help desk", our team stands ready to answer the call for your credit union. Join a fast-growing number of CU*BASE credit unions who have plugged Branch XT into their strategic member support plan.

LOAN FULFILLMENT CENTER | Crank up your lending factory

Every day members are shopping for loans, and we want to help make sure you are "top of mind" before they look and quick to react when they do come calling. Whether the member is shopping online through your web site or iM247, from one of your business partners through Retailer Direct, or looking for a 1st or 2nd mortgage via Prime Alliance, we have just the support you need. Our **Loan Fulfillment Center** services can be selected in a carte or act as a one-stop shop for member contact. Since we leverage the power of CU*BASE, we are able to eliminate the challenges of a traditional lending call center (faxing, re-keying, data integrity, etc.), making closing the loan timely and simple.

SECRET SHOPPING | Get to know your members and your competition

Finding a vendor to execute secret shopper surveys or competitive rate analysis can be an expensive proposition. Whether it's secret shopping your members on their recent support experience or working your top 5 competitors from Where Your Members Borrow from a competitive rate shopping standpoint, our agents can deliver at the low price point you have come to expect from Xtend.

PREPARING FOR THE FUTURE | Interact with members on their terms

Xtend takes communication seriously. Will you be at the top of the list when they are ready to buy? How will you interact with members while they are using online banking or searching your website? How can you earn the business of members (or prospective members) who may never visit your lobby? Our call center can help provide the answer to all of these. As members become increasingly self-service and tech-savvy, Xtension can provide a cost-effective bridge to the future through our web chat deployment and extended hours of operation. We can be your ace in the hole to get there before the competition.

Some key components of an empowered Lending Factory include:

- **Outbound solutions**
 - Email messages
 - iM247 messages
 - Data verification calls
 - Product awareness calls
 - Sales campaign calls
- **Inbound solutions**
 - Centralized call answering
 - Overflow, After hours
 - Loan applications
 - iM247 Chat (planned)
- **Leading-edge technology**
 - CU*BASE
 - iM247 Home Banking
 - IP telephony tools
 - Document imaging

CONTACT US TODAY TO BEGIN DESIGNING AN AFFORDABLE LENDING SUPPORT SOLUTION FOR YOUR CREDIT UNION.

Services Powered by Xtend

LOAN FULFILLMENT CENTER is an affordable and effective extension of your team that will help REV up your member contact engine. We are vested in the success of our credit union partners—put our mouths where your money is.



REVVING UP YOUR LENDING ENGINE

A Lending Support Partner for Your Credit Union



COMMUNICATE | COLLABORATE | CONNECT | EXECUTE

Yesterday's specialty is tomorrow's expectation for every user...the Call Center is changing how we teach users and ourselves

Building Our Products Together

Idea Forms

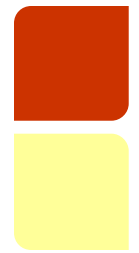
Idea Forms are the real deal

- In the period May 1, 2008 through May 1, 2009 there were 1,083 page views of the Idea Form Web Form
- They average visitor spends **6 minutes** completing this form
- Every form hits my inbox and I work them in groups of 30-50
- It's a team effort, and it often starts email trails as long as 20 conversations
- Add these to the **1,748** project sheets reviewed by the team this year, and you have a rich contribution of users and clients, changing the way we do things (this year's approval rate: **78%**)

Coming in 2010: A new contest that will reward the designer in you: \$1,000 for the best complete specification (not idea) submitted in the next year

Building Our Products Together

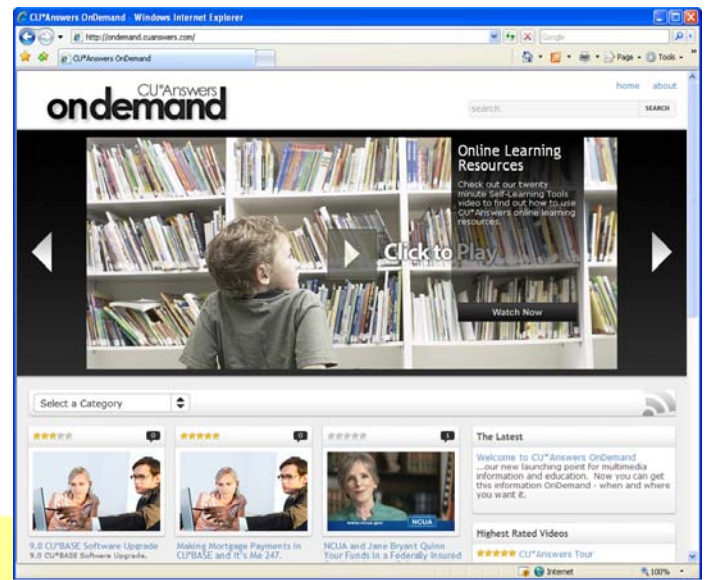
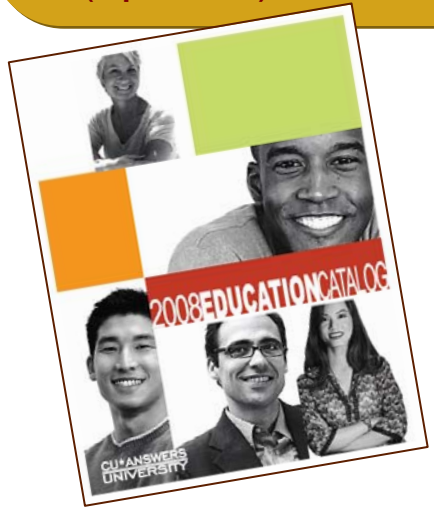
Interactive Education



Education

Since last year...

- 242 classroom or individual events
- 436 web conference sessions (up 17%)
- 395 days of conversion training/support (up 44%)



On Tap for OnDemand

Coming soon...

- Series on CU*Check 21
- Series on CU*BASE Cross Sales Tools & Trackers
- Report Builder 1 & 2

Building Our Products Together

Interactive Education

2008 Stats (June 2007 – May 2008)

■ Top 5 Web Conference Attendees

- 1. Ohio Catholic
- 2. Affinity Group
- 3. Alpena Alcona Area
- 4. Detroit Municipal
- 5. Aeroquip

■ Top 5 Online Learning Users

- 1. Detroit Municipal
- 2. United Educational
- 3. Glacier Hills
- 4. New Horizons
- 5. losco

■ Top 5 AnswerBook Users

- 1. Northern Hills FCU
- 2. Fox Communities
- 3. Ohio Catholic FCU
- 4. Community CU
- 5. Affinity Group CU and Wauna FCU (tied)

As a thank you, last year these CUs received 10 free hours of Webex web conferences to use any time in 2009

Building Our Products Together

Interactive Education

2009 Stats (June 2008 – May 2009)

■ Top 5 Web Conference Attendees

- 1. Glacier Hills
- 2. Delta County
- 3. ATL
- 4. First Trust
- 5. Ohio Catholic

■ Top 5 Online Learning Users

- 1. Heartland
- 2. Superior Choice
- 3. Allegius
- 4. Highmark
- 5. Sentinel Federal

■ Top 5 AnswerBook Users

- 1. Highmark
- 2. Fox Communities
- 3. Community West
- 4. Community CU
- 5. Ohio Catholic

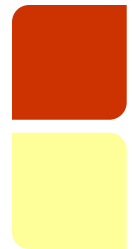
=repeaters from last year!



Coming in 2010: Look for details on how to win \$2,500 toward a custom CU University campus (details in your 2010 Education Catalog!)

Building Our Products Together

Broadcasting to Network Participants



RSS Feeds...Are You Hooked In?

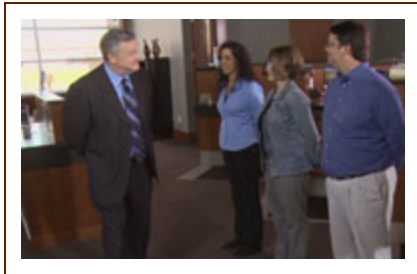
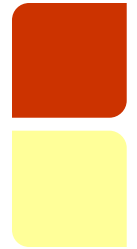
- cuanswers.com - Client News
- cuasterisk.com - Press Releases
- cusecure.org - ID Theft and Phishing News and Information
- edoclogic.com - eDOC Innovations News
- ms.cuanswers.com - CU*Answers Management Services & Gividends
- news.cuanswers.com - Industry News
- ondemand.cuanswers.com - Videos and Demos
- support.cuanswers.com - Internal Site for Support Contacts
(only accessible via MPLS Network)
- updates.cubase.org/alert/ - CU*BASE and Xtend System Alerts
(only accessible via MPLS Network)
- wesconet.com - Systems & Network News
- ws.wesconet.com - Web Services News



We're already connected on social networks like Twitter, LinkedIn and Facebook...look for network participants when you are surfing social networks

Building Our Products Together

Broadcasting to Network Participants

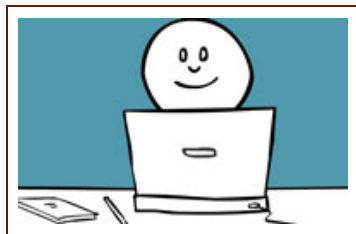


2008 Contest Winner:
"The Owners are Here"



2009 Contest Winner:
"Realizing Dreams Faster"

See these and more at
<http://ondemand.cuanswers.com>



Self-Service Short

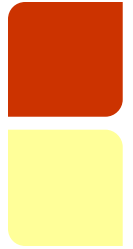


It's Me 247
Online Banking

Will you participate in next year's
video contest?

Building Leadership Together

2009 CEO Strategies Event



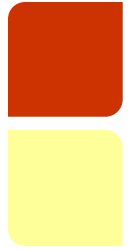
- Lately all businesses have been challenged to earn a return on network events and out-of-office time
- Have we lost the vision for explaining the return on how hard we work together, as coaches/players, teachers/students, and earning with others?
- CEO Strategies week is a for-profit event for those who do the work

Mark your calendars...

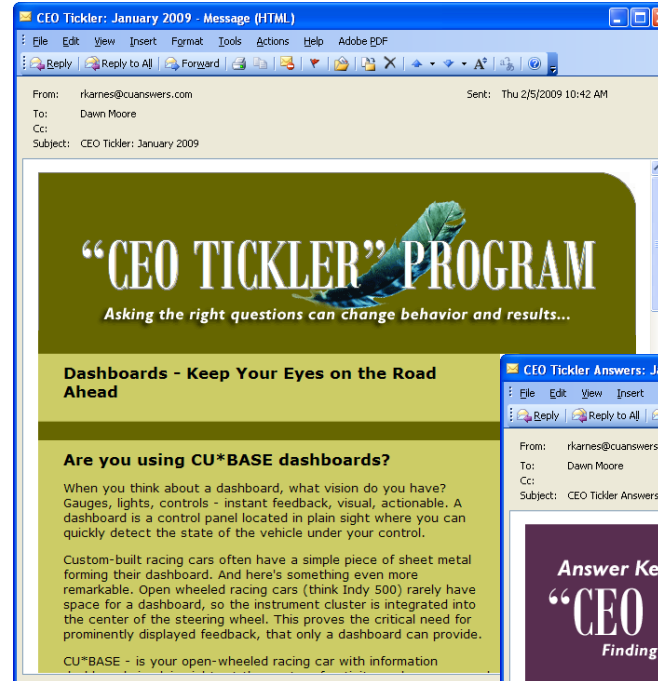
NOVEMBER 2009				
9	10	11	12	13
Monday (Afternoon only)	Tuesday (All day)	Wednesday (All day)	Thursday (All day)	Friday (Morning only)
Collaboration Workshop	CEO School	The CEO Roundtable (for CEOs only)	CEO School (repeat of Tuesday)	Collaboration Workshop (repeat of Monday)

Building Leadership Together

2009 CEO Strategies Event



- An ongoing exchange from the CEO Strategies week:



Building Leadership Together

2009 CEO Strategies Event

- A working project from the CEO Strategies week:

MNCNFD #11 Fee Income/Waiver Analysis

Session 5 CU*BASE GOLD - Fee Analysis

Fee Analysis

Corp ID: ALL Corporations

Current view is Fee Types

Current view values are amounts

Summary Opportunities Charged Waived

Description	Apr 2009 [MMYYYY]				May 2009 [MMYYYY]			
	Opportunity	Charged	Waived	% Waived	Opportunity	Charged	Waived	% Waived
CASHED CHECK FEES	4,248	100	4,148	97.6	4,344	102	4,242	97.6
DORMANCY FEES	1,785	156	1,628	91.2	1,810	190	1,619	89.4
MINIMUM BALANCE SERVICE	55	55	0		50	50	0	
PRINTED CHECK FEES	391	25	366	93.6	445	45	400	89.8
PRINTED MONEY ORDER FEE	228	144	84	36.8	188	128	60	31.9
STARTER CHECK FEES	54	9	45	83.3	54		54	100.0
SHARE DRAFT NON-RETURN	1,020	1,020	0		1,840	1,840	0	
SHARE DRAFT NSF	1,080	900	180	16.6	860	800	60	6.9
STOP PAYMENT FEES	40	20	20	50.0	100	100	0	
TRANSACTION HISTORY PRI	36	15	21	58.3	45	14	31	68.8
TRANSACTION SERVICE CHA	75	75	0		45	45	0	
WIRE TRANSFER FEE VARIA	270	270	0		216	198	18	8.3
Totals	9,282	2,789	6,492		9,997	3,512	6,484	

My challenge to you: if you need income, be a monster analyst using this tool...

See you in November!

Building Leadership Together

2009 CEO Strategies Event

- New project to kick off at this year's CEO Strategies week:

Member Checks			
Corporate Checks			
Overdraft Transfers			
Description	Total Amount	Fee Amount	# of Checks
Total member checks received	1,037,793.81		5,161
Member checks posted	1,030,224.87		5,120
Members checks posted to negative balance	10,752.18	2,375.00	94
Exceptions in 1st pass	7,568.94		41
Re-posted	1,372.16	300.00	12
Force posted to negative balance	741.04		9
Returned	6,196.78	500.00	29

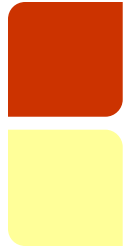
What's the lowest this has been over the past year?

- Sharpening our edge via new automated trending tools

What's the average amount for this over the past year?

What's the highest this has been over the past year?

Building Leadership Together



- It takes network leadership to drive network execution
- And that brings us to the Robert H. Mackay award

“The challenge of leadership is to be strong, but not rude; be kind, but not weak; be bold, but not bully; be thoughtful, but not lazy; be humble, but not timid; be proud, but not arrogant; have humor, but without folly.”

Words to live by, shared by Bob Mackay
Taken from a quote by Jim Rohn





Wrapping Up the Morning



Wrapping Up the Morning



- Welcome to our vendors!
- Wondering where is “Christmas in June” this year? Look for some pricing announcements after lunch...
- Enjoy your lunch and check out the gardens...but please be sure you are seated again by 1:15
- After lunch, Randy will share the stage with some wild and crazy guys...





Let's Eat!







Put It Out There for the World to See




In a year when it might seem prudent to keep your head down, how will your members know you are still excited and ready to do business?






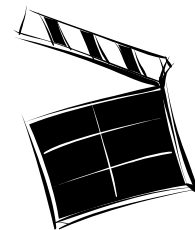
My Credit Union...The Place to Be for Every Generation



Joe Anderson is becoming a standing resource when it comes to CU*Answers video



Here is this year's industry piece



A Place for Every Generation



- They say you can't be all things to all people, but in building a credit union today, you have to be a lot of things for a lot of people
- A credit union must focus on communicating value at **every stage of the member's life** if it is to attract a large enough audience of active members to secure its future
- It starts with being able to identify people along the way, taking the time to build value that matches their needs, and communicate constantly your intent to be a part of their lives



Since I'm still a techno-geek, I'll get to the gadgets soon, but for now let's talk **value** and knowing your members...

An Aggregator's Mindset

Credit Unions are the Original Network Designers



- Even though we're a niche, we have to have the mindset of an aggregator who builds a significant audience from small groups, who pays attention to the nuances of a membership
 - Have you analyzed your top 10 **products**, ranked by member utilization? (For example, members who have a checking account, bill pay, etc.)
 - Have you analyzed your top 10 **services**, ranked by member utilization? (For example, direct deposit, etc.)
 - Have you analyzed your top 10 **traits that identify members** by % ranking? (For example, # of women, people in key ZIP codes, etc.)



If you were steering the CU based on 30 key member commonalities, what would your list include?

An Aggregator's Mindset

Building a Credit Union, One Small Group at a Time



Session 2 CU*BASE GOLD - GOAL 5: ANALYZING MEMBER-ELECTED DEPOSITS

Summary of Members Scored

Summary Growth Over Time

Description	Mar 2009		Apr 2009		May 2009		Jun 2009	
	Members	%	Members	%	Members	%	Members	%
Payroll >= 200								
ACH >= 200	1,879	42.3	1,809	40.8	1,834	41.4	1,797	40.6
AFT Transfs Active	342	7.7	342	7.7	342	7.7	336	7.6
LN Pay AFT Active	265	6.0	265	6.0	263	5.9	258	5.8

Backup F3
Cancel F7

WN (436) 6/08/09 14:41:15

Session 2 CU*BASE GOLD - GOAL 2: ANALYZING MEMBER SAVINGS

Summary of Members Scored

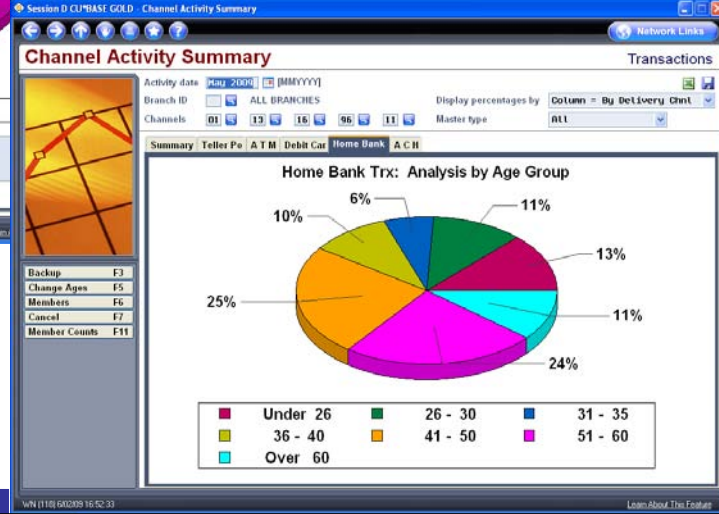
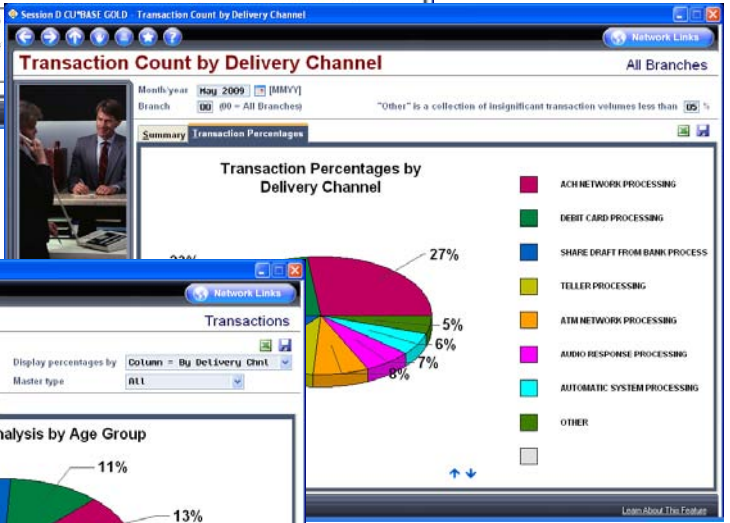
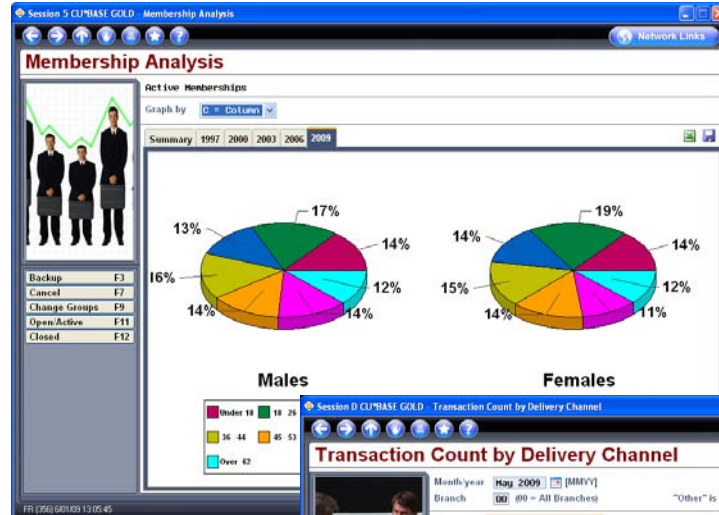
Summary Growth Over Time

Description	Mar 2009		Apr 2009		May 2009		Jun 2009	
	Members	%	Members	%	Members	%	Members	%
Addl Gen SAV Present	801	18.0	812	18.3	823	18.6	828	18.7
NON-IRA CD Present	290	6.5	293	6.6	291	6.6	294	6.6
IRA SH & CD Present	170	3.8	173	3.9	174	3.9	174	3.9
Money MKT								
Saving w/ Neg Bal	6	.1	5	.1	7	.2	5	.1
Checking w/ Neg Bal	51	1.1	50	1.1	48	1.1	45	1.0
Aggr Bal to 500	1,972	44.4	2,036	45.9	1,970	44.4	1,946	44.0
Aggr Bal to 5000	1,475	33.2	1,389	31.3	1,423	32.1	1,410	31.9
Aggr Bal to 25000	629	14.2	638	14.4	657	14.8	676	15.3
Aggr Bal to 75000	173	3.9	178	4.0	180	4.1	183	4.1
Aggr Bal to 999999999	47	1.1	51	1.1	54	1.2	56	1.3
Misc OTB SAV Acct								

Backup F3
Cancel F7

An Aggregator's Mindset

Building a Credit Union, One Small Group at a Time



Check out these tools on menu MNMGMA

Are You Connecting the Dots?

New CU*BASE Features With a Member Audience



Know Your Member Enhancements in 2008-2009

■ Contingent Liability Analysis	<i>People who have available lines of credit</i>
■ Improved Channel Activity Analysis	<i>People who use your teller line, based on age</i>
■ New Relationship Analysis tool	<i>People by Membership type and age</i>
■ Enhancements to List Generator	<i>People who do not have one of your top 10 products</i>
■ New Sales Tracker	<i>People who represent qualified leads</i>
■ Personal Banker enhancements	<i>Members who take the time to build services their way</i>

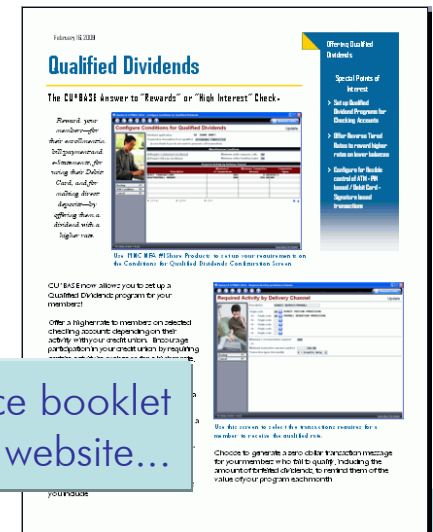


Every year, we add features that have an insider's title...can you translate those into external "reach the right member" tactics?

Top 10 Products, Ranked By Member Utilization

e.g., Checking Accounts

- Qualified Dividends: the CU*BASE answer to “Reward” or “High Interest” checking
 - Set two flexible rate schedules
 - **Qualified** schedule – multiple ranges for regular or reverse tiers
 - **Base** schedule – rate for non-qualified accounts (or even 0%)
 - Configure qualification parameters and transaction requirements and the system will automatically group members and pay according to the appropriate schedule
 - Connect with both groups of members via a Member Connect file



Flyer and reference booklet available on our website...

Top 10 Services, Ranked By Member Utilization

e.g., A2A

- Every year, we try to add new bricks to the foundation of CU*BASE/It's Me 247 capabilities; things we know CUs will build services on
- A2A is one of those foundation bricks, on which things like switch kits and pay day lending are built
 - It also stands on its own:
 - Flexible configuration options, fees, and waivers
 - Member enrollment via CU*BASE to set up relationship accounts at other financial institutions
 - Transfers via It's Me 247 and CU*BASE Phone Op
 - PIB controls for member security and peace of mind
 - Settlement via your normal ACH channel

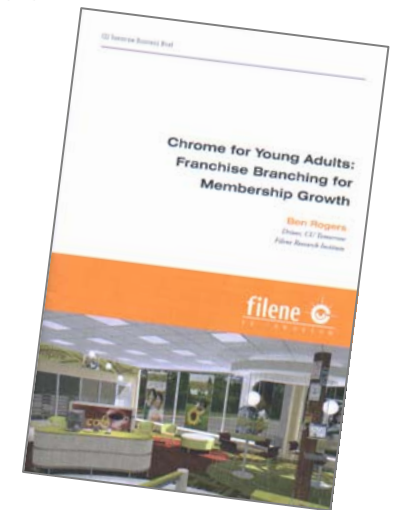


Flyer and reference booklet available on our website...

Top 10 Traits that Identify Members, By % Ranking e.g., Age Demographics

■ Chrome for Young Adults: Franchise Branching for Membership Growth

- Chrome is a credit union retail delivery concept that has been percolating at the Filene Research Institute for several years
- The Chrome concept is based on Filene's long-term priority for large-scale collaboration
- 3 main components:
 - Branch look and feel
 - Consistent electronic delivery
 - Marketing



Interesting reading from two standpoints: franchising concepts and what people think young people are looking for in products and services

More Know Your Member Projects

Closed Accounts Dashboard

- This will be my favorite Know Your Member dashboard project for 2010: both a member service tool and a leader's window into what's happening with members
 - Show a list of memberships and accounts closed for a date range
 - Allow follow-up on closed status things like GAP insurance, paperwork, refunds, etc.
 - Give a data analysis of the number, demographics, types, etc.
 - (Remember Member Service Rewrite Phase 2?)

The top screenshot, titled 'Session 0 CUMBASE GOLD - Membership Analysis', displays a 'Membership Analysis' dashboard. It features a line graph showing trends over time and a data table with the following structure:

Enter years		2004	2005	2006	2007	2008	Total						
Age Groups	# of Mbrs	%	# of Mbrs	%	# of Mbrs	%	# of Mbrs	%					
Under 19	Male	19	4	26	5	48	5	24	5	16	4	125	5
	Female	25	5	19	3	39	5	22	4	17	4	122	4
19 - 25	Male	29	5	33	6	38	5	25	5	24	6	149	5
	Female	33	6	29	5	42	5	19	4	18	5	141	5
26 - 35	Male	57	11	55	10	92	12	45	9	31	8	280	10
	Female	37	7	35	6	54	7	43	8	23	6	192	7
36 - 40	Male	52	10	31	6	47	6	38	7	26	7	194	7
	Female	22	4	16	3	29	4	15	3	14	4	96	3
41 - 50	Male	63	12	72	13	109	14	54	10	45	12	343	12
	Female	37	7	38	7	61	8	41	8	27	7	204	7
51 - 65	Male	80	15	64	12	101	13	76	15	48	13	369	13
	Female	31	6	38	7	54	7	36	7	19	5	170	6
66 - 75	Male	23	4	37	7	39	5	31	6	33	9	163	6
	Female	24	4	31	6	26	3	24	5	25	7	130	5
Organizations		9	4	22	6	19	3	29	5	12	7	91	5
als membership		541		546		790		522		378		2,777	

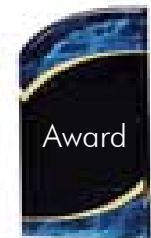
The bottom screenshot, titled 'Session 0 CUMBASE GOLD - Work/View Application Status', displays a 'Work/View Application Status' dashboard. It includes search filters for 'From' (May 10, 2009) and 'To' (Jun 09, 2009), and a table with columns for 'Position To', 'Loan app #', 'Last name', 'Loan category', 'Branch', 'Delivery channel', 'UW status', 'Interviewer', and 'Dealer'. It also features a 'Key Activity Tracking' section with a list of activities and their counts.

Speaking of small demographic groups...Sunday Lobby Hours



■ An excerpt from an email I received from a CEO:


“Members have really liked us being open on Sundays. The feedback has been pretty much word of mouth and we did receive a thank you note because we helped a member in need of cash one Sunday. I know with all the technology and electronic means of transacting business it would seem that people would have less and less reasons to actually visit their financial institutions, but we are not seeing the numbers decline that much. It must be our area or the membership in this area...I was floored when I did a study on the Sunday traffic and I saw that five shared branch credit union members used the service.”





Responding to the Network Technologies That Are Changing Our World

Sometimes it feels like the world is full of inventions waiting for a business...waiting for a credit union model that makes bottom-line sense



Inventions, Gadgets, Must-Haves

Making Real-World Cases for Credit Unions

- “To win at the new game, you must not be losing at the old”
- This is how one my coaches sums up the problems with new technology and ideas that seem to have an overwhelming appeal to future generations, but sometimes leave today’s credit union leader wondering how to get there
- This is where I believe our collaboration as developers and shared investors in new technologies shines for everyone to see
- The following slides outline some 2010 strategies for building a future based on the promise of network technologies that are changing our world

Check out the CU Journal
June 1 issue

Introducing: e.info

A Partnership Between Xtend and It's Me 247

- Since the creation of e-statements, marketers have been trying to emulate the process of a member opening their statement envelope and doing a flyby on everything else inside
 - Marketing inserts
 - Mandated disclosures
 - Member newsletters
- Most CUs have adapted by using their websites, email teasers, and independent mailings...but there continues to be a push on how to capture the e-Statement reader's attention at the point of contact

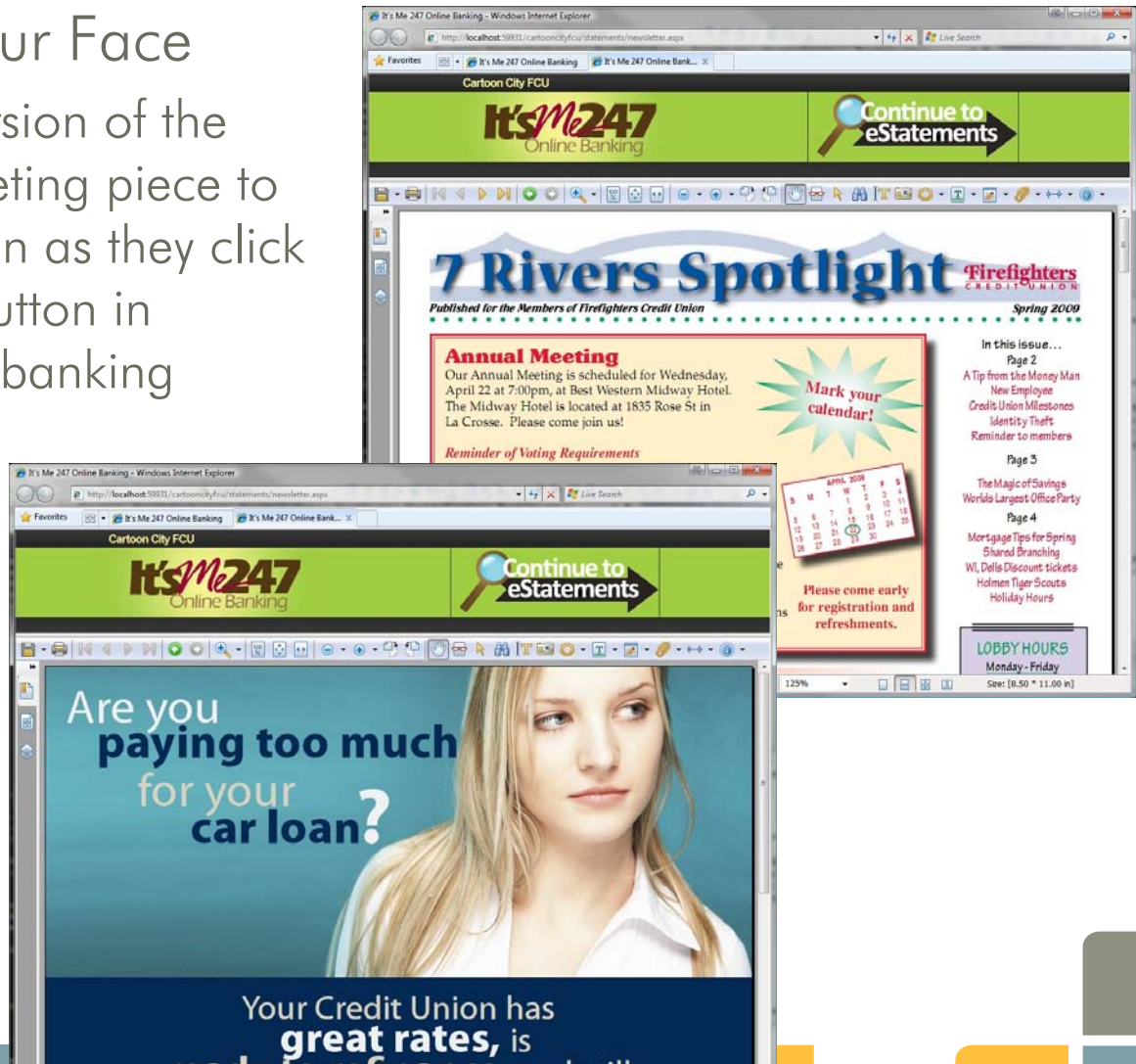
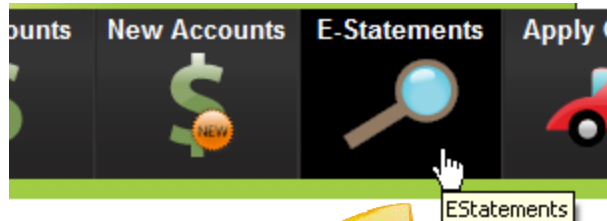


Two Primary Strategies



■ First strategy: In Your Face

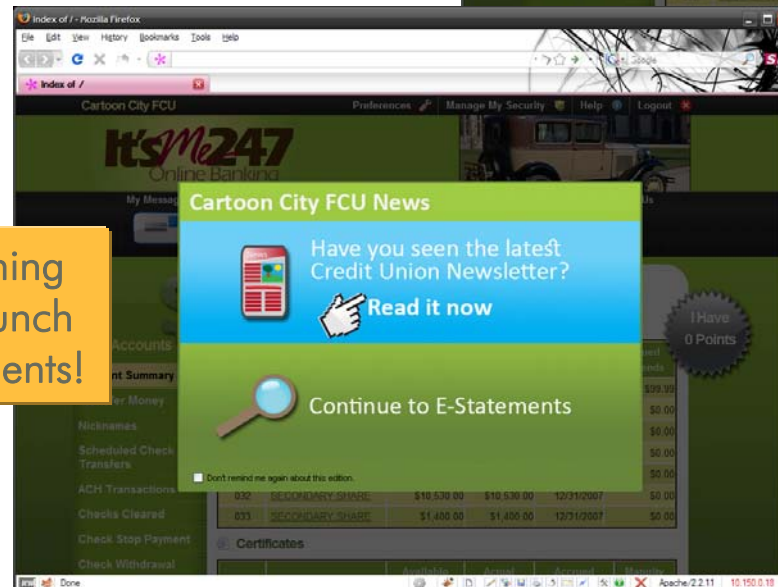
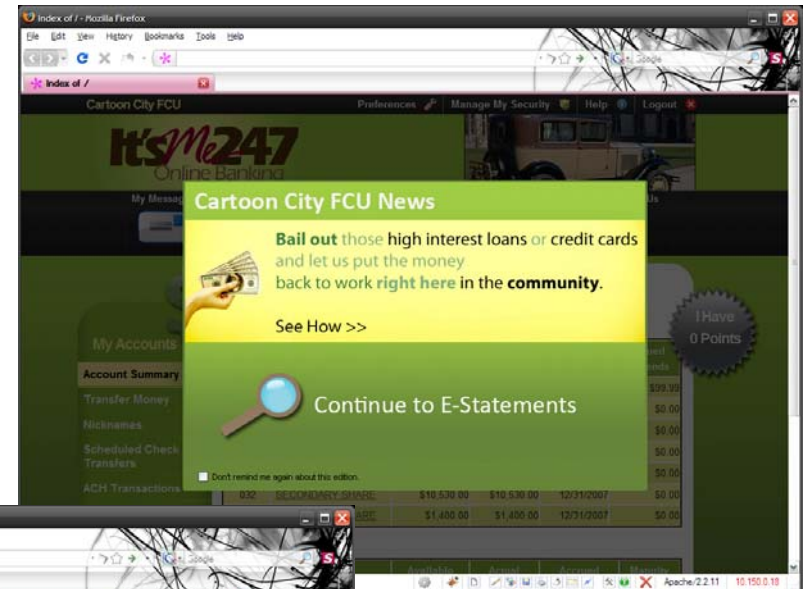
- Presents the full version of the newsletter or marketing piece to the member as soon as they click the e-Statements button in It's Me 247 online banking



Two Primary Strategies



- Second strategy: Teaser
 - Member's choice to click for more information or continue immediately to e-Statements



Watch for more info coming soon...we're targeting launch for your December statements!

Driving Members to e-Statements

- Success with e-Statement members is gaining momentum; we hear from many of you looking for ideas and sharing success stories

- The case study on Services Center FCU is one example of a success story...give it a read



- Services Center FCU is a past winner of the Callahan Performance Award for driving member penetration of electronic services
- This year's winner used the politically-correct color **green** to drive home their point...



Online Banking Community

New Strategies for 2010



- Few services have been both well received and irritating to credit union marketers like the OBC
 - Everyone recognizes the value of communicating with this audience and how CU*Answers automatically adds to whatever the credit union is doing on websites and through direct marketing
 - OBC was a key tool in meeting the risk-assessment guidelines for e-commerce services
 - OBC has speeded up the development of *It's Me 247* by offering direct communications on pending changes and highlighting new services
- But there are still a few things about the OBC that aren't always as popular

Online Banking Community

New Strategies for 2010

e.info

- Coming in 2010, a new service from e-info will let CUs have more control over the published content on the OBC
 - Optional service (read: \$\$)
 - Special content plus the standard 3 articles
- Also working on a new infrastructure to allow for a library of articles, rotating automatically, with “opt out” flags for a CU to choose which articles should be used

The screenshot shows a web browser window titled "It's Me 247 Online Banking - Mozilla Firefox". The page is for Success Credit Union, dated Tuesday, June 02, 2009. The main content area is divided into several sections:

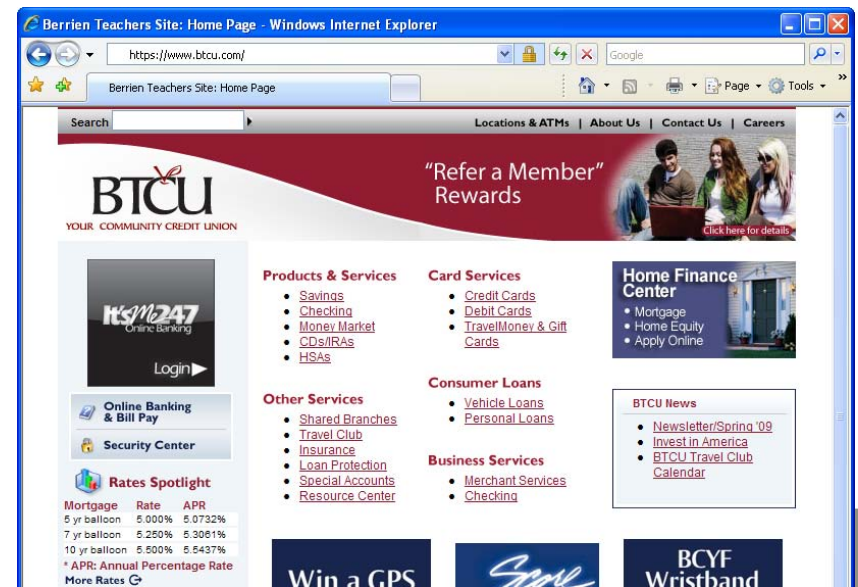
- It's Me 247 Secure Login:** A login form with fields for "Username:" and "Next" button. Text: "Please enter your username. If you do not have a PIB Profile, please enter your account number."
- Check it out!:** A promotional banner for "Bail Out Those High Interest Loans or Credit Cards!" with a sub-header "Your credit union has great rates for savings and certs!" and a link to "Use e-Statements to analyze your accounts."
- Not a member?:** A section with a family photo and the text "Apply online now!"
- Visit our Online Banking Community:** A section with links for "Online Help for It's Me 247", "What More Can I Do with It's Me 247?", "See How Easy it is to Apply for a Loan.", and "See How Easy it is to Pay Bills Online."
- What is PIB?:** A section with a link to "Learn about Identity Theft at CUPSecure.org."
- Stay Safe on Social Network Sites:** A section with a link to "Check out a recent posting on www.cusecure.org with some great tips on protecting yourself and your identity on when using today's popular social networking websites."

At the bottom, there is a VeriSign Authentic Site Seal and a NCUA logo.

Online Banking Community

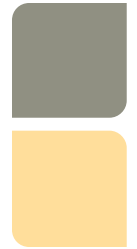
New Strategies for 2010

- Announcing the return of direct member access to It's Me 247 via a credit union web page
 - Beta 1st Qtr 2010
 - Will be some website security requirements to use this feature
- Starting on your CU home page, a member will enter their user name or account base and click Next
- Then the regular OBC password/security question page will appear (this page cannot be bookmarked)



It's Me 247: More Than Just My Accounts

Online Ballots



- New configuration for setting up a credit union ballot
 - Active voting period
 - URL links to your website to read about the candidates/issues
 - General eligibility rules (age, par value/aggregate bal, excluded Membership Designations, one vote per SSN or acct)
- Members can vote via online banking, or you can grant authority to select employees to enter paper votes via CU*BASE



- Not just for electing Board members...online surveys
 - Up to 99 "questions" with 99 possible "answers" each, which means you could even use this as a short-term, mini-survey on any subject

Check out the Kitchen page on our website for the latest design specs!

It's Me 247 Development Initiative for 2010

Delivering Forms & Documents

- The other side of the coin from our e-document strategies: it's not about archival and retrieval, it's about putting a document image in a member's hands
- Besides e-Notices, e-Alerts, and e-Statements, what other types of printed materials could we deliver to members electronically?
 - Loan coupons
 - Escrow analysis statements
 - Misc. Member Acct Forms (TIS disclosures, fee schedules, etc., when opening an account)
- What else? What could we deliver through *It's Me 247* so that you could stop printing it in other channels?

It's Me 247 Development Initiative for 2010

Delivering Forms & Documents

■ Still working through the questions

- What's the trigger for producing them – member request, or member takes some other action (like opening an account), or CU does something manually (like printing notices, producing escrow analysis)
- What's the delivery method? Via PDF? Web page form (like e-Notices)? Link to another website?
- Are they stored for later use or one-time, on-demand?
- Is a Tracker record created? Is a record needed to record member acknowledgement?

■ Don't make light of this: these projects will save money for every credit union in the future (just like e-Notices)

eNotice Details

Date: 03/14/2008
Time: 02:14:24 PM
Subject: Checking Overdraft/Courtesy Pay/NSF

WESTERN DISTRICTS CREDIT UNION
201 36TH STREET
KENTWOOD, MI 49508-6246
GRAND RAPIDS, MI 49548
616-241-2516

Overdraft Protection - Share Transfer and/or LOC Advance

Account Number: ████████-001 Transaction Date: 01/25/08
Fee Amount: \$1.00 Transfer Amount: \$200.00
Check Number: 4871 Withdrawal Account #: ████████-000

The following activity was recorded on your checking account(s). Please make a note in your records. On the above date, check(s) were presented for payment. In accordance with your share or line of credit agreement, we advanced funds to your checking account for payment. Please note any fee listed above for this service. If you have any questions please contact our office at 241-2516 or 1-800-437-9875 or review your account through

It's Me 247 Development Initiative for 2010 Switch Kits

- Many of you are using switch kits on your website and have been asking when CU*Answers will get involved and help automate some of this process
- In 2009 we have laid the foundation with the A2A and Experian AS1 identify verification product
- In 2010, CU*Answers and Xtend Member Reach will develop a program to bring it all together
 - It's Me 247 will start with product switch kits
 - Next phase: Membership switch kits
- Watch the kitchen for more...



The image shows a 'Success Credit Union' switch kit form. At the top, it says 'Success Credit Union It's Time to Make the Switch' with a hand holding a credit card. Below that, it says 'It's easy. Print and Complete this Form. Bring it into the Credit Union. Relax, we'll take care of the rest.' There are two columns of text: 'Switching to Success Credit Union is easy and hassle free. And if you have questions, we're here to help. With this simple form you can:' followed by a list: 'Open a New Account', 'Close your Old Account', 'Transfer your Direct Deposits', and 'Transfer your Automatic Payments'. To the right, it says 'Plus with Success Credit Union you'll have access to all of our great services including' followed by the 'It's Me 247 Online Banking' logo. The form is divided into sections: 'Tell Us About Yourself' with two columns for 'Open an Individual Account' and 'Open a Joint Account', each with fields for Name, Address, Telephone, Email, Social Security #, Date of Birth, and Employer. Below that is 'Start the Account' with two columns: 'Transfer from my Existing Account' and 'Charge to my Credit Card', each with fields for Name, Routing Number, Amount, Signature, and Date. A red star is placed over the bottom left of the form.

It's Me 247 Development Initiative for 2010 Product Switch Kits for It's Me 247

- Credit card balance transfers – coming soon, driven by Lender*VP

Bail out those high interest loans or credit cards and let us put the money back to work right here in the community.



Put your {Credit Union Name} Credit Card to work for you to stop paying those high fees and interest rates. As an added bonus, the money stays right here in your community.

{X.XX}% APR¹ on balance transfers for the life of the repayment
Low {X.XX}% APR¹ on new purchases
Online Payment Convenience

Visit **It's Me 247** Online Banking for an Application.

Put your {Credit Union Name} Credit Card to work for you to stop paying those high fees and interest rates. As an added bonus, the money stays right here in your community.

Here's what you get:

- {X.XX}% APR¹ on balance transfers for the life of the repayment
- Low {X.XX}% APR¹ on new purchases
- Online Payment Convenience

Visit **It's Me 247** Online Banking for an Application.

Legal: Not here - APR is Annual Percentage Rate. Terms and Conditions may vary. Loans from a single depository bank of the paying and borrowing banks. Loans from a bank in the industry's classification are not available since the 1990s when an interest rate cap is in place. It is not necessary to make a loan under this program. It is not possible to apply for a loan. See also the way this switch is presented, in order to be able to target. It is not possible to apply for a loan since the 1990s with the release of interest rates containing loans from payments.

Balance Transfer

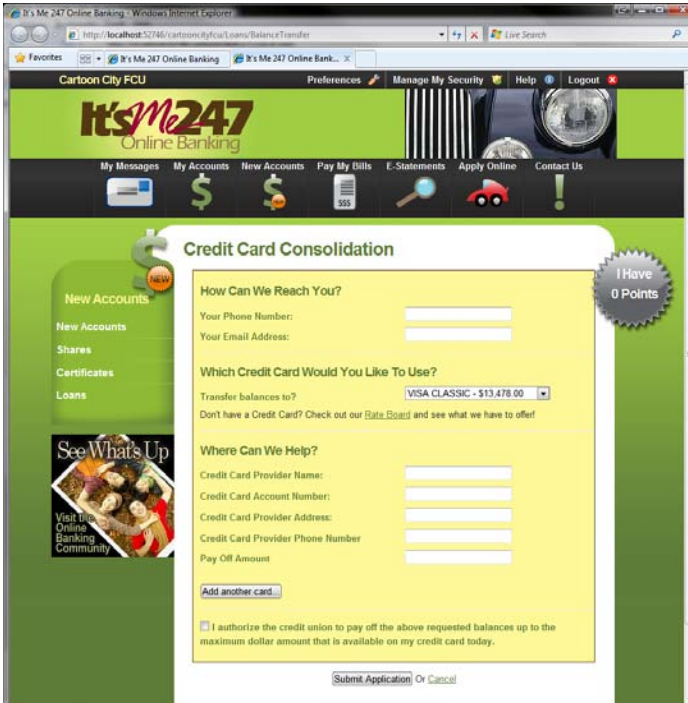
Account #: _____
Name: _____
Telephone: _____

Name of Creditor: _____
Address of Creditor: (if you know it) _____

Account #: _____
Amount authorized to transfer to your credit union card: \$ _____

Signature: _____

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Cartoon City FCU
It's Me 247 Online Banking

My Messages My Accounts New Accounts Pay My Bills E-Statements Apply Online Contact Us

Credit Card Consolidation

How Can We Reach You?
Your Phone Number: _____
Your Email Address: _____

Which Credit Card Would You Like To Use?
Transfer balances to? **VISA CLASSIC - \$13,478.00**
Don't have a Credit Card? Check out our [Rate Board](#) and see what we have to offer!

Where Can We Help?
Credit Card Provider Name: _____
Credit Card Account Number: _____
Credit Card Provider Address: _____
Credit Card Provider Phone Number: _____
Pay Off Amount: _____

I authorize the credit union to pay off the above requested balances up to the maximum dollar amount that is available on my credit card today.

Or

I Have 0 Points

It's Me 247 Mobile Banking

Mobile Banking for Every Member in 2010 at \$0 Cost

- Mobile Banking represents the next major application development area for our *It's Me 247* team
 - This continues to be the “must have” tool for the future, but with little current up-side for member penetration or revenue models
- The popularity of the iPhone and the Blackberry browser phone have changed the game in the past year
 - What was once a third-party vendor model now appears to be an application developer's dream
 - Our CUSO can invest in our own development, control the adoption curve, and adapt our revenue models over time once we succeed with members

It's Me 247 Mobile Banking

Moving 300,000 People to a New Channel

Accounts | I'm a Basic member.

Name	Available Balance	Actual Balance	Accr. Divide
OWNERSHIP SHARE	\$10,450.00	\$10,450.00	
CHRISTMAS CLUB	\$10,115.00	\$10,115.00	
BASIC SHARE DRA	\$8,480,344.38	\$8,480,344.38	12/31/2007
SECONDARY SHARE	\$2,100.00	\$2,100.00	12/31/2007
SECONDARY SHARE	\$1,000,179.85	\$1,000,179.85	12/31/2007
SECONDARY SHARE	\$10,530.00	\$10,530.00	12/31/2007

It's Me 247 Mobile Edition!

Here's why you should use mobile banking:

- ...ing point
- ...not so compelling
- ...old point
- ...now can I live without this point

Use mobile banking features even from your PC



iPhone



BlackBerry

Mobile phone users are curious about the potential of doing everything on their phone...this process will scratch that itch

It's Me 247 Mobile Banking

- We will walk before we run...this first version of mobile banking will include
 - Mobile banking features (emulator) available even from It's Me 247
 - Automatically sense the mobile phone and offer standard login or mobile login
 - Check account balances
 - View last 5 transactions
 - Transfers within your own accounts
- As we build an audience and a way to pay for all that is possible with mobile phones, we'll be off to the races



Text Services Through Your CU

Connecting via Text with Your Members

- On the heels of our mobile banking rollout, our teams will be moving quickly into a beta-test for text messaging
 - One-way text for e-Alerts
 - Two-way text for interactive banking via SMS text messaging
- Once again, the investment and the return related to this service are at odds with what seems to be a “must have” future for all credit unions
 - Vanity short code services approx. \$1,600/month
 - 4¢ per message
- What will start as a CUSO investment in 2010 will have to develop into a paid-for service down the road



Text Services Through Your CU

Connecting via Text with Your Members

■ To make text services successful in the future, we need to revisit our current e-Alert processes and crack the code on reaching more members and delivering value that future members may pay for

- Debit warnings through text messages (ACH and checks)
- MBAL for services when members are making purchases
- Making current balance e-Alerts real-time
- What else can you come up with?

■ We need your ideas for the marketing promotions that are going to excite members about text messaging and help the CU earn a buck in the process

e-Alert Subscriptions for Online Credit Unions

Credit Union Name	# of Members	Total e-Alert Subscriptions		Account Balance e-Alerts		e-Alerts Received via Email	
		Count	% of Members	Count	% of Subscriptions	Count	% of Subscriptions
American FCU	18,222	167	0.9%	44	24.5%	41	18.2%
American Credit Union	8,209	83	1.0%	7	8.4%	4	7.2%
Arroyo Valley CU	5,136	394	7.7%	45	11.5%	47	11.9%
Albany Community FCU	8,274	77	0.9%	2	2.6%	7	9.2%
Albany Credit Union	13,622	452	3.3%	25	5.5%	25	5.5%
Albany Credit Union	13,137	202	1.5%	37	18.4%	36	17.9%
Albany Community CU	23,225	501	2.2%	43	8.6%	48	11.0%
Albany Community CU	8,281	93	1.1%	36	38.6%	9	9.9%
Arroyo Valley Association CU	3,213	79	2.4%	28	35.4%	28	35.4%
Albany Federal Credit Union	8,883	348	3.9%	24	6.9%	28	34.9%
Albany Credit Union	8,513	232	2.7%	38	16.4%	38	16.4%
Albany Credit Union	8,228	428	5.2%	34	7.9%	31	7.3%
Albany CU	4,622	27	0.6%	2	7.4%	8	29.6%
Albany Federal CU	24,784	4,111	16.6%	148	3.6%	175	4.2%
Albany Credit Union	3,637	117	3.2%	19	16.2%	19	16.2%
Albany FCU	2,443	8	0.3%	1	12.5%	1	12.5%
Albany Employees CU	1,434	12	0.8%	4	33.3%	4	33.3%
Albany Credit Union	7,827	151	1.9%	26	17.2%	26	17.2%
Albany Credit Union	7,127	74	1.0%	12	16.2%	12	16.2%
Albany and Arroyo CU	3,472	15	0.4%	3	20.0%	3	20.0%
Albany Valley Credit Union	13,923	254	1.8%	32	12.6%	35	13.5%
Albany Valley FCU	2,422	17	0.7%	8	47.1%	8	47.1%
Albany Valley Credit Union	9,743	187	1.9%	41	21.9%	37	19.8%
Albany Community CU	4,127	84	2.0%	9	10.7%	9	10.7%
Albany Credit Union	11,168	222	2.0%	46	20.7%	42	19.0%
Albany FCU	4,434	44	1.0%	18	40.9%	18	40.9%
Albany Valley CU	13,784	233	1.7%	48	20.6%	37	16.3%
Albany Valley CU	4,211	774	18.4%	6	0.8%	6	0.8%
Albany Valley CU	4,245	21	0.5%	2	9.5%	3	14.3%
Albany Valley CU	11,113	464	4.2%	91	19.6%	81	18.3%
Albany Valley CU	1,513	19	1.3%	5	26.3%	5	26.3%
Albany Valley Credit Union	1,163	16	1.4%	14	87.5%	14	87.5%
Albany Valley FCU	227	2	0.9%	-	-	-	-
Albany Valley Credit Union	18,122	181	1.0%	25	13.8%	24	13.3%
Albany Valley CU	11,134	117	1.1%	20	17.1%	19	16.3%
Albany Valley FCU	12,132	44	0.4%	15	34.1%	14	31.8%

Webster CU is not included in this table.
No e-Alerts received via email. See page 10 of 10.



It's Me 247 and e-Marketing

Update on Current Projects

From last year...

Making **It's Me 247** Online Banking a Richer Link to Your Members

- Handling bad email addresses
 - Will be adding a new "Wrong email address" flag in the MASTER record
 - Automatic pop-up message in **It's Me 247** requesting an updated email address from the member
 - Automatic pop-up message to CU staff from various CU*BASE screens
- Marketing opt-outs
 - Will be adding two new Y/N flags:
 - 3rd party marketing contacts
 - CU marketing/education contacts
 - Will allow members to opt out via **It's Me 247** or via CU*BASE
 - Member Connect and other CU*BASE tools will use the flags
- Preferred contact method

Do you get the feel of this? We want members to *elect*e-notices, to *elect*e-statements, *elect*e-alerts...and we want to do everything possible so they elect *us* as a trusted partner when it comes to electronic communications and marketing

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- Wrong email address handling was added last November (rel. 8.3)
- Still to come this year: new tools we are adding now to reduce our blacklisting at ISPs
- Ultimately this new technology will also enable us to send a file back to CU*BASE to set the wrong email address flag automatically when emails are returned

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It's Me 247 and e-Marketing

Update on Current Projects

- The opt-out project is slated for the 9.2 release (August '09)

Cartoon City FCU Preferences Manage My Security Help Logout

It's Me 247 Online Banking

My Messages My Accounts New Accounts Pay My Bills E-Statements Apply Online Contact Us

My Contact Options

Here's my favorite way for the credit union to contact me about things concerning my accounts:

My Preferred Contact Method:

Do we have your current mailing address, phone numbers, and email address? If you would like to verify or change your information, click the My Personal Information button on the left. You can also contact [Cartoon City FCU](#) directly, if you prefer.

Note: Although we will occasionally contact you by other methods, we will always try to contact you via your preferred method first. Also, remember that the credit union will never send personal or account information via unsecured email.

I do not want to receive any education, alerts, announcements, or outreach information directly from the credit union about products or services, even if they will save me money.

I do not want to receive information from other parties, carefully chosen by the credit union as being of interest to me, unless I specifically request it.

I Have 0 Points

CU*SECURE Are You Safe? Get the latest updates

Other It's Me 247 Development

Update on Current Projects

CD Maturity Management

- We recently released more configuration options so you can set up online certificates using any combination of renewal options
- Next up: allowing members to change their **certificate renewal options** in online banking after receiving a maturity notice
- Also working on adding helpful **links from e-Notices** to related pages (maturity e-Notice → CD renewal options, delinquency e-Notice → loan details/pay now page, etc.)

Miscellaneous

- Showing breakdown of **interest and principal** amounts on loan payment transactions
- Changing new account opening so that **joint owners** are selected from existing joint owners and/or the Transfer Control list

It's Me 247 Development Initiative for 2010 Still on the Drawing Board

- Multiple signons to the same account (husband and wife both signing on separately but to the same account base)
- One member accessing multiple accounts (jumping from my account to my daughter's account)
- Multiple users on the same membership with different authorities for It's Me 247 features (business accounts, what can each person see, whether they can do a transfer, etc.)
 - Controlled via PIB
- Business accounts are adding a new wrinkle to this old debate...in 2010 we'll move beyond the discussion and into action



It's Me 247 Initiative for 2010

A Changing Perspective

- How your members connect with you through the web has pushed disaster and business recovery planning beyond a tipping point
 - Traditional DR was related to getting your branch back on line, and your web services were secondary
 - Today CUs are more worried about getting members back online even before the branch is reopened – CUs use the online channel as a DR strategy
- CU*Answers has always had an aggressive disaster recovery and high availability focus, but today's web world has us looking to make big changes in 2010

It's Me 247 Initiative for 2010

A Changing Perspective

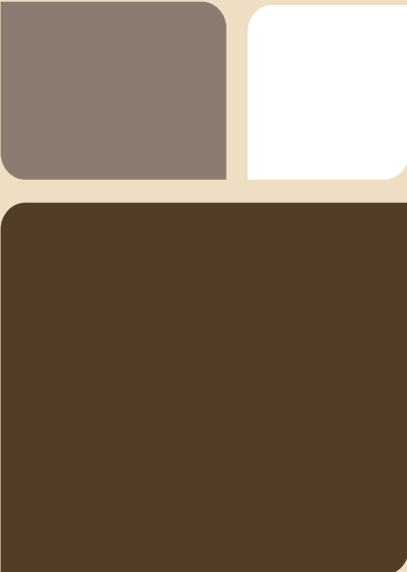


- During 2010 CU*Answers will open a new data center in Muskegon, Michigan
 - Immediate focus: Declare It's Me 247 a "critical" service and update our disaster recovery plans to include online banking
 - Mid-term focus: Relocate the CU*BASE High Availability system further away from our Production center
 - Long-term focus: Create a center that is ready for additional services to become part of our critical support (e.g., your web page)
 - Go the rest of the way and eliminate our need for our IBM level DR
- Although we have not increased our online DR pricing since 2006, we anticipate a price increase on January 1, 2010, of **\$0.005 per member/month** (for a 6,000 member CU, this is an extra \$32.50 per month)



Upping Our Game:

Introducing CU*Answers Management Services

- 
- Lender*VP
 - Gividends
 - Audit Link
 - cuasterisk.com



CU*ANSWERS
Management Services

Why CU*Answers Management Services?

Building the New Model While Winning at the Old

- For years, our collaboration has been evolving way beyond our original roots as a tool provider
- Today, we are an operational network; along with tools, we need a collective power to manage projects, dig deeper into every concept related to a credit union, and provide nuts-to-bolts solutions to reach members
- Remember this statement from this morning...
 - Building a consulting portfolio on products, services, and ideas for operating a credit union – a project team to interact with your leadership team (CU*Answers Management Services)

CU*ANSWERS Management Services

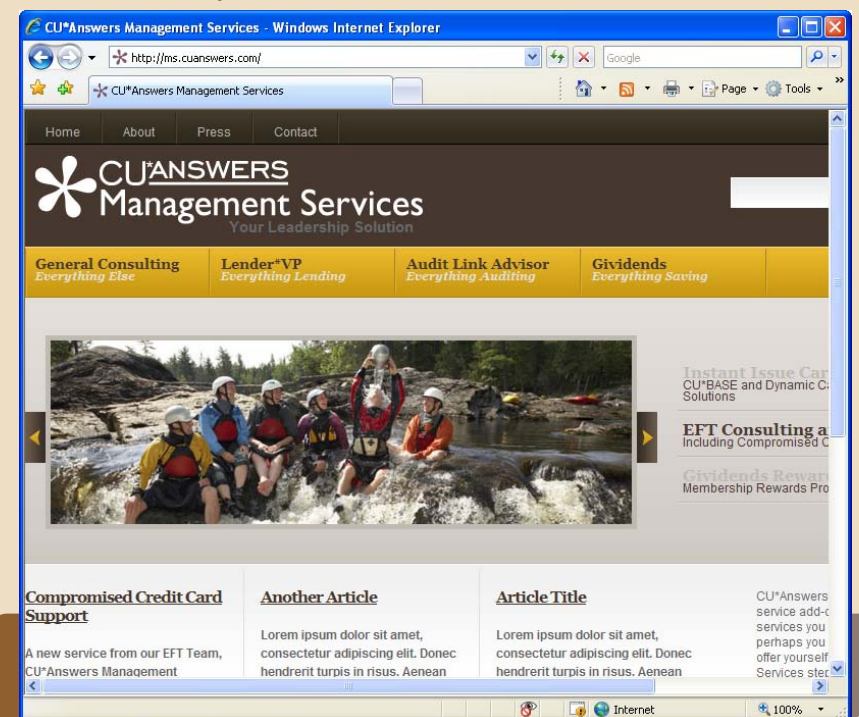


■ CU*Answers Management Services is the umbrella brand for our emerging management and consulting specialties

- Lender*VP...
everything lending
- Audit Link Advisor...
everything auditing
- Gividends...
everything savings
- CMS General Consulting...
everything else

■ CMS will be the bridge between the concepts and the execution, the vision for new a generation of solutions

<http://ms.cuanswers.com/>



CU*Answers Management Services

At the Core of Getting Things Done



Lender*VP	Gividends	Audit Link
<ul style="list-style-type: none">■ General lending consulting■ Mortgage services■ Collections■ Credit Cards■ Pay Day Lending■ Retailer Direct■ CU*Answers support<ul style="list-style-type: none">▪ Client support▪ Development support▪ Sales support	<ul style="list-style-type: none">■ General savings consulting■ EFT products and services■ Tiered Services and rewards program support■ Checking account consulting■ IRA program services■ CU*Answers support<ul style="list-style-type: none">▪ Client support▪ Development support▪ Sales support	<ul style="list-style-type: none">■ General compliance consulting■ Internal audit process design■ Risk assessment services■ Forensic research and analysis■ CU*Answers support<ul style="list-style-type: none">▪ Client support▪ Development support▪ Sales support

**CU*Answers
Management
Services:**



Geoff takes his team's passion for lending and is able to blend it with everything we're doing at CU*Answers

From tools to people, this team is driving hard

Lender*VP

A Foundation for Everything Lending



So far this year (Jan.-May 2009)

- Pay Day Loans: 1,118
 - Outstanding as of 05/09: 467
- DealerTrack Loans: 2,407
- Retailer Direct Loans: 526
- 247 Lender Decision Model pulls: 13,389
- Prime Alliance Apps: 1,854
 - Closing docs for the year: 591
- Experian AS1 pulls: 441
- Credit cards: 71,151
 - Member balances: \$139 million



Visit our vendor booth today!

Bail out those high interest loans or credit cards and let us put the money back to work right here in the community.

Put your (Credit Union Name) Credit Card to work for you to stop paying those high fees and interest rates. As an added bonus, the money stays right here in your community.

[X.XX% APR* on balance transfers for the life of the repayment. Low [X.XX% APR* on new purchases. Online Payment Convenience.

Put your (Credit Union Name) Credit Card to work for you to stop paying those high fees and interest rates. As an added bonus, the money stays right here in your community.

Here's what you get:

- [X.XX% APR* on balance transfers for the life of the repayment
- Low [X.XX% APR* on new purchases
- Online Payment Convenience

Apply for an application.

Balance Transfer

Account # _____
 Name _____
 Telephone _____
 Name of Creditor _____
 Address of Creditor _____
 Account # _____
 Amount authorized to transfer to your credit union card _____
 Signature _____

NCUA

REVIVING UP YOUR LENDING ENGINE

A Lending Support Partner for Your Credit Union

COMMUNICATE | COLLABORATE | CONNECT | RESOLVE

Xtension
Call Center

Hot Summer Deal!

Lender*VP

Get Experian Credit Report and an Automated Decision from the Decision Model for only \$1.50 each.

\$1.50
Credit Reports & Decisions*

Saves you nearly a \$1.00* for each report over other credit bureaus!*

Don't have a decision model? We'll help you set one up and establish decision model policies for free!

Plus, if you act now, we'll include one **CU*OverDrive** Marketing campaign with Xtension Call Center support Free!

This offer available for a limited time only.

Contact a **Lender*VP** Account Executive at 866-981-4LVP for more information.

*Based on Experian Credit Report and Decision Model - 4/1/09 and Experian Credit Report and Decision Model - 4/1/09

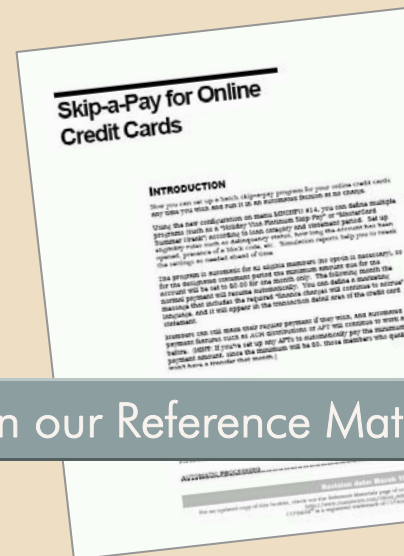


Skip-A-Pay

Batch for Online Credit Cards



- Already introduced a batch skip-a-pay feature for online credit cards
 - Ran last fall for several credit unions
 - Released March 2009 as a standard CU*BASE tool you can configure and run yourself
 - No-fee, batch program that automatically moves next due date ahead on all eligible online credit card loans



Check it out on our Reference Materials page...

Skip-A-Pay

Next Up: On-demand Skip-Pay for Loans/LOCs



- New configuration so you can define skip-pay “programs” by loan category
 - One-time date range or every year from mm/dd to mm/dd
 - Eligibility criteria (delinquency, loan open date, balance, etc.)
 - Optional fees
- Will track # of times the member takes advantage of a program and allow up to your configured cap
- Member can also elect the skip-pay via **It's Me 247** as well as through a CU employee using CU*BASE
- New skip-pay “post” program will:
 - Advance the next due date
 - Force interest payment (CU config)
 - Identify all relevant maintenance (ACH distributions, payroll, AFTs) and either do the update or prompt user for a decision
 - Post a \$0 transaction record (providing a record on member statements, etc.)
 - Add a note to the XX Collection Card Tracker

Shared Lending

A feature looking for a buyer...



- Introduced at last December's CEO Strategies event
 - If we can create an environment where CUs can exchange value without an expensive middleman layer, can we achieve an eBay effect?
 - Let's consider an automated shared lending capability within CU*BASE and the cuasterisk.com network


Credit Union	Application Type	Amount	Application Date	Available Date
Cartoon City FCU	Consumer Loan	8500.00	Aug 07, 2008	Oct 07, 2008
Affinity Group CU	New Auto Loans	16800.00	Oct 20, 2008	Nov 17, 2008
Crestwood Community	Used Auto Loans	4263.67	Nov 07, 2008	Nov 07, 2008

What if you could pick partners to share lending opportunities, and those apps could seamlessly interact with your CU*BASE loan origination system today?




**CU* Answers
Management
Services:**

Gividends



Savings products can seem so staid, almost to the point of a commodity without any flair or flash

We have the tools, but now we need the panache to make our credit unions stand out above the rest



An Emerging Team

Gividends

- We've been busy since we announced Gividends at the 2008 CEO Strategies event in December
 - From outlining a management job description to building an office to developing products and services, today Gividends is off the ground running
 - Accomplishments since last year:
 - Released the automated dividend donations tools ("save the whales")
 - Released the qualified dividends tools
 - Released patronage/ownership dividends tools
 - Ran new bonus savings/loan interest dividends programs
- A ton of work...the primary goal for 2010 is to develop the same passion and presence for savings as Lender*VP has for lending

Managing EFT Vision for CU*Answers



- Gividends has been given the responsibility of developing a new EFT Team
 - This team will be the liaison for both credit union program managers and CU*Answers EFT vendor support
 - The EFT team will lead the way on developing new services related to ATM/Debit and Credit Card programs
 - Four of my favorites:
 - Compromised Card support
 - Instant Issue
 - Customized authorization and member controls
 - And the new standard ATM/Debit Card Platform...



New Standard ATM/Debit Card Platform

Cividdends

- The infamous ATM/Debit “Pause for a Cause” is now reality!
- The new standard ATM/Debit Card platform is going to be called...the new standard ATM/Debit Card platform! (aren't we clever?)

- Already processing live every day for 4 CUs on three different ATM/Debit switches
- Additional vendor certifications are underway now and we're starting to schedule the next round of conversions

Getting Ready

A New CU*BASE Platform for your ATM and Debit Cards

Overview of Features

What's Coming?

- A completely new database infrastructure and platform to underlie better your CU*BASE member card and your chosen ATM/Debit vendor. We've spent nearly two years migrating and building our ATM and debit card processing tool from the ground up.
- The end result? A flexible, easy-to-manage, powerful, and well-documented structure that we support over email, now and into the future. It was a jump to the future to establish the CU*BASE tool for working with ATM and debit card vendors.

What's the Impact?

- Unlike the robot of the past, with full 24/7 impact on your members, the project will be more like the new GOLD Standard rollout. If any impact on members, it's 100% impact on your credit risk and debit card activity.
- The good news is that the screen has been designed to be intuitive to the business partner and everyone in CU*BASE GOLD, and, in detail, to be the same no matter which switch you use.

Cool New Features

- The new platform is a card-based system, replacing the credit-account-based system. What does that mean to you? You create a card, the attack as many different accounts as you wish, any account base (debit and ATM), no problems.
- There is no limit to the number of cards you can give to a member or to those members that keep doing them.
- If your vendor supports double-line embossing, you can now request up to two lines to be embossed on the same card. Great for your business accounts!
- A standard screen design used by every card, easy on both - everyone on CU*BASE sees the same screen, with custom data being displayed or hidden based on the specific vendor and SW configuration.
- Online help for all maintenance and configuration screen details.
- Custom New Member Activity History to help you answer member questions (see PT 1 to more details on this one).

What's the Impact?

- Make it easy for you to find the information you need.
- Improve the user experience.
- The member will be able to manage their own data.

Getting Ready

Your Conversion

BEFORE YOU BEGIN... DON'T FORGET TO REVIEW THE COMPANION FLYER TO LEARN MORE ABOUT THE NEW TOOLS YOU WILL BE GETTING!

Do what all I mean to your staff and your members: start your conversion process to the new, standard ATM/Debit processing platform?

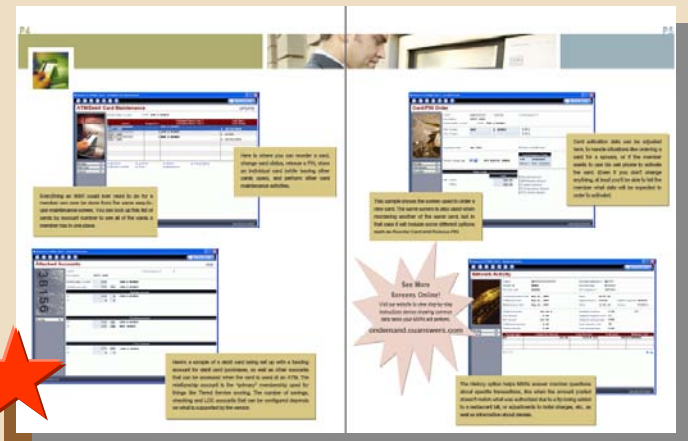
What Your BSA's Should Know

- Members will NOT get new cards or card numbers.
- Conversion will be done for you to match your existing settings. To ensure a smooth transition, we do NOT recommend changing anything for the third rollout.
- Close is different than "hold" or other status, so be sure to review the timing matters. Once you close a card, it cannot be re-opened for any reason, so in the end, majority of cases you'll use the new Change Status feature to stop a card as hold or lost.
- When changing card status, you can use the new lookup to select additional bank codes that let you choose whether the card should be captured by the merchant credit.
- Depending on your vendor, you may be able to attach more ratings, checking and LOC, funding accounts from the current maximum of 2 each. NOTE: We will compare the maximum that the vendor allows for any credit union, but your CU might have made arrangements for different limits, so make sure your staff knows your policy.
- Not every switch allows for 2 hours per card but for now the card order screen does show two lines, so make sure staff

New Standard ATM/Debit Card Platform

Cividends

- Card-based system: attach different account bases to a single card (husband and wife, no problem!)
- Unlimited cards per member
- Standard screens and configurations
 - Shorter learning curve when switching vendors
 - Complete documentation and online help (finally!)
 - Standardized settlement recon and exception reports
- One-stop-shopping for card maintenance and inquiries
- If supported by your vendor...
 - Set daily limits at the card level
 - Immediate transmission of “hot card” status changes
 - Custom card stock
 - Hold days (Misc. Secured Funds) by BIN



Remember this?

"...network shares its content interactively..."

Cividends

- New inquiries that communicate your EFT setups
 - Your vendor, other vendors
 - Your BINs and other options



Coming in 2010: RFP support to help credit unions evaluate plastics vendors

Front-Line Answers for Everything that Happens with Plastics

Cividends

- Along the way, we opened a can of worms...but now we're really excited about a new feature for keeping in touch with network activity

The screenshot displays the 'Network Activity' window in the Cividends software. It is divided into several sections:

- Transaction Details:** Shows card information (Card # 49, Vendor ID PEHCO, Process code 000000) and transaction data (Local transaction date: May 26, 2009, Time: 10:01:50, Original amount: 164.90 D, Net amount: 164.90, etc.).
- Transaction Table:** A table with columns: Process Type, Transaction Amount, From Account, To Account, Message Code.
- Network Activity Table:** A table with columns: Date, Time, Terminal Location, Requested Amount, Response Code. It lists transactions from April 24, 2009, to May 01, 2009.

Date	Time	Terminal Location	Requested Amount	Response Code
Apr 24, 2009	4:27:49	S110520	11.60	D
Apr 25, 2009	4:27:49	07510006	89.01	D
Apr 24, 2009	4:27:49	00002315	75.00	D
Apr 26, 2009	4:27:49	1	23.05	D
Apr 24, 2009	4:27:49	1	0.56	D
Apr 24, 2009	4:27:49	73163598	197.12	D
Apr 24, 2009	4:27:49	73163598	22.30	D
Apr 29, 2009	14:14:28		271.89	D 00
Apr 29, 2009	16:53:52		97.94	D 00
Apr 29, 2009	16:01:33		1.00	D 00
Apr 30, 2009	4:35:57		97.94	D
May 01, 2009	19:25:20		200.00	D 51
May 01, 2009	19:25:42		180.00	D 51
May 01, 2009	19:26:02		160.00	D 51
May 01, 2009	19:26:31	AT8257	0.00	U 00

Yesterday's specialty is tomorrow's expectation for every user...informed answers for every member question

New Standard ATM/Debit Card Platform

Cividends

- Watch your email and keep an eye on the Kitchen for updates and instructions when it's your turn to move

Keep your eye on the Kitchen for the latest!

www.cuanswers.com/kitchen

Conversion Calendar & Schedule of Events

As stated previously, conversions will be scheduled during the week and there will be no service interruption for members.

Branch	# CU's	Vendor Certification Status	"Go Live" Date for CU's
PEMCO	2	Completed	LIVE April 2009
Shazam	1	Completed	July 2009
Fifth Third	10	Completed	August 2009
PSCU-STAR	2	Completed	September 2009
STAR	5	TBD	September 2009
Co-Op	60	in process	October 2009
Elan	2	TBD	TBD
Fiserv-EFT	2	TBD	TBD
Fiserv-EDS	2	TBD	TBD
Metavante	13	TBD	TBD
FIS	7	TBD	TBD

As of May 2009, all dates are subject to change. Refer to our website at <http://www.cuanswers.com/kitchen/pause.php> for the most current schedule of events. Your CU will be contacted via our normal email channels with more specific instructions when your conversion has been scheduled.

Keep your eye on the kitchen for the latest schedule changes!
www.cuanswers.com/kitchen

CUANSWERS
CONTACT A CLIENT SERVICE REPRESENTATIVE
PHONE: 800.327.2478
LEARN MORE: WWW.CUANSWERS.COM/KITCHEN

Taking the Lead on Member Rewards

Gividends

- Gividends will be the lead team for helping credit unions with their Tiered Services programs in the future
 - Coming soon: Tiered Services start-up kit (CU*Perks)
- Driving a comprehensive Member Rewards program from CU*BASE:
 - We've picked a fulfillment center partner for cashing in points
 - We've completed the first phase of Tiered Services via It's Me 247
 - We are beginning work on earning points beyond Tiered Services
 - In 2010, we will complete the links between standard MSR functions and cashing in points


Stay tuned for lots more coming soon from Gividends!

The screenshot displays the Gividends Rewards website. At the top left is the FILER CREDIT UNION logo. The main heading is "Gividends Rewards". Below this, there is a section titled "We appreciate your Membership" with a paragraph of Lorem Ipsum text. A four-step process is listed: 1. Log into It's Me 247 and see your rewards points value. 2. Select a category below. 3. Spend your points and get your reward. 4. Keep earning points each month at Filer Credit Union. Three main categories are featured: "Shop our Online Rewards Catalog" (with an image of a gift basket), "Shop for Credit Union Apparel" (with an image of a woman in a blue cap), and "Shop for Gift Cards & CU Rewards" (with an image of a red gift card). On the right side, there are several utility links: "It's Me 247" with a "Login" button, "CU SECURE" with a "Fight Identity Theft" link, "Sign up for e-statements" with a "Learn How" link, and "Links" including "Co-op ATM Locator", "INVESTMANISTEE", "NADA Used Car Guide", and "Order Checks". A bottom navigation bar includes "Home Banking", "Report Lost/Stolen Debit & Credit", "Loan Rates/Calculator", and "Loan Rates".




**CU* Answers
Management
Services:**

Audit Link



For the sake of compliance, many credit union leaders will bankrupt their earnings model

Audit Link is more than a service or a way to make money for the CUSO...it is a think tank on how to defend our operations from the growing burden of regulations, oversight, and proving the quality of our actions



Magnifying Opportunity

**Audit
Link**

- It was apparent from this morning's presentation that Audit Link kicks over a lot of rocks and gets us all thinking about the potential for new businesses, new efforts, and new products and services
- In the coming years, we see Audit Link as an opportunity to connect with our clients, regulators, consultants, and many partners yet to be identified
- Audit Link is going to take us into new initiatives and businesses...



That leads us to the 5300 Call Report project...

A Major New Collaboration Led by CMS

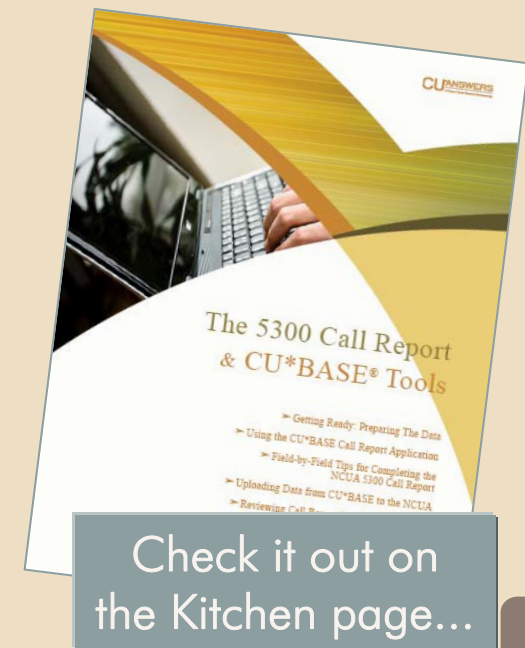
Audit
Link

- The 5300 project is one of the most central business designs we've ever done...it's important to every department and how they work with you and your examiner
 - Audit Link: *How do we achieve the lowest cost of compliance?*
 - SRS Bookkeeping: *Can I complete a 5300 for a credit union?*
 - CU*Answers Client Services: *How can I answer a credit union's question about the 5300?*
 - CU*Answers Conversions: *How should I set up a CU's products and configurations to make it easy to fill out the 5300?*
- This is a major new effort, and potentially one of the biggest things we can do to lower the cost of compliance and improve your ability to work with your regulator

Tackling the 5300

Project Goals / Development Phases

- As a network, it is all of our responsibility to understand how the 5300 fits into credit union success
 - From my office to your office, from a CSR to your accounting department, from you to a Board member...the culture of the 5300 needs to shine through
- Discovery and Documentation
 - In March we published our first-ever comprehensive booklet explaining what the 5300 is, how a CU goes about tackling the project, and how CU*BASE tools can be used in the process
 - This is a work in progress and your input is needed! (send your tips to CallReport@cuanswers.com)



Tackling the 5300

Project Goals / Development Phases



- New CU*BASE Database for 5300 Call Report Data
 - Included in the 9.1 release - Online CUs can use this for their 2nd Qtr Call Report, Self Processors for their 3rd Qtr report

5300 Call Report Data - 1st Quarter 2009 - (Corp 01)

Account Code	Description	Data for 1st Quarter 2009 Call Report (Corp 01)
LOANS AND LEASES		
521	Rate of Unsec Crdt Card Lns	13.27
993	No of Unsec Crdt Card Lns	47
396	Ant of Unsec Crdt Card Lns	362,744
522	Rate of All Oth Unsec Lns/LOC	13.95
994	No of All Oth Unsec Lns/LOC	725
397	Ant of All Oth Unsec Lns/LOC	12,154,210
523	Rate of New Vehicle Loans	6.83
958	No of New Vehicle Loans	25
385	Ant of New Vehicle Loans	1,017,884
524	Rate of Used Vehicle Loans	7.59
968	No of Used Vehicle Loans	190
370	Ant of Used Vehicle Loans	0
563	Rate of 1st Mtg RE Loans/LOC	6.20
959	No of 1st Mtg RE Loans/LOC	433
703	Ant of 1st Mtg RE Loans/LOC	0
562	Rate of Other RE Loans/LOC	5.36

5300 Call Report Data - 1st Quarter 2009 - (Corp 01)

Account Code	Description	Data for 1st Quarter 2009 Call Report (Corp 01)
CONTACT AND CERTIFICATION PAGE		
969	Primary Contact Name	William Black
969A	Primary Contact E-mail address	wblack@cuanswers.com
969A1	Confirm Primary Contact Email Address	wblack@cuanswers.com
969ACH	Click here for no email address	<input type="checkbox"/>
969B	Primary Contact Fax No	616-222-2121
969C	Primary Contact Telephone No.	616-222-2000
969P	Primary Contact Telephone Ext	101
969D	Secondary Contact Name	Lillian Black
969E	Secondary Contact Email Address	lblack@yourcu.com
969E1	Confirm Secondary Contact Email Address	lblack@yourcu.com
969ECH	Check here for no email address	<input type="checkbox"/>
969F	Secondary Contact Fax No	616-222-2121
969G	Secondary Contact Telephone No	616-222-2000
969Q	Secondary Contact Telephone Ext	104
EMERGENCY CONTACT PAGE		

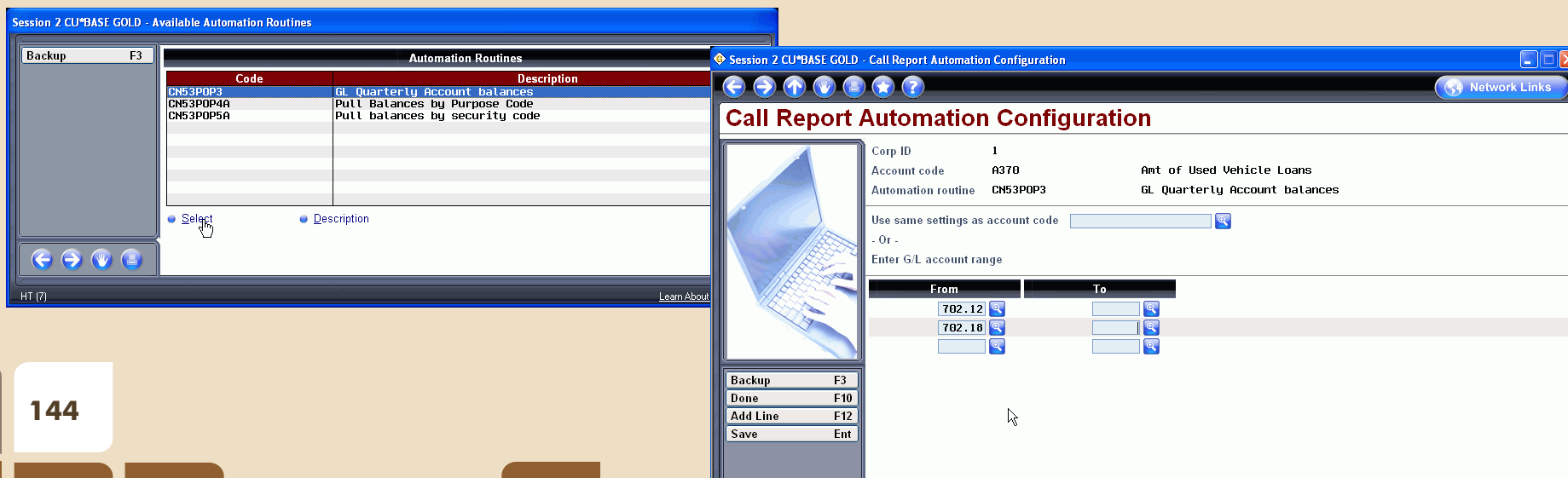
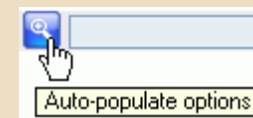
One of the most powerful screens we've ever created...learn more on the Kitchen page!

Tackling the 5300

Project Goals / Development Phases

■ Automation Routines for the 5300 Call Report Database

- We call them “auto-pops”... mini-programs that calculate data from your CU*BASE files
 - Copy from the previous quarter’s Call Report
 - Tally G/L balances
 - Loan counts/balances by Purpose Code or Security Code
 - ...and many more being added regularly from now on!



The screenshot displays two windows from the CU*BASE GOLD software. The left window, titled "Session 2 CU*BASE GOLD - Available Automation Routines", shows a table of automation routines:

Code	Description
CN53POP3	GL Quarterly Account balances
CN53POP4A	Putt Balances by Purpose Code
CN53POP5A	Putt balances by security code

The right window, titled "Session 2 CU*BASE GOLD - Call Report Automation Configuration", shows the configuration for the "Call Report Automation Configuration" routine. It includes fields for Corp ID (1), Account code (A370), and Automation routine (CN53POP3). Below these are options to use the same settings as the account code or to enter a G/L account range. The account range section shows a table with "From" and "To" columns:

From	To
702.12	
702.18	

At the bottom of the right window, there is a keyboard shortcut table:

Backup	F3
Done	F10
Add Line	F12
Save	Ent

Tackling the 5300

Project Goals / Development Phases

Audit
Link

■ Integration with Third-party Tools

- Upload to the NCUA web product (still a moving target)
- Integration with Callahan & Associates CU Analyzer

■ Analyzing 5300 Trends Without Leaving CU*BASE

- New CU*BASE tools for trend analysis using 5300 data
- Across-the-network peer analysis tools in CU*BASE

■ A new awareness for every dashboard, report, or database created in CU*BASE (be aware of the 5300 implication)

The 5300 project is improving CU*BASE in other ways also...

Completed:

- Changes to the Reg D Stats Report
- NCUA Insured Savings Report

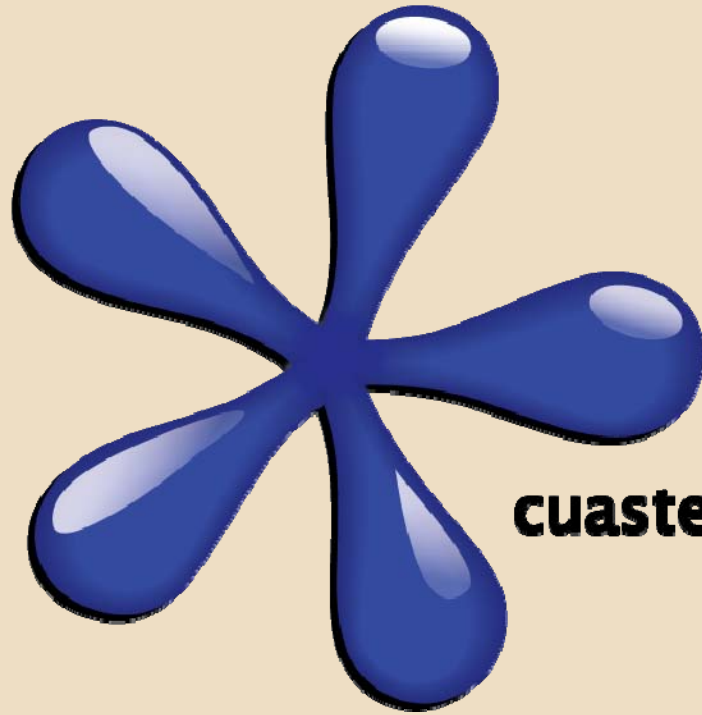
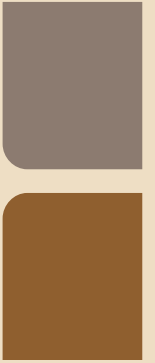
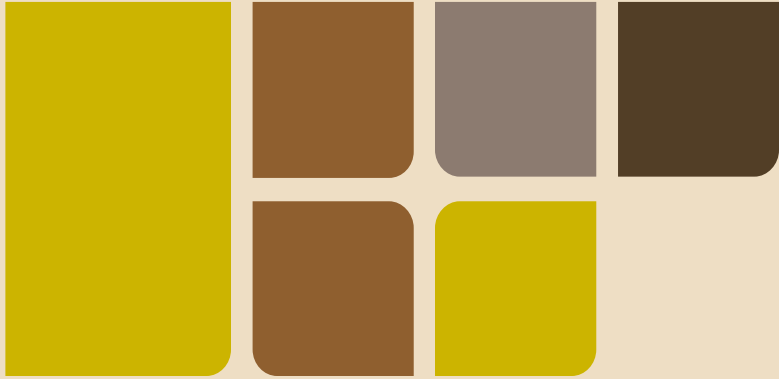
In Process:

- Investment Maturity Analysis (select by Maturity Date, Investment Type, FASB Code) 25037
- Investment Trial Balance (select by Investment Type or FASB Code) 25038
- Selective Loan TB/Loan Info Rpt (fix for selecting delinquent loans) 25279
- Member Trial Balance (add Membership Designation to the selection criteria) 25355

- Participation Loan Trial Balance (add process date selection and selection by a range of participation loan types) 25506
- Dealer Delinquent Report (add process date selection) 25503
- Share Certificate Maturity Report (add number of accounts for each maturity range) 25566

Next Up:

- Loan Delinquency Analysis enhancements
- New and Refinanced Loan Disbursements (new report)



cuasterisk.com



The Fourth Pillar in CU*Answers Management Services Building a Network Retail Sales Machine



Who is cuasterisk.com? | Need a Competitive Advantage? You Need a Network!

What is cuasterisk.com? Who is cuasterisk.com? How do I join? Press Releases Contact

Who is cuasterisk.com?

Select a partner to learn more.

Xtend, Inc.
WESCO Net
MEB
Lender*VP
CU*ANSWERS
CU NORTH-WEST
CU SOUTH
eDOC INNOVATIONS
INNOVATION eDOC

Why Become a Partner

What are the benefits of joining the cuasterisk.com network?

[Download cuasterisk.com Partner Overview Brochure](#)

<http://cuasterisk.com/about/who/#>

cuasterisk.com | Need a Competitive Advantage? You Need a Network!

What is cuasterisk.com? Who is cuasterisk.com? How do I join? Press Releases Contact

Have a question about one of our products or services?
Wonder how we can work together?
Chat with Us!

866-981-4ASTERISK (4278)
Call Now
M-F 8:30 AM - 7:30 PM ET

Live Chat Chat Online Now!

Select your area of interest...

Core Data Processing Check Processing Lending Management

Recent News

- eDOC Announces June 15th Peer Conference Schedule
- Contact Center Expands Its



As CUSOs, can we build a template for how credit unions would co-market themselves to a network of members?

The Power of the Network

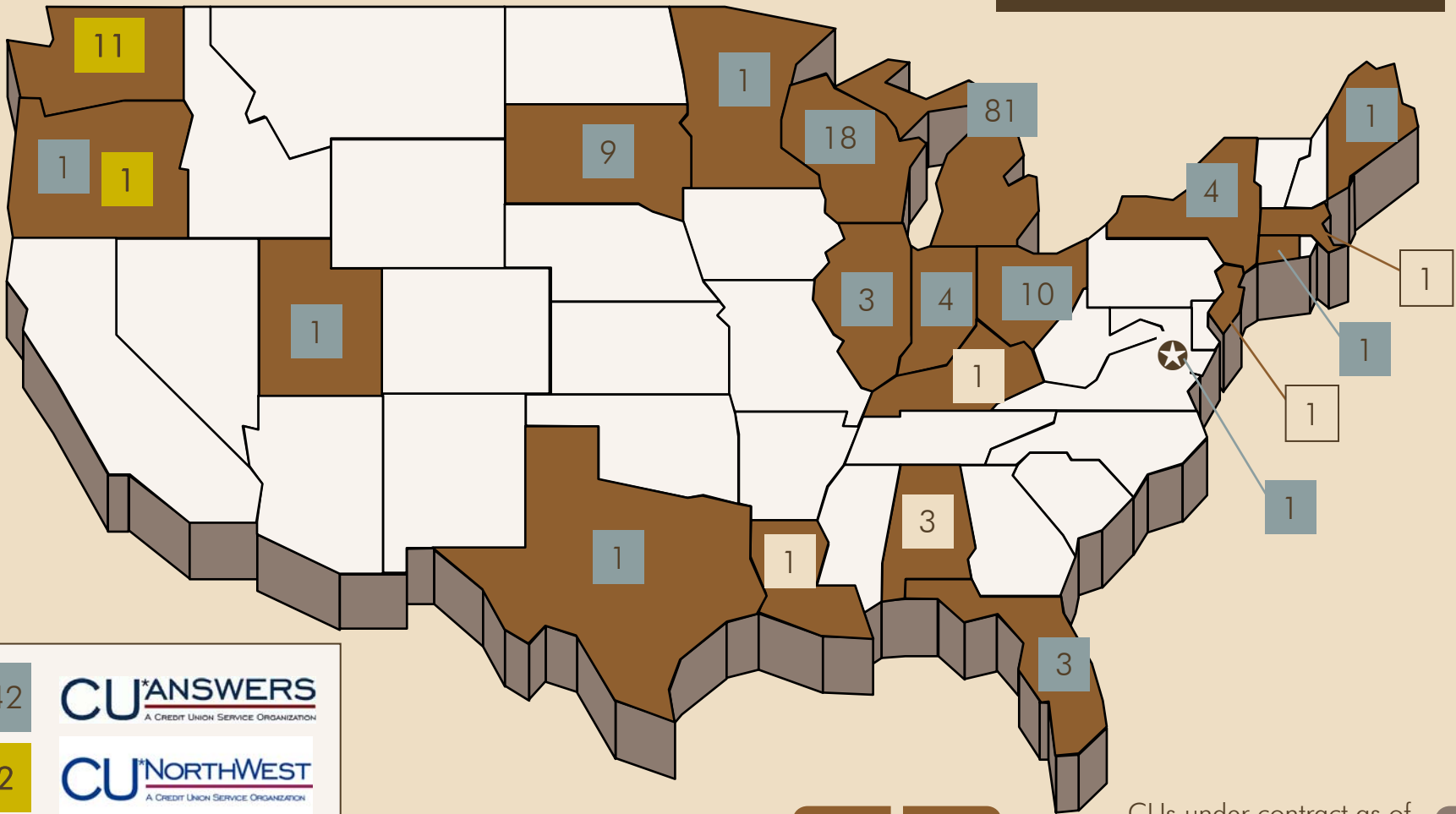
CU*BASE As the Common Factor



cuasterisk.com

161 CU*BASE Credit Unions
in 21 States

of CUs by State



142	CU*ANSWERS A CREDIT UNION SERVICE ORGANIZATION
12	CU*NORTHWEST A CREDIT UNION SERVICE ORGANIZATION
7	CU*SOUTH A CREDIT UNION SERVICE ORGANIZATION

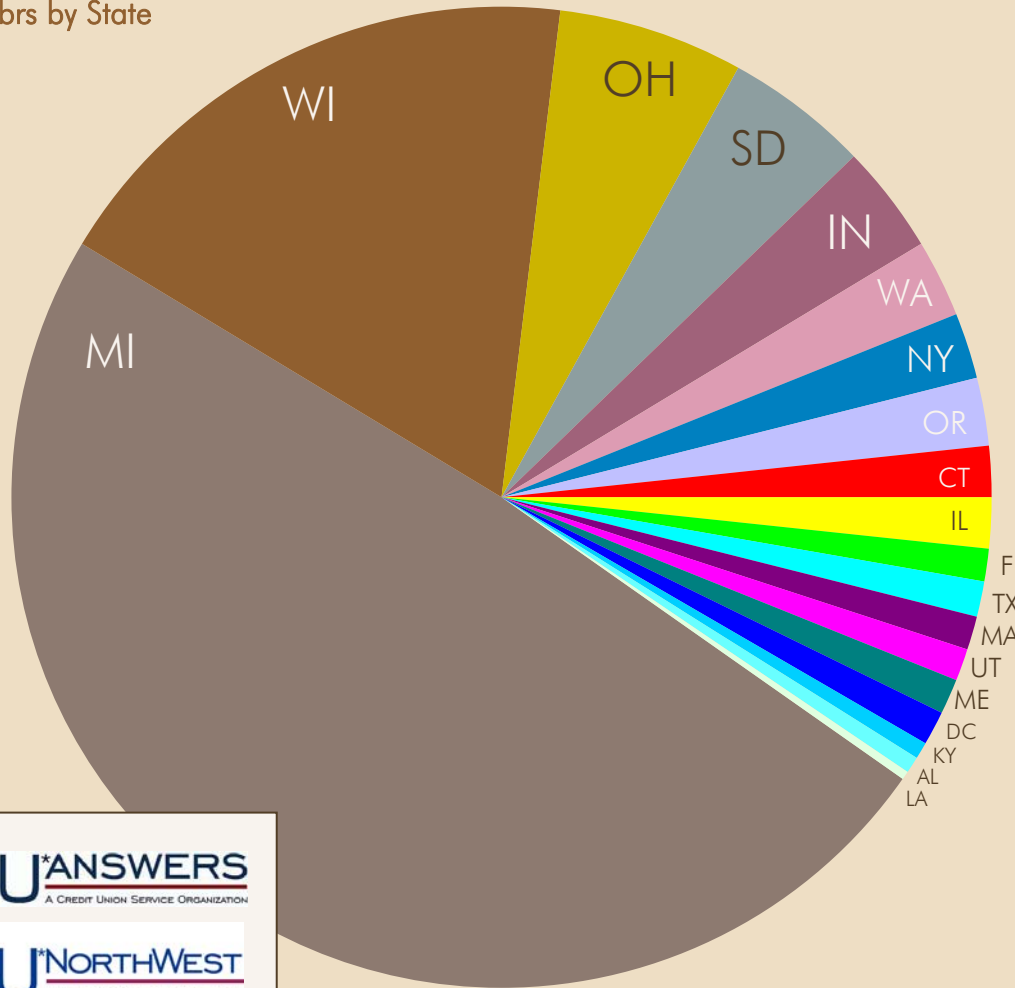
CU's under contract as of
May 2009

The Power of the Network

CU*BASE As the Common Factor



of Mbrs by State



CU*BASE Credit Unions: 161
Total Members: 1,248,400

- Michigan (612,000)
- Wisconsin (228,400)
- Ohio (76,400)
- South Dakota (56,500)
- Indiana (46,600)
- Washington (30,400)
- New York (28,100)
- Oregon (26,400)
- Connecticut (21,500)
- Illinois (20,500)
- Florida (15,000)
- Texas (14,900)
- Massachusetts (14,300)
- Utah (14,000)
- Maine (13,700)
- District of Columbia (11,200)
- Kentucky (8,200)
- Alabama (8,200)
- Minnesota (1,600)
- Louisiana (300)
- New Jersey (200)

142	CU*ANSWERS A CREDIT UNION SERVICE ORGANIZATION
12	CU*NORTHWEST A CREDIT UNION SERVICE ORGANIZATION
7	CU*SOUTH A CREDIT UNION SERVICE ORGANIZATION

CUs under contract as of
May 2009

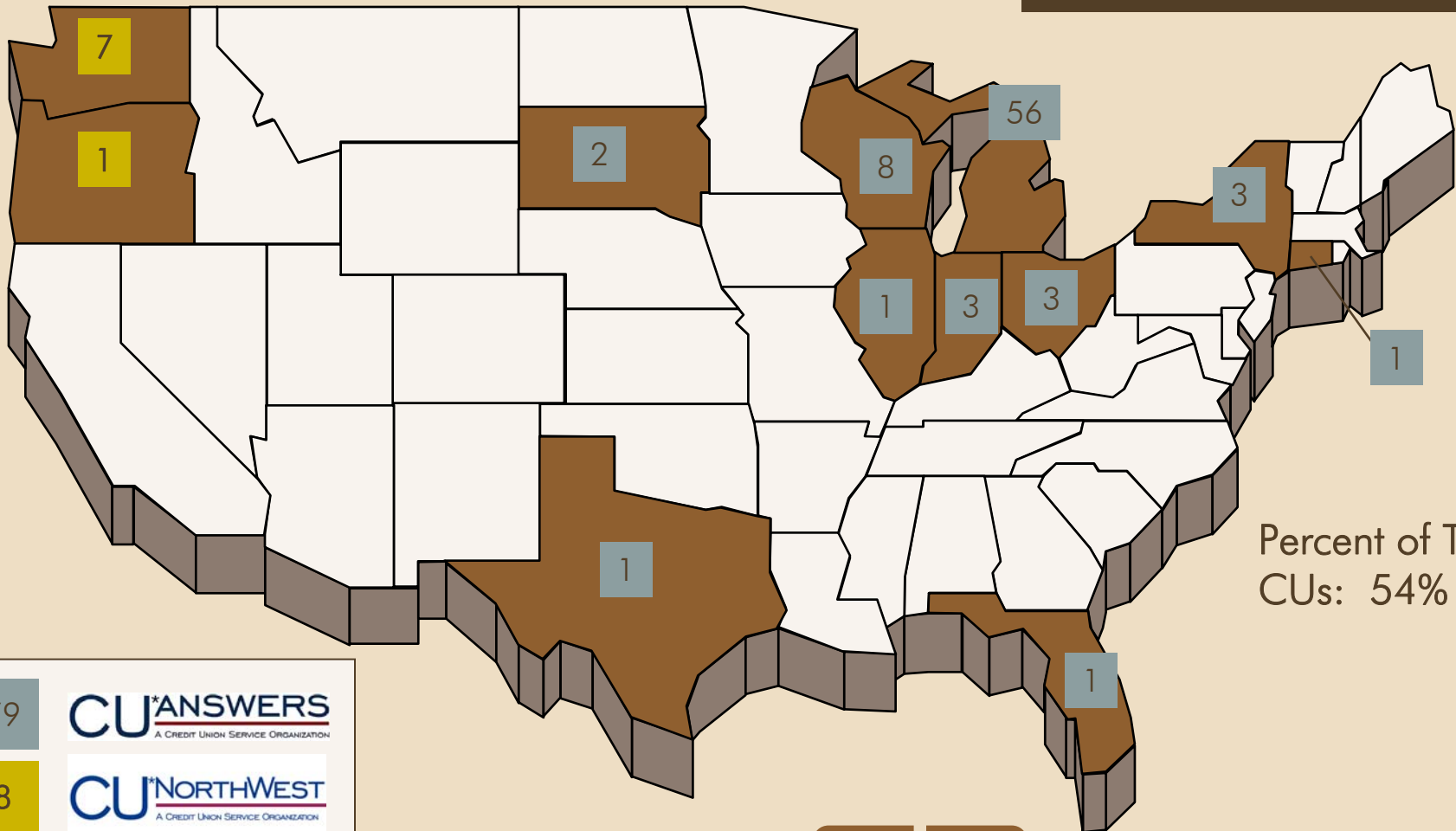
The Power of the Network

A Network of Owners



cuanswers.com

87 Owners
in 12 States



Percent of Total
CUs: 54%

79	CU*ANSWERS A CREDIT UNION SERVICE ORGANIZATION
8	CU*NORTHWEST A CREDIT UNION SERVICE ORGANIZATION
0	CU*SOUTH A CREDIT UNION SERVICE ORGANIZATION

Your New Partners

New CU*Answers Clients Since Last Time



cuanswers.com

Michigan

- Community Schools CU
Muskegon, MI
- Community West CU
Kentwood, MI
- Lake Huron CU
Saginaw, MI
- Meijer CU
Grand Rapids, MI
- ROME CU
Royal Oak, MI

Indiana

- Allegius CU
Burns Harbor, IN

Illinois

- First Financial CU
Skokie, IL

Wisconsin

- Firefighters CU
LaCrosse, WI
- Heartland CU
Madison, WI
- Superior Choice CU
Superior, WI (Self Processor)

South Dakota

- Highmark FCU
Rapid City, SD
- Sentinel FCU
Box Elder, SD

Washington, DC

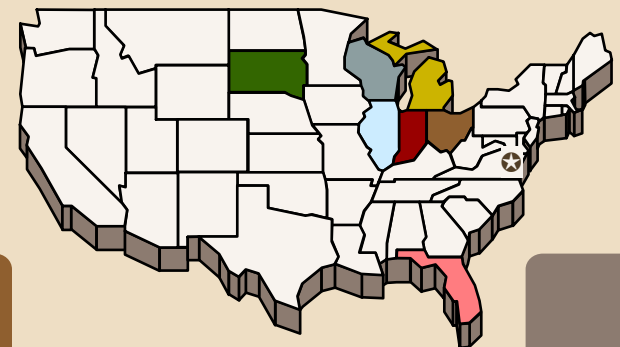
- District Governmental
Employees FCU
Washington, DC

Ohio

- Bay Area CU
Oregon, OH
- Franklin County CU
Columbus, OH
- PEF FCU
Highland Heights, OH (Sept. 09)

Florida

- Sentinel Graphics FCU
Ft. Lauderdale, FL





Wrapping Up the Day



Drinking from a fire hose in an attempt to start a fire at your credit union



What else is in your packet?



CUAnswers EncryptionPAK Sign-up Form

CUAnswers is pleased to announce the availability of the new CUAnswers EncryptionPAK. This new service is designed to help you protect your sensitive data from unauthorized access and theft. It is a secure, reliable, and easy-to-use solution that will help you protect your data from unauthorized access and theft.

Primary EncryptionPAK Requirements:

- Member & Class 2011 or later with Advanced IP Services
- Primary connection to CUAnswers is over MPLS (CUAnswers will verify this Primary connection) before installation.

VPN Backup:

CUAnswers provides a secure, reliable, and easy-to-use solution for backing up your data to the cloud. This service is designed to help you protect your sensitive data from unauthorized access and theft. It is a secure, reliable, and easy-to-use solution that will help you protect your data from unauthorized access and theft.

Network Outages Got You Down?

INTERNET BACKUP FOR YOUR CU*NextNet CONNECTION

CU*NextNet and EncryptionPAK

Your CU*NextNet connection to CUAnswers is vital to your business. While these lines are very reliable, outages do sometimes occur, and when they do, it can be a stressful situation for everyone involved.

Key Points:

- Primary and Backup connections with EncryptionPAK use industry standard 256-bit AES encryption for high security.
- VPN Backup connection is always-on and monitored 24/7.
- Failover from primary to backup takes under 15 seconds and should not interrupt CU*BASE sessions.

Requirements:

- EncryptionPAK requires a recent 2011 router that can connect to the Internet.
- A high speed internet connection with a static IP address is required for VPN backup.

EncryptionPAK FOR SECURE CU*BASE CONNECTIONS

Ensuring Member Privacy

The CU*NextNet MPLS network has proven very reliable and secure. Now CUAnswers is taking member privacy and network data security to the next level with EncryptionPAK.

One of the planned benefits of the CU*NextNet MPLS network is data encryption on the WAN. Based on industry trends, we believe in the near future auditors will insist that all connections be encrypted.

CUAnswers is getting in front of anticipated regulations with EncryptionPAK which encrypts all CU*BASE transactions between your credit union and CUAnswers so that even if an attacker were somehow able to compromise the secure CU*NextNet network, they would not be able to intercept usable information.

EncryptionPAK Key Features:

- Secures ALL CU*BASE transactions with industry standard 256-bit AES bit encryption.
- Secures all traffic flowing between the edge of the Credit Union's network to the edge of the CUAnswers network.
- No additional hardware or software purchase is required for credit unions that recently purchased the recommended Cisco replacement routers.
- It's FREE—there are no additional fees for this extra peace of mind.



Server Assurance Plan FOR YOUR BUSINESS

Complete Server Management

Server Assurance is a comprehensive service designed to ensure that your critical data systems (Databases, email, backup, etc.) are configured properly, monitored around the clock, and kept up to date and within manufacturer guidelines.

These services will help maintain data security by making sure your server is up to date with current updates, critical updates, and protected by anti-virus software and daily backups.

In the unlikely event a disaster occurs, you can rest assured your backups have been performed, and all required critical file backups and backup programs, settings for backups and permissions. The Server Assurance program includes regular monitoring to ensure that backup needs to be re-running, data integrity, and full activity reports are complete to you.

800-458-1174
www.wesconet.com

Unified Threat Management FOR YOUR BUSINESS

Managed Security Services Unified Threat Management

Your network is under attack and these attacks are constantly evolving. Traditional firewalls are not able to adjust to the rapidly shifting threat profiles of today's sophisticated attackers. Protecting today's network demands a new approach. WebCO's Unified Threat Management solution is a result of our agile network security strategy engineered to secure our member protection for your network while minimizing right cost and complexity.

WebCO's Unified Threat Management solution helps integrate your Unified Threat Management technology with integrated network intrusion protection and prevention network layer virtualized single appliance system at the member premises and secure email, log retention, and analysis technologies ensure ongoing audit compliance and operational.

800-458-1174
www.wesconet.com

DataBP IRONCLAD BACKUP & DISASTER RECOVERY SOLUTIONS

Continuous Data Protection Solutions

You know you have to backup your data but it's a headache managing tape. There are online and tape-free alternatives, should you trust with your critical data no further than WebCO's Net, the original hundreds of credit unions, or key to secure over 500 in data.

WebCO's DataBP features state-of-the-art technology including high-speed disk-to-disk (Instant Storage (iSD)) to provide continuous data backups as frequently as every 15 or up to 1 hour data recovery and multiple points.

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800-458-1174
www.wesconet.com

Complete Care Program SMB FOR YOUR BUSINESS

Complete Protection for Today's Agile Business

WebCO's Complete Care Program for SMB is a unique end-to-end technology management solution that takes care of all your IT needs, from the hardware, software, and services that to other essential IT services.

By joining our secure 100+ member network, you can benefit from our complete services and ongoing support services. WebCO's Complete Care is the only solution that offers a single provider for all your technology solutions ensuring you to reach lower total cost of ownership.

The Complete Care Program for SMB includes:

- On-site, 24-hour, monitoring, management and reporting of all network devices.
- Virtual Network Monitoring solution (VNS) to monitor all network devices for all network devices.
- Encrypted secure security and data protection.
- Secure remote access.
- Help desk.

800-458-1174
www.wesconet.com

What else is in your packet?



- Remember last summer (release 8.1) when we added a feature to CU*BASE Accounts Payable?
 - A neat way to link incoming ACH debits to A/P Vendor history – like bill pay for credit unions
- Now we're ready for the next step: pay your CU*Answers invoice via ACH!
 - In June we'll run our first test with a live CU, then live for other CUs yet this summer
 - Interested? Fill out the form and give it to any CU*Answers staff person today, or fax it to our Accounting team

ACH Debit Authorization Agreement for Recurring Payments to CU*Answers, Inc.
Debit - Other Financial Institution Credit - CU*Answers, Inc.

Complete this form if you want to debit your account. You authorize an authorized officer to be accounting debit.

New Authorization Change Authorization

Debit Instructions	
Please debit the account to the Financial Institution in the below:	
Routing Number	Account Number
ACH Effective Date	Frequency of Debit
	Monthly on the 15th

Authorization

You hereby authorize and request CU*Answers to debit funds from your account at the financial institution indicated. Funds must be available for debit at the time of debit. CU*Answers will debit to the effective date of the debit. In the event of a return, you authorize CU*Answers to use any and all action codes received for the error. (Including DATA ERROR, CREDIT, or OTHER) (SEE ACCOUNTS PAYABLE FOR FINANCIAL INSTITUTIONS).

The receipt of authorized debits is accepted by CU*Answers, Inc. 10 business days prior date of debit and/or be accompanied by a statement document from the financial institution being debited (copy of authorized signature). The debitor will be accompanied by a statement document from your financial institution. (Unauthorized, amount due or by system error statement).

The authorization will remain in effect until you contact us to cancel or the date is indicated. Until you cancel, we reserve the right to debit your account. You agree to pay any and all action codes received for the error. (Including DATA ERROR, CREDIT, or OTHER) (SEE ACCOUNTS PAYABLE FOR FINANCIAL INSTITUTIONS).

CU*Answers will cancel the ACH Debit Authorization Agreement for Recurring Payments.

You agree to indemnify and hold CU*Answers harmless from all costs, including attorney fees, due to the extent permitted by law, damage or other liability to actions resulting from the use of this authorization by any authorized officer, agent, or employee, when acting in process or process on behalf of CU*Answers. (See the ACH Debit Authorization Agreement for Recurring Payments to complete, use, and submit for the purpose stated above.)

TO CANCEL THIS AUTHORIZATION FOR RECURRING PAYMENTS TO CU*ANSWERS, INC. VISIT US AT:

Make objection/voiding B2B if you like an authorized officer on the ACCOUNT team with name on letter attached:	PLEASE PRINT
Date of 3 back history:	
Signature of Person Authorizing Debit:	

For CU*Answers Use Only

Prepare EFT Name:	FACE / ETR Name
DIR Process ID:	DIR Process ID
EFT Payment Date:	



The Place to Be

One Last Thought



- As I tell the CU*Answers story to the credit union industry, I continue to have to outline the principals of a network
- Here is one of my favorites:
 - In a network, participants can easily move from consumer to supplier, from supplier to consumer: *value creation is a two-way street* – create opportunity for all
- In other words, in our network, everyone can earn
 - Can you list the things you heard about today where you can earn personally?
 - Can you list the things you heard today by which your organization can earn in 2010?

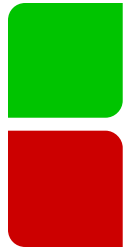


That reminds me...
what about Christmas in June?



Christmas in June!

Savings for Your 2010 Business Plan



- Beginning with your August invoice for July **bill pay** activity, prices will be immediately reset to
 - Active members: from \$2.65/mbr to \$2.25/mbr (**down 15%**)
 - Inactive members: from \$1.50/mbr to \$1.25/mbr (**down 16.6%**)
 - Bill pay transactions: from \$0.40 ea to \$0.38 ea (**down 5%**)
(remember that transactions sent via mail are still subject to postage)
 - Based on May 2009 volumes, CUs will save \$17K/month
- As mentioned earlier, Item Processing **return fees are being slashed by 30%-50%** depending on tier
- We do not anticipate a **COLA increase** this year, but will guarantee it will not exceed \$0.01/member month
 - COLA was waived for 2009, and 35% of our client saw a decrease



Today's Event



■ Remember this from earlier:

- “Have we lost the vision for explaining the return on how hard we work together, as coaches/players, teachers/students, and earning with others?”

- ## ■ Today's event is designed to be the precursor to your writing an exciting business plan that highlights your promises to your Board and your membership—projects you will do, new concepts you will introduce, and a commitment to earn from the time we spent together today

Let me know if I can help you prove
this point in your plan

Today's Event



- Same as last year, all materials related to this week's events will be posted on our website!

A screenshot of a web browser displaying the CU*ANSWERS website. The browser title is "Client View: Documentation : CU*Answers - Windows Internet Explorer". The address bar shows "http://www.cuanswers.com/lc2k9/index.php". The website header includes the "Your Experience Guarantee" logo and the "CU*ANSWERS A CREDIT UNION SERVICE ORGANIZATION" logo. The main content area is titled "HOME » LEADERSHIP CONFERENCE 2009" and features a large banner with the event logo. Below the banner, there is an "Information" section with text about the conference, an "Invitation" section with a registration deadline, and a "Location Change!" notice. A sidebar on the left contains a "MENU" with links like "I am a Client" and "I am a Visitor", and an "IN THIS SITE" section with links like "Docs & Information" and "Education". A "GOLD ALERTS" section on the right provides information about the next GOLD update. A large blue banner at the bottom of the screenshot contains the URL "http://cuanswers.com/lc2k9/".

Tonight's Stockholders Meeting For Our Owners

We'll see you
downtown at the
B.O.B. (cocktails start
at 5:00)

Hop on I-96 W and
follow the directions
on your map to the
B.O.B. in downtown
Grand Rapids

**Downtown Grand Rapids
Municipal Parking Facilities**
November 2007

KEY TO PARKING FACILITIES

A	Monroe North Lot02
B	Ionia North LotE3
C	DASH West—Area 7 LotB4
D	Scribner LotC4
E	Government Center RampE4
F	Pearl-Ionia RampE6
G	Louis-Campau Ramp06
H	Monroe Center 2 RampE6
60 MINUTES FREE if enter before 6:00 pm		
I	Monroe Place Lot07
J	Ottawa-Fulton Ramp07
K	DeVos Place RampD4
L	Arena Area 1 Lot08
M	Arena Area 2 Lot08
N	Arena Area 3 Lot08
O	Arena Area 4 Lot08
P	Arena Area 5 Lot08
Q	DASH South—Area A4 Lot09
R	DASH South—Area A8 LotD10
S	DASH West—Area B LotA4
T	DASH West—Area 9 LotA5
U	Cherry-Commerce Ramp08

Symbology Key

- Parking Ramp
- Parking Lot

Annual Stockholders Meeting
Wednesday, June 17, 2009
5:00 pm cocktails, 8:30 dinner
at the B.O.B.

Directions to the B.O.B. from the Hilton:

- Take I-96 W towards Grand Rapids/Muskegon
- Keep LEFT to take I-196 W via Exit 37 toward Downtown/Grand Rapids/Holland
- Take the Ottawa Ave exit (EXIT 77C), toward downtown
- Keep LEFT at the fork in the ramp
- Stay STRAIGHT to go onto Ottawa
- Follow Ottawa south as shown on this map; several parking ramps and surface lots are nearby the B.O.B.

the B.O.B.
2000 BROAD AVENUE W • GRAND RAPIDS, MI 49503
616.254.2800 • THEBOB.COM

REGIS CIVIC
http://www.prior-regis.org