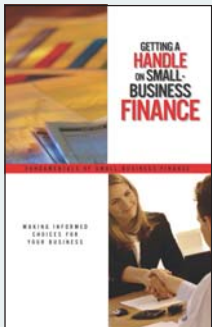


Business Lending

Member Materials

How do I spread the word about our small business services (and make more loans)?

Do your members know that your credit union can help them with their small business needs? Guide small business owners through not just getting the loan, but all the other critical steps to success — from creating a solid business plan to improving profitability. Use these tools to build small business owners' knowledge and their loyalty to your credit union.



Handbooks

(volume pricing available)

- **Getting a Handle on Small Business Finances**
#25630-CAT
\$1.50/each min. 50
- **Launching Your Own Small Business**
#25628-CAT
\$1.50/each min. 50
- **Running Your Small Business**
#25629-CAT
\$1.50/each min. 50



Statement stuffers

(volume pricing available)

- **Business Loans Help Realize Your Dreams**
#25451-CAT
\$15/100
- **Working Together to Put You in Business**
#25444-CAT
\$13/100



Other member marketing materials

(volume pricing available)

- **It's Your Business folder with insert**
#25610-CAT
\$2.25/each min. 25
- **We Make Business Loans drive-up envelope**
#25685-CAT
\$8/100, min. 200
- **Small Business posters (set of 8)**
#25681-CAT
\$15/each
- **Small Business table tents (set of 4)**
#25682-CAT
\$5/pack, min. 3

Training & Resources

Where do I turn to establish or expand member business lending?

We offer several levels of training on essential business lending topics. Take the next step towards tremendous growth potential at your credit union.

■ Training Events

Business Lending & Services Conference

This three-day event is designed for credit unions just beginning a business services program. The focus is on helping your credit union develop a strategic business lending plan.
June 1-3, 2007 Las Vegas, NV \$795*

Business Lending Certification Institutes

This certification program is for credit unions with established business services programs. Choose from three levels: Fundamentals, Credit Analysis, or Advanced Credit Analysis.
July 30-Aug 3, 2007 Madison, WI \$1,795*

■ Resources

CUNA Member Business Services Strategic Solution Session

Find out what it takes to offer member business services, or enhance the ones you already offer, through a 2-hour teleconference that is customized for your credit union. This interactive discussion with our business services experts is the ideal environment to address questions and identify strategies to achieve your vision.

MBL: Ideas & Strategies from Participating Credit Unions white paper PDF

You'll gain insights on both the challenges and opportunities of business services in this white paper PDF from the CUNA Lending Council.
25747P \$50 (Free for Council members)

* Tuitions are early-bird rates. Register early to save!



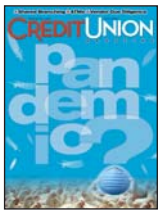
Your Trusted
Resource
For Credit Union Success™

Lending

Information Resources

Where can I get ongoing tips and advice to stay current on the latest issues?

Changes are constant in your credit union and overall financial services environments. Luckily, we offer several publications that are dedicated to keeping you up to speed. Don't let your performance miss a beat. Stay on top of current trends and keep your credit union on a steady path to success.



Credit Union Magazine

Gain valuable information for leading and managing your credit union. The award-winning *Credit Union Magazine* is your monthly update on important issues in lending, training, compliance, marketing, finance, and more.

**Multiple-copy and multiple-year discounts available.*



Credit Union Executive Newsletter

Survive and thrive! Here's your guide to greater success in management, strategic planning, and leadership. With 21 annual issues of *Credit Union Executive Newsletter*, you don't just get the "who, what, when, where, and why" of credit union management. You also get the all-important "how" — how to coach staff, increase sales, anticipate economic conditions, and develop leadership skills.

**Multiple-copy discounts available.*

Operations

How can I manage the risks of small business lending?

Small business lending can provide a great opportunity for growth, however with opportunity comes risk. There are currently more than 10 million small businesses in the U.S. and their numbers have been growing 5% to 10% annually. Fortunately, we offer loan participations, compliant software and documentation, and a loan referral program.

Services

SBA loan referral program

Provide business loans through a referral relationship with Newtek Business Solutions, a non-bank lender that is distinguished for utilizing the SBA loan program to its fullest extent. Newtek makes loans ranging from \$25,000 to \$2 million to both startup and existing businesses.



Automated member business lending document selection

Harland Financial Solutions' Laser Pro solution was designed to handle business and SBA lending transactions, from simple to complex. In addition, Laser Pro offers Federal and 50-state compliant documents used for application and closing modules of business lending.



Member Business Lending CUSO

Business Partners LLC offers a wide array of loan and credit programs, including business real estate lending, loan participations, and small business lending.

