

Put Your Credit Union on the Path to Success Today!

Don't settle for mediocrity. This after-hours conference shows you how to make the most of what's available to you and guides you in applying time proven techniques that work for small credit unions.

Four dynamic presenters are ready to lend a hand and their expertise to your credit union. This free seminar is a must-attend!

Agenda

- 3:30-4:00** Registration
- 4:00-4:20** Keynote Address by Joy Lee
- 4:20-4:50** Check Fraud and Identity Theft with Mike Ash
- 4:50-5:00** Break
- 5:00-5:30** Marketing Made Easy with Dawn Lindley
- 5:30-6:00** Low Income Designation / Underserved Area Expansion with Diane Rector
- 6:00-6:45** Dinner **Free!**
- 6:45-7:30** Small Credit Union Resources with VACorp, VA & D.C. Leagues, and Mid-Atlantic Corporate FCU
- 7:30-8:00** Open discussion and **door prizes!**

Sign Up Today!

National Credit Union Administration
 Region II, Attention: Diane Rector
 1775 Duke Street, Suite 4206
 Alexandria, VA 22314

Questions?
 Call Diane Rector at 703-519-4628
 or email her at: director@ncua.gov

Small Credit Union Development Conference

Free!

Sept 14, 2004
3:30 to 8 p.m.

Put Your Credit Union on the Path to Success!



Joy Lee
 Associate Director for Regional Programs for your NCUA Region.



Mike Ash
 Corporate Property and Casualty Specialist with CUNA Mutual Group



Dawn Lindley
 Marketing Specialist with the Virginia and D.C. Credit Union Leagues



Diane Rector
 Economic Development Specialist, National Credit Union Administration

Keynote Address by Joy Lee
Associate Regional Director of Programs, NCUA

Embassy Suites Alexandria
 1900 Diagonal Road, Alexandria, VA

Sponsored by: NCUA, VACORP, Mid-Atlantic Corporate FCU, CUNA Mutual Group, and your Virginia and D.C. Credit Union Leagues

Great News for Small CUS!

Just because you're a small credit union doesn't mean you have to think small. The sky is the limit! This exciting conference shows you the wealth of opportunity and resources waiting at your fingertips. Find out about:

CHECK FRAUD & IDENTITY THEFT

Check fraud and identity theft have become major consumer and lender concerns. How has this trend come about, and what is it costing credit unions? What should you be doing as a lender to deter such crimes? Mike Ash of CUNA Mutual gives a captivating presentation that will make your credit union more prepared for potential fraud challenges to come.



Learn about identity theft — and what you can do about it.

MARKETING MADE EASY

Small credit unions don't always have the resources associated with dynamic marketing successes... but you can do more than you think! Dawn Lindley of the Virginia Credit Union League shows you proven marketing techniques that will build loyalty with your members and bring new ones into the fold!



Discover easy ways to get the most out of your marketing.

LOW INCOME DESIGNATION & UNDERSERVED AREA

Yes! There are benefits of getting a low-income designation. Diane Rector of the NCUA gives you insights into this special designation and shows you how to determine if your credit union qualifies.

Also find out how to expand your credit union's potential membership in underserved areas without changing the nature of your charter.

Hurry!
Limited Seating
Sign Up by 09/07/04

Yes! We need to be there!

Print Attendees' Names Below:

Your Contact Information:

Name

Title

Credit Union

Address

City, State, Zip

Phone

Email

Sign Up Today!

Fax this form to: 703-519-4620

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