



PRESS RELEASE

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CUBG Conference Focuses on Reaching New Heights in Business Services

(Portland, OR – August 26, 2014) – More than 100 attendees gathered in Portland earlier this month for CU Business Group's 8th annual National Business Services Conference. The conference attracted credit union business services staff from across the United States.

Main stage speakers for the event included NCUA Board Member Rick Metsger, SVP Business Services Mike Downey of Redwood Credit Union, and Larry Middleman, CUBG President/CEO.

In his Tuesday keynote address, Metsger shared recent regulatory trends and developments in business lending. In a breakout session that drew a standing room only crowd, Downey outlined an excellent process for managing MBL examinations. Downey emphasized preparation, setting the right expectations, and establishing good communication with the examiners as some of his keys to success.



Middleman shared trends in business services, including best practices in capturing larger business relationships, and the products and services that sophisticated business require from their financial institution. Middleman also gave examples of innovative business lending options available to credit unions today. "From government guaranteed lending to equipment leasing to smaller working capital loans, credit unions can choose from a menu of lending options to offer their members. And all of these maintain the core relationship while generating fee income for the credit union."

Other topics included portfolio risk management, loan pricing, understanding complex business entities, SBA lending, and integrating business services into credit union marketing.

CUBG will host a second conference in the Washington, D.C. area October 6-8. "Our goal is to bring quality business services education to credit unions across the country," explained Middleman. The D.C area conference will feature D. Scott Neat, Director of Supervision from the NCUA Office of Examination & Insurance.

CU Business Group, LLC, provides a wide array of business lending, deposit and consulting services to credit unions nationwide. CU Business Group provides products and technical expertise to credit unions with advanced business programs, and all the basics for those just starting out. Based in Portland, Oregon, with offices in the West, Southwest and Eastern U.S., CU Business Group has a staff of 36 professionals and is the largest business services CUSO in the industry, serving more than 460 credit unions in 45 states.

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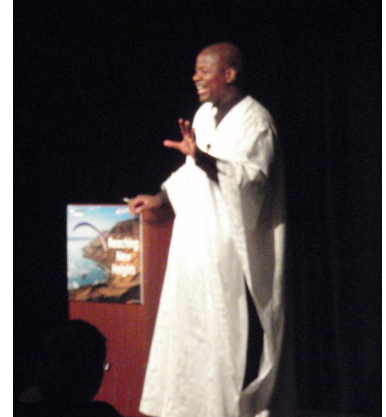
Reaching New Heights

2014 Portland National Business Services Conference



"This is my third year in a row attending this conference. Each year has surpassed the prior year, providing invaluable current data and best practices that I have been able to incorporate at my CU."

- Scott Williams, TruWest Credit Union



"As always, a joy to attend and meet new people of like minds. This conference always motivates me to get back in the office and do more!"

- Katie Gillespie, Clackamas Federal Credit Union



"The subject matter/content and vendors that you bring to these conferences continue to rate in my book among the top of all the conferences I attend."

- Greg Swanson, Spokane Teachers Credit Union

