CU BUSINESS GROUP
NATIONAL BUSINESS SERVICES CONFERENCE

2026 Early Bird Sessions

Jump-start your conference experience with an in-depth Early Bird Session. These sessions take place Monday from 1:00 – 3:00 p.m. Cost is $279 for CUBG Member credit unions, and $379 for non-Member credit unions.

Public Funds & Municipal Lending: Growing Government Deposits and Expanding Community Lending

Mike Smith, *VP/Senior Business Services Officer, CU Business Group*

Jump-start your conference experience with this two-hour early-bird session focused on growing relationships with municipalities, school districts, and other public entities. Public funds deposits and municipal lending can strengthen your balance sheet with larger, more stable operating balances, diversify funding sources, and create visible, mission-aligned impact in the communities you serve. Join CUBG experts for a practical overview of how public funds work, what public entities need from their financial partners, and how credit unions can compete effectively, plus a focused look at municipal lending opportunities and the unique policy, risk, and pricing considerations these borrowers require.

Topics include:

- Benefits of public funds and municipal lending for credit unions: stability, diversification, growth, and community visibility
- Public funds basics: deposit types, collateralization, and key requirements
- Common products and structures used by public entities
- Where credit unions can compete in municipal lending (typical use cases and needs)
- Practical strategies to win, retain, and grow municipal relationships

Inside SBA Loan Servicing & Liquidation: What to Do, When to Do It, and Where to Look

Jen Stoves, *AVP/SBA Loan Servicing & Processing Officer, CU Business Group*

Join CUBG's SBA subject matter experts for a practical, working session on SBA loan servicing. This session covers the most common servicing actions, where to find authoritative SBA guidance, and the key timelines and deadlines that drive servicing decisions.

The session will also include a focused walkthrough of the process of asking SBA to honor the guaranty, including what happens after a guaranty demand and what lenders should expect next.

Topics include:

- The most common SBA servicing action requests
- How to navigate the SBA Servicing Matrix and Servicing Standard Operating Procedures
- Critical timelines and deadlines for servicing actions
- An overview of the process of asking SBA to honor the guaranty and post guaranty demand considerations

Treasury Management Today: Trends, Tools, and Tactics for Deposit Growth

Sarah Nienke, *VP/Deposit Treasury Services Officer* and **Liz Volin**, *AVP/Deposit Services Officer, CU Business Group*

Kick off the conference with this early bird session designed specifically for credit union business banking teams. This two-hour session covers today's trends in treasury management, the products business members use, and how to confidently position and sell treasury solutions to business members. Gain high level insights, along with practical ideas for pricing, packaging, and selling treasury management solutions to business members.

Topics include:

- Trends in treasury management for credit unions
- Key products in your treasury management package
- Pricing and packaging treasury management solutions
- Sales tips and techniques to grow your deposit portfolio