



PRESS RELEASE

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CU Business Group, LLC, Held its Second Annual Credit Union Business Education Conference to Rave Reviews

(Portland, OR – April 8, 2008) – Last month, CU Business Group sponsored its second annual national conference in Scottsdale, Arizona, to some rave credit union reviews.

Attendees from credit unions across the country convened at the historic Hotel Valley Ho in Scottsdale to hear about “Innovation in Business Services”—the theme of the conference. Speakers included professionals in a variety of specialty fields, and featured executives from credit unions with unique and innovative business services programs.

Of note, NCUA Board Member Gigi Hyland discussed pending regulatory changes and examiner focus in business lending. Anna DeYoung, CEO of the \$85 million Sky FCU in Montana shared how they maximized the credit union’s business opportunities through an array of business lending and deposit products. In one poignant statement DeYoung stated, “We simply have to serve businesses in our market. We can’t let size be a deterrent.”

Other topics included a presentation by Chris Oldag, SVP, Lending, at the \$4.5 billion Patelco CU in California, discussing Patelco’s unique program that focuses solely on buying business loan participations. Oldag frankly explained the challenges Patelco faced while building their over \$300 million participation portfolio, the largest in the industry. In addition, Larry Middleman, President/CEO of CU Business Group shared his views on industry trends in business services and what the future may hold. He also noted the large increase in the number of participations during 2007, as well as the large increase in the industry’s business loan delinquency rate (.53% in 2006, to 1.82% in 2007).

Other topics included high performance compensation strategies for business lenders, branding the business experience, and techniques for maintaining a mature business loan program. The conference’s breakout sessions provided attendees with various “roll up your sleeves” learning opportunities, including sessions on portfolio management and advanced deposit products.

Peer networking also provided an important learning opportunity. One of the highpoints of the networking agenda, literally, was the spectacular rooftop reception, which offered a chance for attendees to discuss their programs in a casual setting. The reception offered a 360 degree view of the Phoenix metropolitan area and Camelback Mountain, as well as a high-powered telescope for all who wished to gaze at the beauty of Saturn, the moon, and several constellations.

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CU Business Group is already planning its third annual conference for March 2009 in Scottsdale. "This is an integral part of our ongoing education opportunities, and we are committed to providing a quality learning experience for the industry," commented CU Business Group's President/CEO Larry Middleman.

CU Business Group, LLC, provides a wide array of business lending, deposit and consulting services to credit unions nationwide. Partnering with 11 corporate credit unions, eight of which are owners, CU Business Group provides strategic and technical expertise to credit unions with advanced business programs, and to those just starting out. Based in Portland, Oregon, with offices in the Midwest and Eastern U.S., CU Business Group is the largest business services CUSO in the industry serving over 250 credit unions in 32 states.

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CU Business Group's National Business Services Conference March 2008 – Scottsdale, Arizona



Our second annual national conference featured technical experts and credit union leaders in business services.



Networking opportunities were plentiful and attendees gained valuable insight through formal education and sharing information with peers.



And the spring training baseball game gave everyone a chance to enjoy the sunshine and have some fun.

