



Webinar Training on Demand

CU Business Group offers comprehensive, concise training courses on business services in a convenient webinar format. The following sessions have been recorded and are available for purchase to view at your credit union's convenience:

| Course Level | Course Title |
|--------------------------|--|
| <input type="checkbox"/> | Introductory CU Business Group's Portfolio Risk Manager **FREE** |
| <input type="checkbox"/> | Introductory The Basics of Buying and Selling Loan Participations **FREE** |
| <input type="checkbox"/> | Introductory CU Business Group – Bringing Business to You! **FREE** |
| <input type="checkbox"/> | Introductory Enhancing the CUBG Underwriting Process **FREE** |
| <input type="checkbox"/> | Business Deposits 101 The New Accounts Desk |
| <input type="checkbox"/> | Business Deposits 201 Managing Deposit Fraud Risk |
| <input type="checkbox"/> | Business Lending 101 The Loan Application Package |
| <input type="checkbox"/> | Business Lending 102 Closing Loan Documents |
| <input type="checkbox"/> | Business Lending 201 Understanding NCUA MBL Regulations |
| <input type="checkbox"/> | Business Lending 202 Commercial Real Estate Appraisals |
| <input type="checkbox"/> | Business Lending 203 Loan Operations, Exam Considerations and Other Must-Know Topics |
| <input type="checkbox"/> | Business Lending 204 Business Loan Participations, New Regulations & Requirements |
| <input type="checkbox"/> | Business Lending 301 HOT TOPICS in Environmental Due Diligence |
| <input type="checkbox"/> | Business Collections 201 Basic Collections & Dealing With Problem Loans |
| <input type="checkbox"/> | Business Collections 301 Advanced Collections, Foreclosures & Dealing With Problem Loans |
| <input type="checkbox"/> | Business Collections 401 Avoiding Lender Liability in the Collections Process |
| <input type="checkbox"/> | Business Services 101 Effective Interviewing |
| <input type="checkbox"/> | Business Services 201 Ramping Up Business Sales Efforts |
| <input type="checkbox"/> | Special Trends in Business Lending (5/12/2009) |

Fees: CUBG recorded webinar sessions are \$129 each, unless otherwise indicated.

Purchase: You may purchase any of the above sessions by completing the registration form below and faxing it to CUBG at 503-230-8857 or emailing it to education@cubg.org.

System Requirements: The webinar recording will be delivered as a .wmv, or .arf file, accompanied by handouts in PDF format. There will be no limit on the number of times the session may be viewed by your credit union.

Proprietary Information: These training sessions include proprietary information owned by CU Business Group. The recordings, handouts and the content are not to be shared outside of the purchasing credit union.

Name _____ Title _____

Organization _____

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Attendee Payment Information

Credit Card – please choose one Visa MasterCard Check Enclosed

Card Number _____ Exp Date _____

Security Code (last 3 digits on back of card) _____ Billing Zip Code _____

X Signature _____ Total Payment Enclosed / Authorized \$ _____



Introductory: CU Business Group's *Portfolio Risk Manager*

As your MBL portfolio grows, risk monitoring becomes labor-intensive and costly. CU Business Group's ***Portfolio Risk Manager*** helps you foresee potential issues with your member business loans before they become problems. The ***Portfolio Risk Manager*** is an automated system that provides a risk monitoring snapshot of every loan in your portfolio. You can:

- See how your business members are paying other creditors
- Identify negative payment and financial trends in your MBL portfolio
- Produce portfolio summary reports and drill-down into loan details quickly and easily

Suggested audience: Management and Business Loan Officers responsible for the business lending program and risk monitoring.

Introductory: *The Basics of Buying and Selling Loan Participations*

Participation loans are an effective tool to manage risk and increase return for your credit union. Participations are also effective tools for managing liquidity and regulatory caps. CU Business Group's *The Basics of Buying and Selling* is designed to provide credit unions with a clear picture of the entire process when using CUBG's participation network. Some of the topics covered in this course include:

- Overview of CUBG's participation program
- Network parameters
- The mechanics of a participation (buyer and seller perspectives)
- Accounting for participations
- Typical timing and other transaction requirements

Suggested audience: Management and individuals involved in funds/risk management and senior business services staff.

Introductory: CU Business Group – *Bringing Business to You!*

CU Business Group can help your credit union offer a complete package of business services. We tailor our services to meet the individual needs of your credit union, ensuring you target the right niches within your credit union's strategic goals. This course will explain how we work with credit unions, specifically covering:

- The business lending process and shared responsibilities
- Services available for advanced business programs
- CUBG Membership vs. Affiliate status
- Our pricing to credit unions

Suggested audience: Management and decision-makers looking for more information on CU Business Group products and services.



Introductory: Enhancing the CUBG Underwriting Process

This new webinar gives your lending and field staff an in-depth look at the CUBG underwriting process. During the webinar we'll clarify the process and discuss how you can make the approval process even quicker for your members. After this webinar you will: Have a better understanding of the different underwriting services available to you, thoroughly understand what makes up a complete loan package, have fewer info follow up requests and be more efficient at handling your members' loan requests.

Suggested audience: Lenders, Business Development Officers, Branch Managers, all others involved in taking loan applications at your credit union.

Special Pricing: There is no charge to credit unions for this course

Business Deposits 101 – The New Accounts Desk

CU Business Group's *Business Deposits 101* addresses the critical knowledge needed to open new accounts for all kinds of businesses. This is the starting point for controlling depository risk and ensuring compliance. Some of the topics covered in this course include:

- Definitions of the many types of business entities
- Requirements when opening new accounts for businesses
- A definition of TINs, EINs, DBAs, and what you need for each situation
- Deposit risk management
- The right questions to ask

Suggested audience: Management, operations/compliance staff, branch managers, new accounts and any member service staff who open business deposit accounts.

Business Deposits 201 – Managing Deposit Fraud Risk

In CU Business Group's *Business Deposits 201* you heard that managing deposit risk is just as important as managing credit risk. This session will review important questions to ask when opening a business deposit account as well as provide resources for verifying your business members' information. Some of the topics covered in this course include:

- Sources for research before the interview
- Interview points designed to detect fraud
- Red flags that point out potential fraud
- Sample fraudulent documents

Suggested audience: Operations/compliance staff, branch managers, new accounts and any member service staff who open business deposit accounts.



Business Lending 101 – *The Loan Application Package*

CU Business Group's *Business Lending 101* focuses on the information needed to pull together a complete loan package. Participants will learn how to take a loan application, gather appropriate documents from the borrower, and review key financial data to better understand the borrower's financial situation. Specific areas covered include:

- The application checklist
- The loan application
- Personal financial statements
- Tax returns and business financial statements
- The right questions to ask

Suggested audience: Management, business loan officers, branch managers, and other staff who will take the loan applications from members.

Business Lending 102 – *Closing Loan Documents*

CU Business Group's *Closing Loan Documents* will familiarize your staff with the documents needed to close a member business loan. Participants will learn the specific uses of each form, the general closing process and the information included in the closing package. The webinar will cover various loan documents normally used in a member business loan package such as:

- Promissory Note
- Commercial Loan Agreement
- Guaranty
- Deed of Trust / Mortgage
- Security Agreement
- UCC Financial Statement

Suggested audience: Management, business loan officers, branch managers, and other staff who will close loans with members.



Business Lending 201 – Understanding NCUA MBL Regulations

In CU Business Group's *Understanding NCUA Member Business Loan (MBL) Regulations*, CUBG's experienced underwriters will discuss the application of all the pertinent regulations to your MBL program. This course is excellent for staff that are new to business lending, or as a refresher for more experienced staff. The webinar will center on NCUA Part 723 Member Business Loans. Specific regulations covered include:

- Part 722 Appraisals
- Part 723 Member Business Loans
- Part 742 Regulatory Flexibility Program
- §701.21 Loans to Members and Lines of Credit to Members
- §701.22 Loan Participation

Suggested audience: Management, business loan officers and credit committee members.

Note: This session will focus on Federal member business loan regulations; however the content of this webinar will also benefit state chartered credit unions as most states follow federal regulations closely.

Business Lending 202 – Commercial Real Estate Appraisals

Appraising commercial real estate requires a higher standard of certification and additional analysis in the appraisal report. This session will provide an in-depth discussion of the key areas and differences you'll find in appraisals for business purpose loans. You'll also gain some important tips for managing the appraisal review process and controls within your program. Specific topics for this session include:

- When is it appropriate to order a commercial real estate appraisal
- NCUA Regulation Part 722 Appraisals
- Uniform Standards of Professional Appraisal Practice (USPAP)
- Appraiser certification and your credit unions due diligence
- Different types of appraisals and valuation approaches

Suggested audience: Management, business loan officers and credit committee members.



Business Lending 203 – Loan Operations, Exam Considerations, and Other Must-Know Topics

Managing the risks associated with your business lending program is essential to loan quality as well as satisfying exam and audit requirements. This course will outline key aspects of business lending operations that help manage the major risks in business lending:

- How to set up operations to minimize credit risk
- Reports and processes to address liquidity risk
- Pricing considerations to manage interest rate risk
- Necessary areas to ensure compliance risk is managed
- Considerations to avoid reputation risk

In addition, we will include an overview of what we know are areas of focus of regulators. This session is sure to provide practical information to help your business program.

Suggested audience: Management, operations and key lending staff responsible for risk management in a member business lending program.

Business Lending 204 – Business Loan Participations, New Regulations and Requirements

Business loan participations are an excellent way to diversify your portfolio, increase yields and manage the balance sheet. Participations also carry significant risk, especially in today's economic environment. Because of increasing volumes of participations, the NCUA recently issued Letter Number 08-CU-26 which provides guidance to credit unions and examiners on running a successful participation program.

Business Lending 204 will outline major aspects of these new regulations and the action steps needed for credit unions to comply. Specific topics include:

- Examiner definition of participation risks for both buying and selling credit unions
- What credit unions need to state in their MBL and participation policies
- Due diligence required in running a business loan participation program
- Risk measurement, monitoring and control for participation transactions

CU Business Group experts will also provide an overview of how the CUBG participation network complies with these regulations.

Suggested audience: This information is essential for credit unions currently buying or selling participations, or those considering it.



Business Lending 301 - *HOT TOPICS in Environmental Due Diligence*

Environmental concerns are a significant area of review in commercial real estate transactions. In this session CU Business Group's senior underwriters will cover the appropriate due diligence to reduce environmental risk on real estate secured member business loans. The discussion will include a review of common environmental reports ranging from Environmental Data Resources, Inc ("EDR") reports to Phase II Environmental Site Assessments ("ESA"). Specific topics covered will include:

- Why you need to discover environmental issues before you make the loan
- What's included in the various environmental reports
- The *All Appropriate Inquiries* ("AAI") rule
- The *Innocent Landowner Defense*
- Specific examples of contamination via photos and stories

Suggested audience: Management and individuals who directly influence, manage, and market the business services program at your credit union.

Collections 201 – *Basic Collections & Dealing With Problem Loans*

This basic webinar will familiarize your staff with the early warning signs of problem loans and give an overview of the collections process. Attendees will learn the steps of dealing with problem loans, from gathering the facts and assessing the situation to creating a plan to work with the borrower and guarantor.

Suggested audience: Management, business loan officers and credit committee members.

Collections 301 – *Advanced Collections, Foreclosures & Liquidations*

This webinar discusses each of the major types of collection processes associated with business loans and gives a detailed overview of each, including past due payment collections, bankruptcies, foreclosure and repossessions and more. Participants will learn the basics of what each process is and how it works. We will also review loan loss reserve adequacies and loan charge-offs and recoveries.

Suggested audience: Management, business loan officers and credit committee members.

Collections 401 – *Avoiding Lender Liability in the Collections Process*

This advanced webinar will review lender liability and the pitfalls your credit union should avoid when it comes to problem business loans. This session will also focus on the concept of good faith and the ten rules of lender liability and how to apply them in day-to-day interactions with borrowers.

Suggested audience: Management, business loan officers and credit committee members.



Business Services 101 – Effective Interviewing

Conducting an effective interview with a business member is a key component of a successful business services program. Our training centers around the following interviewing tools and techniques:

- Key questions and techniques to help staff learn about the member and their business
- Open/closed and other types of questions – how to best choose your question and why
- Specific questions to identify lending opportunities and clarify financing possibilities
- Detailed questions that will lead to the best deposit product package
- The sales process and what to do with the information from the interview

Suggested Audience: Management, business loan officers, branch managers, new accounts, and any front line staff that will talk with members regarding business loans and deposits.

Business Services 201 – Ramping Up Business Sales Efforts

Jump-start your business program by going through CU Business Group's sales campaign techniques and methodologies. This course is focused on how to get more out of your program once you have the basics in place. Goals for the session include giving your branch staff and business development representatives more tools and confidence in selling business products, as well as how to better target specific businesses and industries. And, as a Member of CU Business Group, you'll receive a variety of resources after the course including sales letters, scripts, objections and how to overcome them, and templates of proposals to businesses.

Suggested audience: Management and individuals who directly influence, manage, and market the business services program at your credit union.

Trends in Business Lending – May 12, 2009

How is the credit union industry faring in business lending – and what about the banks?

Is commercial real estate the next area of meltdown?

What are the business lending best practices in the industry today?

What should credit unions be doing today to ensure credit quality tomorrow?

These common questions asked by credit unions today are answered during this special webinar hosted by CU Business Group President Larry Middleman. During the session Larry looks at the current state of business lending – both the good and the bad, and outlines some of the best practices CU Business Group has seen along with the most common mistakes made by credit unions. Larry also provides a forecast on commercial real estate, reviewing certain industries and trends to consider. This lively session is sure to give you better insight into prudent business lending practices you can use at your credit union to help your program be more successful.

Suggested audience: Management, business loan officers and credit committee members.