

Register . . .

- Online: www.kycul.org
- Mail completed form to:
3615 Newburg Road
Louisville, KY 40218
- Call us:
502.855.8201 or
800.333.5285, ext. 201
- Fax completed form to:
502.459.0189

Questions or special needs . . .

Contact Laura Parrish, Education Director,
800.333.5285 ext. 209 or 502.855.8209
or email — lparrish@kycul.org

CU Name _____

CU Address _____

Phone _____

Contact _____

Attendee Name: _____

Title: _____

email: _____

Attendee Name: _____

Title: _____

email: _____

Registration appreciated by February 21, 2012

Two day _____ people @ \$299 = \$ _____

Payment method (please check one):

Payment enclosed Bill my credit union

Debit my KY Corporate FCU daily account

Credit unions with under \$2 million in assets attend free.
Scholarships are available for this program.

All registrations will be confirmed by email. If you have not received your confirmation one week prior to the program, contact the League office.

Cancellation Policy. Refunds will be issued until seven days prior to the workshop less a \$35 administration fee per person. Substitutions accepted anytime.

ADDRESS CORRECTION REQUESTED



Kentucky Credit Union League 2012 Lending Conference



March 6 & 7, 2012
League Office



The 2012 Lending Conference will focus on Management Strategies that will Improve Lending and Bottom Line Results

Your Facilitators for this Event:

Brett Christensen is the owner of CU Lending Advice, LLC. As such, he works directly with credit unions in the U.S and Canada teaching and consulting on various lending topics.

Robert Israelite, is a LOANLINER Sales Specialist for CUNA Mutual Group in Madison, Wisconsin. Robert specializes in credit union compliance for consumer, home equity, Credit Cards, business lending, as well as new account opening and the documentation needed to support credit union operations.

Who should attend. Management, Lending Managers, Loan Officers (veteran and new), and Compliance Staff

Location of event. Kentucky Credit Union League Office
3615 Newburg Rd, Louisville, KY 40218

Accommodations. A block of rooms has been held at Holiday Inn Louisville Airport South, 6551 Paramount Park Dr. 40213. Contact June Speck at 502.966.0000 and mention Kentucky Credit Union League to receive the block rate.

Attire. Business casual. Be sure to bring a sweater, as personal comfort levels vary.

Cost Includes. Handouts, breaks, continental breakfast and lunch.

Brett Christensen



Day 1

9:00 a.m. — 4:00 p.m.

Day 2

9:00 a.m. — 12:00 p.m.

As the competitive lending environment gets tougher, more is required of credit union CEOs and lending managers. In this session attendees will learn specific strategies to improve ROA and lending results by making improvements to the following areas of lending manager responsibility:

- Policy
- Pricing
- Delivery Channels
- Sales Culture Development
- Centralized or Decentralized?
- Employee Productivity
- Organizational Design
- Variable Pay
- Success Stories of Loan Growth & Employee

Robert Israelite



Day 2

1:00 — 4:00 p.m.

Robert will discuss compliance changes and lending trends. He will review changes in compliance that occurred in 2011 and discuss the important changes to expect from the compliance ride in 2012. Robert will also lead a discussion concerning new lending trends for 2012 and beyond.

Special thanks to our speaker sponsor:



Experience both days of training for \$299/per attendee.