

Member Benefits

Discover All That Your League Offers



- Advocacy
- Education
- Information
- Leadership
- Business Services

 California
CREDIT UNION LEAGUE

NEVADA
CREDIT UNION LEAGUE

California & Nevada Credit Unions League

Membership Benefits

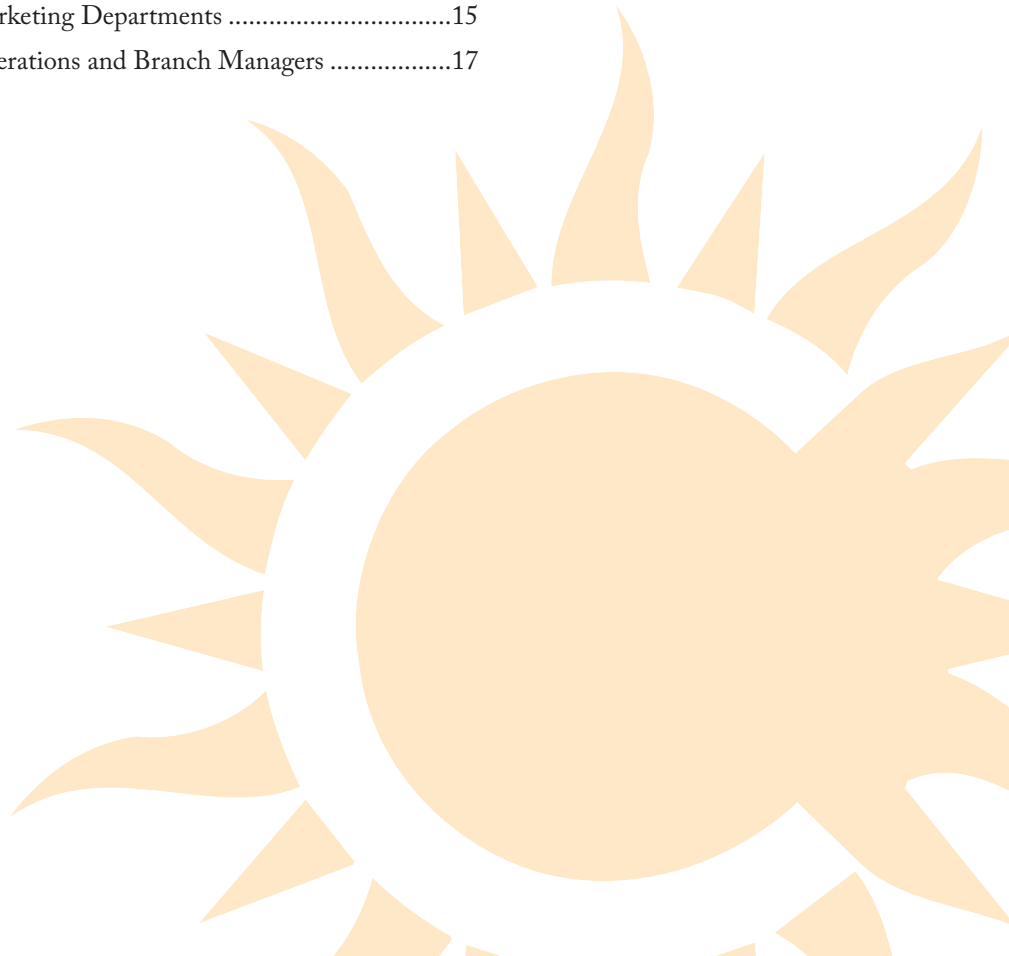
This publication is intended as a handy guide to the many benefits offered to credit unions that are members of the California and Nevada Credit Union Leagues. The attached tear-away cards list benefits as they relate to specific positions or departments within your credit union. We suggest you distribute these cards to the appropriate individuals, so that everyone at your credit union can benefit from what we have to offer!

TABLE OF CONTENTS

Advocacy.....	3
Education.....	4
Information.....	5
Leadership	6
Business Services.....	7

TEAR-OFF LEAGUE RESOURCE PAGES

League Resources for CEOs, CFOs, and COOs.....	9
League Resources for Boards and Supervisory Committees	11
League Resources for Lending Departments.....	11
League Resources for Human Resource Departments.....	13
League Resources for Accounting Departments.....	13
League Resources for Marketing Departments	15
League Resources for Operations and Branch Managers	17





ADVOCACY

The League knows it's essential for your credit union's voice to be heard on the political scene and in the public sphere. Our highest priority is to provide representation for your credit union before state and federal governing bodies to create the best possible operating environment. We work tirelessly to promote credit union interests, and to take the credit union story to the media and the public.

Federal Governmental Affairs

- Provides legislative, regulatory, and political updates
- Organizes annual "Hike the Hill" visits in Washington, D.C.
- Informs you about opportunities to meet your Congressperson
- Offers training sessions, communication exchanges, and networking events
- Provides full-time representation in Washington, D.C.

State Governmental Affairs

- Drafts and lobbies legislation carrying out the Government Relations Committee's legislative agenda
- Reviews thousands of bills each year to monitor legislation affecting CUs
- Informs you about opportunities to meet your legislator
- Organizes Government Relations Rally and other grassroots lobbying events to promote "connectivity" among legislators and credit union CEOs

Public Affairs

- Raises awareness among consumers and elected officials to build understanding and support for credit unions
- Develops and maintains strong relationships with local, state, and national news media
- Garners recognition for your credit union's outstanding accomplishments
- Positions credit unions as an important segment in the financial services marketplace

Connect for the Cause

- A web-based advocacy tool that enables CU supporters to communicate with legislators on pending state and federal issues

Political Affairs

- Tracks federal and state elections on behalf of credit unions in California and Nevada
- Works to elect candidates who exemplify credit union ideals through contributions and independent expenditures
- Sets a political strategy in conjunction with legislative and grassroots efforts

www.creditunionswork.org

- A consumer-oriented website with information about why credit unions are better and how to join one

Opposition Research

- A weekly e-newsletter to keep you informed about bankers' strategies and activities

As a League member, your credit union's interests are represented and you have opportunities to make a difference.

Your support contributes to the success of all credit unions.

VISION STATEMENT

We will be the premier credit union trade association in the country, passionately promoting and supporting credit unions and continually working to shape an environment in which credit unions can advance the financial well-being of consumers.



EDUCATION

The League's Education and Training programs offer the most accessible, cost-effective way to give your staff and volunteers the knowledge to perform on a higher level. We continually develop a variety of programs and delivery channels to meet your credit union's educational needs. Each year, thousands of credit union managers, staff, volunteers, suppliers, and guests gather at the League's convention and conferences—and we can also bring our services directly to you through webinars and in-house training programs.

Annual Meeting and Convention

- The largest League event of the year, with recognition of outstanding credit union professionals and volunteers
- Networking with more than 800 of your peers and credit union suppliers
- Keynote presentations from top leaders

Seminars

- More than 50 satisfaction-guaranteed seminars covering a range of member-chosen topics
- One-day seminars attended by more than 2,100 credit union management and staff annually in locations throughout California and Nevada
- Earn continuing education units with most programs
- Receive instruction from top-rated presenters, a networking luncheon, useful reference manual, and certificate of achievement

Conferences and Schools

- Educational Conference (formerly Big Valley)
- Western CUNA Management School
- Chapter Forum
- Professional Network Conferences
- Shapiro Group Events
- CEO Key Topics Forum
- Advanced Leadership Institute at Harvard Business School

eTrain Webinars

- Select from over 60 training sessions offered each year
- Eliminate travel costs and reduce lost work time
- Train any or all of your staff members for one small educational investment
- More than 2,500 webinar participants

Contracted Training

- In-house training programs on your chosen topic bring valuable instruction directly to you
- Put more of your budget into training and less into travel time and expenses
- Train as many people as needed at your convenience—before or after hours, even Saturdays

Customized Strategic Planning

- Expert planning facilitators will help you create a clear, focused plan for the future
- Gain higher expertise in multiple planning processes
- Benefit from a unique understanding and perspective on credit union issues
- Customize a session to fit your needs, whatever your asset size

Audio-Visual and Electronic Library and Training Guides

- Educational videotapes, archived webinars, publications, and seminar supplements
- Archived convention and conference presentations, plus much more

CPDOnline

- CUNA's web-based training service more than 250 online courses
- Everything you need to manage your credit union training program from start to finish

MISSION STATEMENT

We enthusiastically support member credit unions in meeting their members' needs by providing advocacy, information, education, leadership, and business solutions.



VISION STATEMENT

We will be the premier credit union trade association in the country, passionately promoting and supporting credit unions and continually working to shape an environment in which credit unions can advance the financial well-being of consumers.

INFORMATION

The League connects you to the information you need to stay on the leading edge: the latest laws and regulations affecting your credit union, industry news, in-depth research, employment resources, and much more.

Research and Information

- Website provides information on current regulatory issues, and answers to frequently asked questions
- Electronically distributed technical bulletins and environmental reports
- A library of technical information at your fingertips
- Speak with knowledgeable consultants via the R&I Hotline
- Unlimited access to R&I consultants for staff and elected leaders

Online Resources

- Shapiro Group and Mid-Size Credit Union sites
- Search for credit union-friendly suppliers with the Buyer's Guide
- Order promotional products 24/7 at the CU Store
- Find exclusive content on our Members-Only site
- BSA, Disaster Planning, Record Retention Guide, and Identity Theft Resources
- TIPs Releases and Bulletins, and more
- InfoSight: an online compliance resource providing access to federal and state-specific information
- Credit Union Staff Resource Exchange: a database to facilitate staff sharing and help fill temporary staffing needs

NEW • Member News: An electronic publication containing the latest news from your peers, delivered to your inbox each month

NEW • Presidential Notes: An email communiqué distributed "as needed" direct from the President, providing news of an actionable nature on vital issues of concern, as well as legislative and regulatory issues

- What's New from the League: A quarterly publication that gives you the first look at the latest news, events, products, and services from the Leagues
- Regulatory Comment Letters: read about the League's official stance on proposed regulatory changes
- Research Papers: in-depth reports on topics of interest

Credit Union Digest

- In-depth monthly magazine featuring industry news from a West Coast perspective

- Learn how others are making a difference and gaining recognition for their contributions
- Award-winning publication that has earned a 98 percent approval rating
- A resource to inform members of important legislative issues

CU Connections

- Job placement website listing positions in California and Nevada
- Provides a forum for recruiting top-quality staff
- Offers HR advice with expert personnel tips

Resource Directory

- Track down a CEO you met at a recent conference
- Locate new suppliers
- Get detailed contact information for League staff

WestScan Report

- Annual research report and industry forecast with periodic updates and companion video
- Analyzes trends affecting California and Nevada CUs with clear language and easy-to-read charts
- Track CU financial data and demographic changes
- Review competitive marketing data

Compensation Survey

- A California and Nevada-specific salary guide
- Learn how your credit union's salaries compare with your peers'
- Pinpoint appropriate salary ranges to recruit and retain qualified staff
- Your CU receives a complimentary copy by participating

CU Weekly

- A weekly e-newsletter that tells you what's happening in the industry right now

Applied Research Institute (ARI)

- Specific, practical research on member-driven topics
- Improve operational and/or financial performance
- Better serve your membership and attract new members

Guides and Manuals

- Focused, comprehensive perspectives on operational and compliance issues
- Make well-informed decisions to advance and secure your credit union's future

Opposition Research

- A weekly e-newsletter to keep you informed about bankers' strategies and activities



BUSINESS SERVICES

Increase your service, savings, and success—and benefit from the League’s \$100 billion-plus collective buying power through discounts and more! We carefully select exceptional Business Partners that fill identified product and service gaps, and the income generated through these partnerships helps fund advocacy efforts.* Therefore, the money you spend with us supports the credit union movement.

- Credit/Debit Cards and Share Drafts
- CU Store
- Insurance and Protective Coverage
- Lending
- Marketing
- Member Services
- Operational Cost Savers

Also, the NEW Business Resources Monthly E-Newsletter delivers information about Business Partners and upcoming events right to your email inbox!

**Your League conducts a thorough due diligence review of third-party vendors, as instructed by the NCUA. However, we recommend you exercise your own proper due diligence in accordance with your credit union.*



BUSINESS SERVICES

California and Nevada Credit Union Leagues

MISSION STATEMENT

We enthusiastically support member credit unions in meeting their members' needs by providing advocacy, information, education, leadership, and business solutions.

In 2009, more than 5,600 of your credit union colleagues participated in webinars and one-day seminars presented by the League.

Our *Credit Union Digest* magazine and CU Weekly e-newsletter are distributed to nearly 9,000 credit union leaders, staff, and supporters.

You benefit from our more than \$100 billion of collective buying power with discounts, enhanced offerings, and access to expertise not feasible in-house or if offered independently.

The League’s websites, www.ccul.org and members.ccul.org, receive more than 2,000 visits per day.



LEADERSHIP

The League works with the Credit Union National Association (CUNA) and its affiliates to strengthen credit unions in today's financial marketplace. In addition to grants and other resources, we offer a wealth of opportunities to network and exchange ideas with hundreds of your fellow credit union professionals, reach out to your community, and take an active role in the future of the movement.

Professional Networks

- Join one of seven specialized networks to enhance your career: Branch Manager Network (BMN), Business Development Network (BDN), Chief Financial Officers Network (CFON), Credit Union Lending Network (CLN), Credit Union Security Network (CUSN), Credit Union Security Network (CUSN), and Credit Union Volunteer Network (CUVN)
- Utilize interactive listservs to exchange ideas with peers
- Each network offers opportunities for education, solutions, information, and networking

Chapter Events

- 24 chapters throughout California and Nevada
- Hear informative speakers address technical, educational, legislative, and other issues
- Network with fellow credit union professionals and volunteers from your region
- Join forces with others to enhance your community service, fund-raising, and professional development

Richard Myles Johnson Foundation (RMJ)

- Provides more than \$210,000 in grants and scholarships annually
- Gives your staff and volunteers greater access to seminars, workshops, conferences, management schools, and other educational programs
- Funds PBS/Junior Achievement's Biz Kid\$ program, USA TODAY's "Choice Is Power!" program, and classes and workshops

The RMJ Foundation is a 501(c)(3) organization. League membership is not a requirement to benefit from or contribute to RMJ Foundation resources.

IRnet (International Remittance Network)

- Send money inexpensively to 40 countries through secure electronic transfers
- Available to credit union members and potential members

Find A Credit Union Program

- User-friendly, web-based service that links potential members with credit unions they may be eligible to join
- Add your credit union's membership information to the Find A Credit Union database to supplement your member recruitment activities at no cost

California Nevada Youth Involvement Network

- Group dedicated to promoting financial education among young people in California and Nevada
- Staff and elected leaders from member credit unions can join
- Get involved to help turn young people into smart consumers and lifelong members

Shapiro Group

- A pioneering League program that pools resources to help smaller credit unions operate efficiently and effectively
- Be among the recipients of hundreds of thousands of dollars donated to purchase new computers and software, upgrade existing systems, and connect to the Internet
- Offset the costs of developing policies, planning sessions, ALM, and Project Differentiation through funding
- Attend tailored education and training programs, and receive discounts on League and affiliate products

Round Tables

- Summit Round Table: an annual meeting for CEOs of the League's 50 largest member credit unions, featuring networking, education, and social activities
- Shapiro Summit: a networking and learning forum exclusively for smaller credit unions

VISION STATEMENT

We will be the premier credit union trade association in the country, passionately promoting and supporting credit unions and continually working to shape an environment in which credit unions can advance the financial well-being of consumers.

California & Nevada Credit Union
Tear-Out Resource Guides



League Resources for CEOs, CFOs, and COOs

Applied Research Institute (ARI)

800.472.1702, ext. 6005 or 6054
www.ccul.org/04education/ari_intro.cfm

Business Partners

800.472.1702, ext. 6016
www.ccul.org/03business/busparkers.cfm

Buyer's Guide

www.ccul.org/03business/buyersguide.cfm

California and Nevada Youth Involvement Network (CNYIN)

800.472.1702, ext. 6025
members.ccul.org/06networks/cnyin.cfm
www.cnyin.org

Chapter Events

800.472.1702, option 2
chapters.ccul.org

Community Outreach

members.ccul.org/06networks/outreach.cfm

Conferences and Conventions

800.472.1702, option 2
www.ccul.org

Connect for the Cause

www.connectforthecause.org

CU Store

888.309.0309
www.cuproducts.com

Electronic Education Library

members.ccul.org/07publications/edu_library.cfm

eTrain Webinars

800.472.1702, option 2
www.ccul.org/04education/etrain_webinars.cfm

Federal and State Legislative Advocacy

916.325.1360
members.ccul.org/08govaffairs/index.cfm

Find A Credit Union

800.472.1702, ext. 6025
www.findacreditunion.com

InfoSight

ca.leagueinfosight.com

In-House Training Services

800.472.1702, ext. 3434
www.ccul.org/04education/training.cfm

League Publications

members.ccul.org/07publications/index.cfm

Marketing Services

800.472.1702, ext. 6040
<http://members.ccul.org/13marketing/>

Mid-Size Credit Union Resources

members.ccul.org/midsize/index.cfm

Opposition Research

members.ccul.org/07publications/opposition_research.cfm

Professional Networks

800.472.1702, ext. 6030
members.ccul.org/06networks/networks.cfm

Public Affairs Assistance

909.212.6048 or 909.212.6050
www.ccul.org/02media/pubaffairs.cfm

Regulatory Comment Letters

members.ccul.org/05research/comment.cfm

Relationship Pricing Guide

Available at members.ccul.org/05research/papers.cfm

Research and Information Hotline

877.243.5728
members.ccul.org/05research/askri.cfm

Research and Information Online Resources: Bank Secrecy Act (BSA), current T-Bill rates, disaster planning, elder financial abuse, fraud prevention, identity theft

members.ccul.org/05research/resources.cfm

Research Papers

members.ccul.org/05research/papers.cfm

RMJ Foundation Grants

800.472.1702, ext. 6057
www.rmjfoundation.org

Seminars

800.472.1702, option 2
www.ccul.org/04education/index.cfm

Speaker Directory

chapters.ccul.org

Strategic Planning Assistance

(800) 472-1702, ext. 6030

Surveys

Available at members.ccul.org/05research/index.cfm

The Shapiro Group for smaller credit unions

800.472.1702, ext. 6025
members.ccul.org/06networks/shapiro.cfm

TIPs Releases and Bulletins

members.ccul.org/05research/tips.cfm

WestScan

members.ccul.org/05research/westscan.cfm

League Resources for
CEOs, CFOs, and COOs



League Resources for Boards and Supervisory Committees

Bank Secrecy Act online resources
members.ccul.org/05research/resources.cfm

Chapter Events
800.472.1702, option 2
chapters.ccul.org

Conferences and Conventions
800.472.1702, option 2
www.ccul.org

Credit Union Volunteer Network (CUVN)
800.472.1702, ext. 6030
members.ccul.org/06networks/networks_cuvn.cfm

Electronic Education Library
members.ccul.org/07publications/edu_library.cfm

InfoSight
ca.leagueinfosight.com

In-House Training Services
800.472.1702, ext. 6030
www.ccul.org/04education/training.cfm

League Publications
members.ccul.org/07publications/index.cfm

Seminars
800.472.1702, option 2
www.ccul.org/04education/index.cfm

Strategic Planning Assistance
800.472.1702, ext. 6030

TIPs Releases and Bulletins
members.ccul.org/05research/tips.cfm

WestScan
members.ccul.org/05research/westscan.cfm

League Resources for Lending Departments

Bank Secrecy Act online resources
members.ccul.org/05research/resources.cfm

Chapter Events
800.472.1702, option 2
chapters.ccul.org

Conferences and Conventions
800.472.1702, option 2
www.ccul.org

Credit Union Lending Network (CLN)
800.472.1702, ext. 6030
members.ccul.org/06networks/networks_cln.cfm

Electronic Education Library
members.ccul.org/07publications/edu_library.cfm

eTrain Webinars
800.472.1702, option 2
www.ccul.org/04education/etrain_webinars.cfm

InfoSight
ca.leagueinfosight.com

In-House Training Services
800.472.1702, ext. 6030
www.ccul.org/04education/training.cfm

Lending Business Partners
www.ccul.org/03business/busproducts3.cfm

Research and Information Hotline
877.243.5728
members.ccul.org/05research/askri.cfm

Research and Information Online Resources: Bank Secrecy Act (BSA), current T-Bill rates, disaster planning, elder financial abuse, fraud prevention, identity theft:
members.ccul.org/05research/resources.cfm

Seminars
800.472.1702, option 2
www.ccul.org/04education/index.cfm

TIPs Releases and Bulletins
members.ccul.org/05research/tips.cfm

League Resources for
Boards and Supervisory Committees



League Resources for
Lending Departments



League Resources for **Accounting Departments**

Chapter Events

800.472.1702, option 2
chapters.ccul.org

Conferences and Conventions

800.472.1702, option 2
www.ccul.org

Electronic Education Library

members.ccul.org/07publications/edu_library.cfm

Etrain Webinars

800.472.1702, option 2
www.ccul.org/04education/etrain_webinars.cfm

InfoSight

ca.leagueinfosight.com

In-House Training Services

800.472.1702, ext. 6030
www.ccul.org/04education/training.cfm

Research and Information Hotline

877.243.5728
members.ccul.org/05research/askri.cfm

Research and Information Online Resources: Bank Secrecy Act (BSA), current T-Bill rates, disaster planning, elder financial abuse, fraud prevention, identity theft

members.ccul.org/05research/resources.cfm

Seminars

800.472.1702, option 2
www.ccul.org/04education/index.cfm

TIPs Releases and Bulletins

members.ccul.org/05research/tips.cfm

League Resources for **Human Resources Departments**

Chapter Events

800.472.1702, option 2
chapters.ccul.org

Conferences and Conventions

800.472.1702, option 2
www.ccul.org

Credit Union Staff Resource Exchange

members.ccul.org/11resources/index.cfm

Electronic Education Library

members.ccul.org/07publications/edu_library.cfm

Etrain Webinars

800.472.1702, option 2
www.ccul.org/04education/etrain_webinars.cfm

InfoSight

ca.leagueinfosight.com

In-House Training Services

800.472.1702, ext. 6030
www.ccul.org/04education/training.cfm

Research and Information Hotline

877.243.5728
members.ccul.org/05research/askri.cfm

Research and Information Online Resources: Bank Secrecy Act (BSA), current T-Bill rates, disaster planning, elder financial abuse, fraud prevention, identity theft

members.ccul.org/05research/resources.cfm

Seminars

800.472.1702, option 2
www.ccul.org/04education/index.cfm

League Resources for
Accounting Departments



League Resources for
Human Resources Departments



League Resources for Marketing Departments

Business Development Network (BDN)

800.472.1702, ext. 6030

members.ccul.org/06networks/networks_bdn.cfm

California and Nevada Youth Involvement Network (CNYIN)

800.472.1702, ext. 6025

members.ccul.org/06networks/cnyin.cfm

Chapter Events

800.472.1702, option 2

chapters.ccul.org

Community Outreach

members.ccul.org/06networks/outreach.cfm

Conferences and Conventions

800.472.1702, option 2

www.ccul.org

CU Store

888.309.0309

www.cuproducts.com

Electronic Education Library

members.ccul.org/07publications/edu_library.cfm

eTrain Webinars

800.472.1702, option 2

www.ccul.org/04education/etrain_webinars.cfm

Gen Y and Money Research Report

members.ccul.org/05research/GenYMoney_final.pdf

InfoSight

ca.leagueinfosight.com

In-House Training Services

800.472.1702, ext. 6030

www.ccul.org/04education/training.cfm

Marketing Services

800.472.1702, ext. 6040

<http://members.ccul.org/13marketing/>

Public Affairs Assistance

909.212.6048 or 909.212.6050

www.ccul.org/02media/pubaffairs.cfm

Research and Information Hotline

877.243.5728

members.ccul.org/05research/askri.cfm

Seminars

800.472.1702, option 2

www.ccul.org/04education/index.cfm

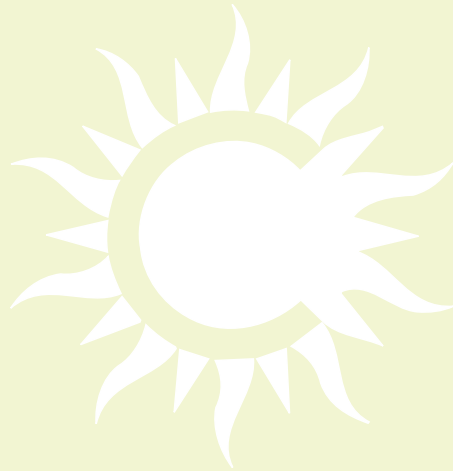
Socially Responsible Credit Union Practices compilation

members.ccul.org/05research/SociallyResponsible08.pdf

WestScan

members.ccul.org/05research/westscan.cfm

League Resources for
Marketing Departments



League Resources for Operations and Branch Managers

Branch Manager Network (BMN)

800.472.1702, ext. 6030

members.ccul.org/06networks/networks_bmn.cfm

Business Development Network (BDN)

800.472.1702, ext. 6030

members.ccul.org/06networks/networks_bdn.cfm

Call Center Network (CCN)

800.472.1702, ext. 6030

members.ccul.org/06networks/networks_ccn.cfm

Chapter Events

800.472.1702, option 2

chapters.ccul.org

Community Outreach

members.ccul.org/06networks/outreach.cfm

Conferences and Conventions

800.472.1702, option 2

www.ccul.org

Credit Union Security Network (CUSN)

800.472.1702, ext. 6030

members.ccul.org/06networks/networks_cusn.cfm

Credit Union Staff Resource Exchange

members.ccul.org/11resources/index.cfm

CU Store

888.309.0309

www.cuproducts.com

Electronic Education Library

members.ccul.org/07publications/edu_library.cfm

eTrain Webinars

800.472.1702, option 2

www.ccul.org/04education/etrain_webinars.cfm

Federal and State Legislative Advocacy

916.325.1360

members.ccul.org/08govaffairs/index.cfm

InfoSight

ca.leagueinfosight.com

In-House Training Services

800.472.1702, ext. 6030

www.ccul.org/04education/training.cfm

League Publications

members.ccul.org/07publications/index.cfm

Marketing Services

800.472.1702, ext. 6040

<http://members.ccul.org/13marketing/>

Research and Information Hotline

877.243.5728

members.ccul.org/05research/askri.cfm

Research and Information Online Resources: Bank Secrecy Act (BSA), current T-Bill rates, disaster planning, elder financial abuse, fraud prevention, identity theft

members.ccul.org/05research/resources.cfm

Seminars

800.472.1702, option 2

www.ccul.org/04education/index.cfm

TIPs Releases and Bulletins

members.ccul.org/05research/tips.cfm

League Resources for
**Operations and
Branch Managers**





PSST...

...want to know an **INDUSTRY SECRET?**

Did you know you can read current and past issues of *Credit Union Digest* at the League's members-only website, even if you're not a current subscriber?

With industry news and analysis from a West Coast perspective, this award-winning magazine is an essential resource for all credit union leaders and elected officials:

Informative Feature Stories | Advocacy Coverage
Local & National Economic Perspectives
Member News | And much more every month

To read online, visit members.ccul.org and click on "News and Publications."



YOU CAN READ CREDIT UNION DIGEST ONLINE!

(Even if you don't subscribe to the print version)

 Credit Union
Digest



California
CREDIT UNION LEAGUE

NEVADA
CREDIT UNION LEAGUE

www.ccul.org