



Session details for

July 26 to 30 and August 2 to 6

Event Code

One Hour QuickBite telephone conferences \$109 per connection

Two Hour QuickBite telephone conferences \$159 per connection

90 Minute Webinars \$169 per Internet connection

90 Minute Webcasts \$175 per connection or CD-ROM, \$215 for both

Training Opportunities - 4 Week Overview

- T 7/27 – **How Your CU Can Be More Attractive to Young Adult Members**
- W 7/28 - **Vendor & Third-Party Due Diligence**
- W 8/4 - **Your Credit Union’s Responsibilities and Liability When Check Fraud Occurs**
- Th 8/5 - **Growth Strategies: Retention is the New Acquisition**
- T 8/10 – [How to Read and Sell From a Credit Report](#) (MCUL Webinar)
- W 8/11 – [How to Increase Loan Approvals](#) (ICUL 2 hour QuickBite)
- W 8/11 – [UCC Issues: What Every Lender Should Know](#) (CUWT Web / CD)
- T 8/17 – [How to Best Handle Garnishments, Tax Levies, & Subpoenas](#) (MCUL Webinar)
- W 8/18 – [Lending to the Self-Employed – How to Say YES!](#) (ICUL QuickBite)
- W 8/18 – [Opening Deposit Accounts Online](#) (CUWT Web / CD)
- Th 8/19 – [Head Teller Development: You’re the New Head Teller, Now What?](#) (CUWT Web / CD)

Click here to register for any of these sessions right now!



[NEW! Distance Learning Calendar for July to December](#)

Please see the note at the bottom of this email for additional information about these events and our network providers

They are tired of being marketed to. If you invade their social media spaces, they are turned off. If you are fortunate enough to extract a slice of their attention span from their text messaging and I-pods, your message better be quick, to the point, fun and meaningful.

How Your CU Can Be More Attractive to Young Adult Members

Tuesday, July 27 11:00 – 12:00

Nancy Pierce

“They” are our credit unions’ future – Generation Y. And whereas attracting them as members and, more significantly, obtaining their business is a challenge, it doesn’t have to be as daunting as it may appear. This session will provide some clues and suggestions that can help enhance your visibility and make your credit union the financial institution of choice for young adult members.

SPEAKER: Nancy Pierce, Ph.D., is the President of Tipton Research Group in Kansas City, Missouri, which provides research and consulting services to the credit union industry. She is a 25-year veteran of the credit union industry and served as president of Mazuma Credit Union in Kansas City and Chairwoman of both the Missouri Credit Union Association and the Credit Union National Association.

<p>Wednesday, July 28 3:00 – 4:30</p>	<p>Vendor & Third-Party Due Diligence</p> <p>Elizabeth Fast</p>	<p>Managing vendor contracts and relationships is becoming more difficult. Every day, credit unions use a wide array of outside vendors, or third parties, to perform services ranging from janitorial to data processing. In addition, regulators are placing more emphasis on the credit union's management of vendor contracts, due to concerns about the security of member information and the potential risk of a vendor's nonperformance.</p> <p>How should your credit union respond if a vendor absconds with sensitive data (or simply loses it)? If a vendor breaches contract, what should your credit union do? Do your vendor contracts adequately protect your credit union? This session will thoroughly explain the legal aspects and proper management of vendor contracts.</p> <p>SPEAKER: Elizabeth Fast, Esq. is a partner with Spencer Fane Britt & Browne LLP where she specializes in the representation of financial institutions. Read more about this session and speaker</p>
<p>Wednesday, August 4 3:00 – 4:30</p>	<p>Your Credit Union's Responsibilities and Liability When Check Fraud Occurs</p> <p>Elizabeth Fast</p>	<p>There has been a dramatic increase recently in the number of check fraud cases. Your credit union's responsibilities and liabilities vary depending on the type of check fraud. Was it a forged endorsement, a forged maker's signature, a counterfeit check, an altered check, or an electronically converted check? Which laws apply and who is liable? This session will explain your credit union's responsibilities and liabilities and which law applies to each type of check fraud situation.</p> <p>SPEAKER: Elizabeth Fast, Esq. is a partner with Spencer Fane Britt & Browne LLP where she specializes in the representation of financial institutions. Read more about this session and speaker</p>
<p>Thursday, August 5 11:00 – 12:00</p>	<p>Growth Strategies: Retention is the New Acquisition</p> <p>Denise Wymore</p>	<p>The Great Recession is redefining how we market to our members. It seems as if overnight everything we knew, or thought we knew, was becoming irrelevant ... or at least not applicable for the time being.</p> <p>So how do we market in this new economy? Pushing products and aggressively pursuing members will no longer work the way it used to. Today's markets are conversations and these markets are getting smarter faster. We need to learn how to join this conversation, listen to our members' needs and respond appropriately. The "new normal" in marketing is about questioning everything, nimbly changing direction, and re-focusing as conditions dictate.</p> <p>SPEAKER: Denise Wymore has been working with cooperatives for over 25 years and has spoken in all 50 states and at WOCCU conferences in Poland and Australia. Read more about this session and speaker</p>

A note about our distance learning event types and network providers

Illinois Credit Union League (ICUL) one and two hour QuickBites: The \$109 or \$159 registration fee for these telephone conference calls includes digital handouts, one telephone connection for any number of listeners, and unlimited access for up to three weeks to an Internet archive recording of the live presentation.

Credit Union Web Training (CUWT) 90 minute Webcasts: The \$175 registration fee for these Internet-based presentations includes digital handouts, one Internet connection, and one telephone connection for any number of

viewers / listeners. For the same \$175 fee, the complete recorded presentation of the live session and handouts may be ordered on CD-ROM and will be delivered within 10 business days after the event date. Both the live Webcast and the CD-ROM recording may be ordered for a total of \$215.

Michigan Credit Union League (MCUL) Webinars: The \$169 registration fee for these Internet-based presentations includes digital handouts, one Internet connection, and one telephone connection for any number of viewers / listeners. MCUL has recently added 30 day unlimited access to an Internet archive of the live webinar as a value added service.

AVCU's registration policy for distance learning events (QuickBites, Webinars & Webcasts): Registration submissions [via our website](#) are preferred, but will also be accepted by email to jcote@vcul.org. Please be sure to include the event title, cost, date, time, and contact person (if other than the email author) to ensure accuracy. Registrations by telephone are not accepted. Because we submit registrations to our third party network providers, we can only accept cancellations made within 24 hours of receipt of the registration. Invoices will be mailed (after the event) to the attention of the person submitting the registration unless otherwise requested. Unlikely occurrences such as a speaker cancellation or technical difficulties on the part of our network provider will be handled on a case-by-case basis in accordance with provider contractual agreements. AVCU and our providers stand behind and support the quality and value of our educational offerings.