



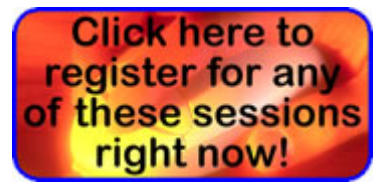
Session details for

August 2 to 6 and 9 to 13

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|-------------------|--|--|---|--|
| 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 |
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Training Opportunities - 4 Week Overview

- 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**
- W 8/11 – **How to Increase Loan Approvals**
- W 8/11 – **UCC Issues: What Every Lender Should Know**
- F 8/13 – **NEW! Financial Reform: Overview & Impact on CUs**
- 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)
- T 8/24 – [How to Out-Sell What Your Competitors Can't](#) (ICUL QuickBite)
- W 8/25 – [Credit Reports & Scores: Using Them Legally & Effectively](#) (CUWT Web / CD)



[Download our 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

<p>Wednesday, August 4 3:00 – 4:30</p>	<p>Your Credit Union's Responsibilities and Liability When Check Fraud Occurs</p> <p><i>Elizabeth Fast</i></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</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</p>

New Acquisition

becoming irrelevant ... or at least not applicable for the time being.

Denise Wymore

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.

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>Tuesday, August 10 1:00 – 2:30</p>	<p>How to Read and Sell From a Credit Report</p> <p>Rick Menton</p>	<p>When it comes to understanding credit reports, credit scoring, credit profiles and risk-based lending, this is the Webinar that will explain what you need to know! You'll discover how looking at a credit report and what to focus on is an important tool for every credit grantor. Additionally, you will learn how credit unions with risk-based lending systems utilize credit scores to price loan products and how putting scores together benefits all loan officers.</p> <p>SPEAKER: Rick Menton focuses on providing credit unions with project management assistance, executive recruitment, strategic management and planning facilitation, as well as seminar and workshop presentations. Read more about this session and speaker</p>
<p>Wednesday, August 11 11:00 – 1:00</p>	<p>How to Increase Loan Approvals</p> <p>Rick Menton</p>	<p>With a nationwide economic crisis, some lenders are moving to the maximization of new loans. Experimentation is on the rise in the loan-marketing arena and some lenders are pulling in borrowers by the droves. In the credit union product and service arena the buzzword is innovation. This session will look at the changed and changing lending landscape for credit unions. What are credit unions doing innovation-wise and what should credit unions be doing to increase loan approvals?</p> <p>SPEAKER: Rick Menton focuses on providing credit unions with project management assistance, executive recruitment, strategic management and planning facilitation and seminar and workshop presentations. Read more about this session and speaker</p>
<p>Wednesday, August 11 3:00 – 4:30</p>	<p>UCC Issues: What Every Lender Should Know</p> <p>Elizabeth Fast</p>	<p>How can your credit union protect its lien priority in collateral? This session will teach your lenders how to obtain and properly perfect a security interest in UCC collateral, including accounts, stocks and mutual funds, equipment, inventory, accounts receivable, general intangibles, and farm products. Learn about situations where filing a UCC-1, taking possession, or obtaining a third-party control agreement is required for perfection.</p> <p>What happens when the loan goes bad? A mistake in the repossession process can cause your credit union to lose its right to go against the debtor for a deficiency and cause substantial damages to the credit union. The repossession process will be covered, starting with the decision to foreclose and ending with the sale of collateral at a private or public sale.</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>Special Day & Time</p> <p>Friday, August 13 11:00 – 12:30</p>	<p>JUST ADDED!</p> <p>Financial Regulatory Reform: The Impact on Credit Unions</p> <p>Philip K. Smith</p>	<p>NOTE: This live event is offered at a different day and time (11:00 a.m. Friday) than other CUWT Webinars.</p> <p>The long-anticipated financial regulatory reform is finally here. How will this 2,000-plus-page bill impact credit unions? Join us for a specific discussion focusing on the relevant provisions of the new law as it impacts, or is likely to impact, credit unions. This webinar will address the pertinent provisions that apply to credit unions, specifically those that touch the areas of changing obligations for directors and officers, safety and soundness, rising compliance, new lending rules, deposit insurance, and corporate governance issues.</p> <p>SPEAKER: Philip K. Smith is the President and a member of the Board of the Memphis-based law firm of Gerrish McCreary Smith, PC, and its affiliated consulting firm, Gerrish McCreary Smith Consultants, LLC. 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@vcu.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.