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**Credit Union  
National Association, Inc.**

P.O. Box 431  
Madison, WI  
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AMERICA'S  
CREDIT UNIONS™

# MARKETING MANAGEMENT SCHOOLS

PARTS I, II, III



**JUNE 8 - 13, 2003 • NEW ORLEANS, LA**

# TAKE YOUR MARKETING BUDGET FURTHER

## **MARKETING MANAGEMENT SCHOOLS PARTS I, II, III**

**JUNE 8 - 13, 2003 • NEW ORLEANS, LA**

**LEARN HOW TO DO MORE  
WITH WHAT YOU HAVE  
HERE AND NOW**

**DEVELOP PROMOTIONAL  
STRATEGIES FOR  
DOWN THE ROAD**

# THE MARKETING MIX

People are at the heart of the marketing process. All activities that go into marketing a product happen because people have a need for that product. Most businesses identify target markets: specific groups of individuals — often with similar characteristics — who might use a particular product. Target markets can be very large or quite small, because they're defined by homogeneity rather than size.

Some credit unions serve a fairly homogeneous group of people because their field of membership is narrowly defined. For example, the members might all work at a particular hospital. However, even within this group, there may be a number of smaller target markets for whom specific credit union services could be appropriate. Managerial staff, with higher income levels and most disposable income, might need IRAs; those who work the night shift might need direct deposit or an ATM. Both groups have one or more defining characteristics that make them target markets. When a group of people is identified as a target market, it becomes the center of the "marketing mix" which includes four variables every marketing manager must consider.

## THE FOUR "P"s

Once a target market has been selected, the marketing manager faces a myriad of decisions. What should the

product look like? How much should it cost? How should it be advertised? How will consumers obtain it?

Some companies spend a great deal of time and money answering these questions before a product is ever brought to the marketplace. For example, the Polaroid Corporation surveyed 15,000 consumers about a variety of issues before developing its Captiva camera. Survey results led Polaroid to create a camera that was compact, easy-to-use, and contemporary in its styling.

Let's examine each of the four "P"s — product, place, price, and promotion — which comprise the marketing mix. All four "P"s — work together to serve the needs of the fifth "P" — people. Poor decision making with any of the variables can lead to a product's failure. Many products promoted through expensive media advertising fail simply because the marketing team did not find out what people wanted in the first place. Other good products fail because consumers don't know about them, or because they are inconvenient to

obtain. The credit union marketing team must assess each variable to develop a marketing mix that meets the needs of a specific target market.

## THE FOUR "P"s OF THE MARKETING MIX SURROUND THE FIFTH AND MOST IMPORTANT "P" — PEOPLE.

### PRODUCT

- Research consumer needs.
- Design a product to meet consumer needs.

### PLACE

- Make products convenient for consumers to purchase.

### PRICE

- Position products as a value to consumers.
- Maintain the company "bottom line."

### PROMOTION

- Inform consumers about a product.
- Persuade consumers to purchase a product.



Source: *Credit Union Marketing Handbook* ©1998  
Credit Union National Association, Inc., Stock #21253.

## GET A SOLID RETURN ON YOUR TRAINING INVESTMENT!

CUNA & Affiliates realizes that professional training for credit unions requires commitment of both time and money. Here are some of the returns your credit union may see on your investments in sending staff to this training program:

- Increase credit union revenue by implementing new campaign ideas to bring in more loans and deposits.
- Streamline your marketing budget to cut unnecessary expenses.
- Avoid costly mistakes when working with vendors.
- Gain school reference materials to train other credit union staff.

JUNE 8 - 13, 2003 • NEW ORLEANS, LA

# MARKETING MANAGEMENT SCHOOL: PART I

## THE BASICS: YOU FINALLY REALIZED YOUR DREAM... NOW WHAT?



Effective, quality marketing is one of the most important operational marketing concepts, from planning to budgeting to design layout. You'll learn to generate exciting, creative campaigns and make them a reality. Join us for this comprehensive coverage and establish a foundation for your future marketing success.



### WHO SHOULD ATTEND?

Marketing Management School: Part I is designed for staff with marketing, communication, or sales responsibilities. This comprehensive, dynamic program is ideal for those with little experience in credit union marketing, or those who simply wish to strengthen their command of the basics.

### SCHOOL CONTENT: PART I

**TUITION \$1,295** (each part)

Registration	Day 1	Day 2	Day 3	Day 4	Day 5
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p>3:00 - 3:30 <i>Registration</i></p> <p>3:30 - 5:00 <b>OPENING GENERAL SESSION: What's Going on Inside the Heads of Teenagers?</b> – Michael Wood, VP Teenage Research Unlimited</p> <p>Understanding teens is the first step in any effective teen marketing initiative. This insightful, entertaining presentation gives you the basics for connecting with today's teens. Much of the presentation will be delivered in the music, videos, and language of teens.</p> <p>5:00 - 6:00 <i>Welcome Reception</i></p>	<p>8:00 - 8:15 <i>Orientation</i></p> <p>8:15 - 11:45 <b>Identify Your Target Market</b></p> <ul style="list-style-type: none"> <li>Define different ways of getting market information — surveys, focus groups, and industry sources.</li> <li>Learn how to develop and conduct your own marketing surveys.</li> <li>Match marketing techniques with different market segments.</li> </ul> <p>11:45 - 1:00 <i>Lunch Provided</i></p> <p>1:00 - 4:45 <b>Develop the Plan</b></p> <ul style="list-style-type: none"> <li>Learn the basic steps for developing and applying a marketing plan.</li> <li>Explore real credit union examples.</li> <li>Review a suggested year's cycle of product marketing.</li> </ul>	<p>8:00 - 11:45 <b>Develop the Budget</b></p> <ul style="list-style-type: none"> <li>Discover several budgeting options.</li> <li>Analyze your budget needs.</li> <li>Benchmark your costs for future tracking and comparison.</li> <li>Plan contingencies, in case of fluctuating revenue and expenses.</li> </ul> <p>11:45 - 12:30 <i>Box Lunch Provided</i></p> <p>12:30 - 1:15 <b>Idea Share (A-L)</b></p> <ul style="list-style-type: none"> <li>Exchange plans and materials with other attendees.</li> <li>One-on-one discussion on the hot marketing topics.</li> <li>Review and assess CUNA Marketing Council Diamond Award winners.</li> </ul> <p>1:30 - 4:30 <b>Develop the Pieces — Write Good Copy</b></p> <ul style="list-style-type: none"> <li>Analyzing readers.</li> <li>Organizing content for greatest impact.</li> <li>Creating compelling headlines.</li> <li>Writing copy that is member rather than company-centered.</li> <li>Selling ideas in writing.</li> </ul>	<p>8:00 - 11:45 <b>Learn the Law</b></p> <ul style="list-style-type: none"> <li>Review a quick checklist for advertising compliance.</li> <li>Spot a compliance problem before it happens.</li> </ul> <p>11:45 - 12:30 <i>Box Lunch Provided</i></p> <p>12:30 - 1:15 <b>Idea Share (M-Z)</b></p> <p>1:30 - 4:30 <b>Promotions 101</b></p> <ul style="list-style-type: none"> <li>Determine when and how promotions are best utilized.</li> <li>Work through a step-by-step business and work plan.</li> <li>Set criteria to measure success.</li> </ul>	<p>8:00 - 11:45 <b>Operations Integration</b></p> <ul style="list-style-type: none"> <li>What your lending department wishes you knew.</li> <li>Seeking nontraditional lending opportunities.</li> <li>Get practical operations input to help obtain buy-in for your campaigns.</li> <li>The ADDIE model of campaign development.</li> </ul> <p>11:45 - 1:00 <i>Lunch on Your Own</i></p> <p>1:00 - 4:00 <b>Technology Innovations for Marketing</b></p> <ul style="list-style-type: none"> <li>Explore online bill pay, home banking, database mining, and other advances.</li> <li>Get the basics on using the Internet as a marketing and service delivery tool.</li> <li>Learn about the latest technological trends in Web site development and design.</li> </ul>	<p>8:00 - 11:15 <b>Project Debrief and Coaching</b></p> <ul style="list-style-type: none"> <li>Peer review of marketing materials developed throughout the week.</li> <li>Strut your stuff! Get feedback on existing promotions and materials.</li> <li>Work with your peers to get ideas that will remove your creative blocks.</li> </ul> <p>11:15 - 11:30 <b>Wrap-up</b></p> <ul style="list-style-type: none"> <li>Evaluations</li> <li>Certificates</li> </ul> <p><i>Have a Safe Trip Home!</i></p>



*"I think the most valuable thing gained from this experience was a great network of people from other credit unions. It gave me the tools I needed. It helped me apply what I learned in the classroom to my everyday activities. Very "real" learning experiences!"*

*Nicole Mathes,  
Marketing Specialist,  
PARDA Federal  
Credit Union*

Please note that the topics and objectives listed are subject to change.

JUNE 8 - 13, 2003 • NEW ORLEANS, LA

# MARKETING MANAGEMENT SCHOOL: PART II

## BRANDING, BONDING AND COMPLYING: BEYOND FONTS AND CLIPART



Energize your marketing efforts and improve your sales results using the techniques from Part II. Designed for the experienced marketer, you will learn about the latest trends in marketing, refine your market research, and develop successful public relations campaigns. Join us and we'll send you home with proven strategies to help you position your credit union for success!



### WHO SHOULD ATTEND?

Marketing Management School: Part II is for experienced marketers, graduates of Part I, and others looking to improve their marketing savvy. This course is tailored to those who wish to update their marketing skills with the latest trends and innovations.

### SCHOOL CONTENT: PART II

**TUITION \$1,295** (each part)

Registration	Day 1	Day 2	Day 3	Day 4	Day 5
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
3:00 - 3:30 <i>Registration</i>	8:15 - 8:30 <i>Orientation</i>	8:15 - 11:45 <b>Member Research and Analysis</b>	8:15 - 11:45 <b>Roundtable Discussions</b>	8:15 - 11:45 <b>Branding</b>	8:15 - 11:15 <b>Multi-Media Channel Promotions</b>
3:30 - 5:00 <b>OPENING GENERAL SESSION: What's Going on Inside the Heads of Teenagers?</b> – Michael Wood, VP Teenage Research Unlimited (See Part I for details.)	8:30 - 12:00 <b>Eleven Ratios Every Marketer Should Know</b>	<ul style="list-style-type: none"> <li>Determine the benefits of doing member analysis and learn about useful tools.</li> <li>Define the role of MCIF systems, how to maximize their usage, and make your job easier.</li> <li>Using multiple real-life scenarios — here's what you need to know and how to find what you need.</li> <li>Make market segmentation work for you.</li> </ul>	<ul style="list-style-type: none"> <li>Brainstorm solutions to your specific marketing challenges with your credit union peers.</li> <li>Experience the ultimate in networking.</li> <li>Exchange ideas on hot marketing topics across the country.</li> </ul>	<ul style="list-style-type: none"> <li>Learn the steps to becoming the only choice for your members.</li> <li>Discover the secrets to having a killer brand.</li> <li>Measure and monitor your brand's success.</li> </ul>	<ul style="list-style-type: none"> <li>Assess the multi-media channels available: radio, print, TV/cable, and Internet.</li> <li>Dissect promotional campaigns product-by-product.</li> <li>Calculate the success of your promotions in a variety of ways.</li> </ul>
5:00 - 6:00 <i>Welcome Reception</i>	12:00 - 1:15 <i>Lunch Provided</i>	11:45 - 12:30 <i>Box Lunch Provided</i>	11:45 - 12:30 <i>Box Lunch Provided</i>	11:45 - 1:00 <i>Lunch on Your Own</i>	
	1:15 - 4:15 <b>Compliance Issues Today</b>	12:30 - 1:15 <b>Idea Share (A-L)</b>	12:30 - 1:15 <b>Idea Share (M-Z)</b>	1:00 - 4:15 <b>Public Relations</b>	11:15 - 11:30 <b>Wrap-up</b>
	<ul style="list-style-type: none"> <li>Consider the most prevalent compliance issues facing marketers today including privacy and online compliance.</li> <li>Audit your marketing campaigns to avoid compliance problems.</li> </ul>	<ul style="list-style-type: none"> <li>Exchange plans and materials with other attendees.</li> <li>One-on-one discussion on the hot marketing topics.</li> <li>Review and assess CUNA Marketing Council Diamond Award winners.</li> </ul>	<ul style="list-style-type: none"> <li>Gather nuts-and-bolts information on how to market via the Internet.</li> <li>Examine industry Web sites and learn what makes them most effective for marketing products and services.</li> <li>Determine what should be on your site and how to keep it fresh.</li> <li>Learn the do's and don'ts of permission marketing.</li> <li>Keep members and potential members coming back to your site.</li> <li>Learn about online advertising options.</li> </ul>	<ul style="list-style-type: none"> <li>Analyze PR strategy and planning.</li> <li>Determine the most effective channels.</li> <li>Use sponsorships strategically.</li> <li>Crisis management — get tools for when the worst happens.</li> <li>Who needs to be involved? Techniques for gathering support for your PR strategies.</li> <li>Review ways to measure your results.</li> </ul>	<ul style="list-style-type: none"> <li>Evaluations</li> <li>Certificates</li> </ul> <p><i>Have a Safe Trip Home!</i></p>
		1:30 - 3:45 <b>Age-Specific Marketing From Pearl Harbor to Pearl Jam:</b>			
		<ul style="list-style-type: none"> <li>Explore what's new in generational marketing.</li> <li>Learn what works and what doesn't with each separate group.</li> </ul>			



*You can be from a \$20 million credit union and run every aspect of the marketing focus within your institution, or you can be a member of a seven-person marketing staff at a \$1.7 billion credit union and gain an equal amount of helpful information from the speakers and the subjects. It helped me really focus on specific approaches toward getting the members to understand the full scope of our products and services.*

Matthew Dionne, Senior Marketing Coordinator, Digital Federal Credit Union, MA

Part I is **not** a prerequisite for Part II. Please note that the topics and objectives listed are subject to change.

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# MARKETING MANAGEMENT SCHOOL: PART III

## WHY MARKETERS SHOULD TAKE OVER THE WORLD



Continue to develop your marketing skills with an intense look at strategic marketing and how Alan Greenspan's world links with your own. The latest information on compliance and the ubiquitous "e-commerce" issues are essential to your marketing success. Take a look at how to link the many topics of these three marketing schools in one cohesive strategy.



### WHO SHOULD ATTEND?

Part III is for the experienced marketer, graduates of Parts I and II, or anyone looking to enlighten their knowledge in these critical areas. This course is tailored to those who wish to update their strategic marketing skills.

### SCHOOL CONTENT: PART III

**TUITION \$1,295** (each part)

Registration	Day 1	Day 2	Day 3	Day 4	Day 5
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p>3:00 - 3:30 <i>Registration</i></p> <p>3:30 - 5:00 <b>OPENING GENERAL SESSION: What's Going on Inside the Heads of Teenagers?</b> – Michael Wood, VP Teenage Research Unlimited (See Part I for details.)</p> <p>5:00 - 6:00 <i>Welcome Reception</i></p>	<p>8:30 - 8:45 <i>Orientation</i></p> <p>8:45 - 12:00 <b>Economic Trends and Market Forecasts</b></p> <ul style="list-style-type: none"> <li>Use information from the <i>Credit Union Environmental Scan</i> and other sources to anticipate members' needs.</li> <li>Learn how technology, culture, demographics, and the economy will change the way you market products and services.</li> </ul> <p>12:00 - 1:15 <i>Lunch Provided</i></p> <p>1:15 - 4:15 <b>Compliance Issues</b></p> <ul style="list-style-type: none"> <li>Consider the most prevalent compliance issues facing marketers today, including privacy and online compliance.</li> <li>Audit your marketing campaigns to avoid compliance problems.</li> </ul>	<p>8:30 - 11:45 <b>Member Relationship Management (MRM)</b></p> <ul style="list-style-type: none"> <li>Set your strategy before you talk to vendors.</li> <li>What software is available?</li> <li>Learn the difference between FOM and target audience.</li> <li>Manage relationships across the country.</li> </ul> <p>11:45 - 12:30 <i>Box Lunch Provided</i></p> <p>12:30 - 1:15 <b>Idea Share (A-L)</b></p> <ul style="list-style-type: none"> <li>Exchange plans and materials with other attendees.</li> <li>One-on-one discussion on the hot marketing topics.</li> <li>Review and assess CUNA Marketing Council Diamond Award winners.</li> </ul> <p>1:30 - 3:45 <b>Member Relationship Management (MRM)</b> (continued)</p>	<p>8:30 - 11:45 <b>Strategic Market Planning</b></p> <ul style="list-style-type: none"> <li>Look at industry trends.</li> <li>Factors you need to determine for developing a marketing strategy.</li> <li>Analyze products that support your strategy.</li> <li>Determine your targets and strategy integration.</li> <li>How to garner internal support.</li> <li>Practical ways to implement your strategy.</li> </ul> <p>11:45 - 12:30 <i>Box Lunch Provided</i></p> <p>12:30 - 1:15 <b>Idea Share (M-Z)</b></p> <p>1:30 - 2:30 <b>Strategic Market Planning</b> (continued)</p> <p>2:45 - 4:30 <b>Roundtable Discussions</b></p> <ul style="list-style-type: none"> <li>Brainstorm solutions to your complex marketing challenges.</li> <li>Take networking to a new level with your peers.</li> </ul>	<p>8:30 - 12:00 <b>Qualitative Market Research</b></p> <ul style="list-style-type: none"> <li>Define the terms: qualitative vs. quantitative research.</li> <li>In-depth analysis of research methods to meet your goals: focus groups, telephone surveys, market intelligence, secret shoppers, and newsletter-readership surveys.</li> <li>Examine how to best conduct these research methods and how to analyze the data.</li> <li>Learn research pitfalls to avoid.</li> <li>New tools? New mediums? Get direction on how to do online surveys.</li> </ul> <p>12:00 - 1:15 <i>Lunch on Your Own</i></p> <p>1:15 - 4:00 <b>Emerging Electronic Issues for Marketers</b></p> <ul style="list-style-type: none"> <li>Discuss the evolution of Web site marketing and Internet strategy.</li> <li>Assess critical e-commerce issues and how they impact you — portals, links, online loan applications, aggregation, and search engine success.</li> </ul>	<p>8:30 - 12:00 <b>Multicultural Marketing: The Majority Minorities</b></p> <ul style="list-style-type: none"> <li>Learn key strategies for marketing to the largest minority groups in the country.</li> <li>Understand the need for targeting these growing markets.</li> <li>Understand the best methods for targeting your promotions.</li> <li>Examine methods for adapting marketing materials.</li> </ul> <p>12:00 - 12:15 <b>Wrap-up</b></p> <ul style="list-style-type: none"> <li>Evaluations</li> <li>Certificates</li> </ul> <p><i>Have a Safe Trip Home!</i></p>



*YES! I loved all three parts. I recommend it also because it helps you broaden your thinking. Sometimes it's difficult to think of new ideas, and it's nice to be able to share with a group of people in the same industry and field.*

*Lisa Asadourian  
Marketing Director  
Nutmeg State FCU, CT*

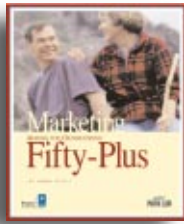
Parts I & II are **not** a prerequisite for Part III. Please note that the topics and objectives listed are subject to change.

# CPD MARKETING RESOURCES

To order books, call 800-356-8010, press 3.



**Marketing Across the Generations: Baby Boomers, Ages 35-53**  
#22898-BR9  
\$29.95



**Marketing Across the Generations: Fifty Plus**  
#22897-BR9  
\$29.95



**Marketing Across the Generations: Generation X, Ages 20-35**  
#22899-BR9  
\$29.95



**Marketing Across the Generations: Youth, Ages 0-19**  
#22900-BR9  
\$29.95

**SAVE WHEN YOU BUY ALL FOUR!**  
Marketing Across the Generations four-book set  
#F23084-BR9 **ONLY \$105.00**

**SAVE!** Buy the three-book Business Development Series set  
#F23329-BR9 **JUST \$79.00**

**SAVE EVEN MORE!**  
Seven-book set of Business Development and Marketing Across The Generations books  
#F24075-BR9 **JUST \$99.95**  
*Over 50% off the regular price*



**SEGs: Business Development Series**  
22896-BR9  
\$29.95



**Electronic Services: Business Development Series**  
22894-BR9  
\$29.95



**Community Credit Unions: Business Development Series**  
22895-BR9  
\$29.95

**Try One of These Publications FREE When You Register**



**Credit Union Magazine**  
6 monthly issues **FREE**



**Credit Union Directors Newsletter**  
12 monthly issues **FREE**



**Credit Union Executive Newsletter**  
6 months — 21 issues **FREE**

For more on CUNA publications, visit [www.cuna.org](http://www.cuna.org), choose magazines and newsletters.

## LEARN IN EXCITING NEW ORLEANS

### NEW ORLEANS GRANDE HOTEL

614 Canal Street  
New Orleans, LA 70130  
\$139 Superior, \$159 Deluxe, plus tax  
Phone: 504-527-6714 or toll-free 866-637-4343  
Fax: 504-586-1543

**Hotel Reservation Deadline: May 9, 2003\***

The **New Orleans Grande Hotel** (formerly LeMeridien Hotel) is located on world-famous Canal Street at the entrance to the French Quarter. It's within easy walking distance of the Aquarium of the Americas, the casino, and riverfront shopping. You'll find the hotel's full-service health club, rooftop pool, and sauna especially inviting. Amidst the stylish furnishings and pampering touches, the hotel has modern conveniences such as computer data ports and voicemail. No stay is complete without a visit to the hotel's critically acclaimed bistro and jazz lounge. The hotel is 13 miles from Louis Armstrong International Airport.

- \* Hotel rates and availability are on a first-come, first-served basis and cannot be guaranteed, so make your reservations today.



## LOOKING FOR SALES TRAINING?

**Business Development School: Part I — Community Charter (track one) or SEG (track two)**

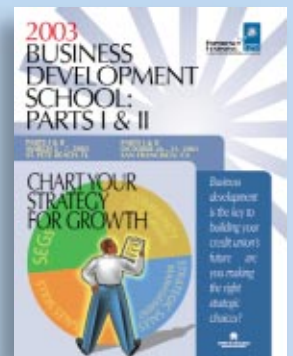
Customize your training by choosing sessions that focus on either SEGs or Community Charters. During Part I, you will explore the vast opportunities available to help your credit union meet and exceed its business development goals. You'll discover how to create a business development plan, track the results, and manage the growth within your credit union.

**Business Development School: Part II**

This program is all new for 2003! Learn to develop a SEG marketing plan, discover ways to support your existing SEG program, and unlock the secrets to developing a high-performing sales staff.

**Attend Part I or Part II:**  
March 2-7, 2003 • St. Pete Beach, FL  
October 26-31, 2003 • San Francisco, CA

For more information, visit [www.cuna.org/training.html](http://www.cuna.org/training.html) or call 800-356-9655, ext. 4864.



## "BRAND"-NEW MARKETING MATERIALS COMING SOON

Get ready for the next wave of the National Credit Union Brand Campaign! In early 2003, new print and radio ads will give a fresh look to the campaign — ensuring that consumers continue to know what credit unions are and what they stand for. The materials build on the success of the original "comfort zone" materials and further strengthen the America's Credit Unions brand. Watch for these "brand"-new ads to premiere soon. At [www.cuna.org](http://www.cuna.org), click on the "National Credit Union Brand Campaign" link.

# REGISTRATION FORM

Please complete one form per registrant. Type or print all information.

Photocopy for multiple registrations.



Fax: 608-231-4327
Mail: Credit Union National Association; P.O. Box 78546; Milwaukee, WI 53278-0546
Register Online: www.cuna.org/training.html

## REGISTRATION INFORMATION

Name
Name preferred on badge
Title Social Security # (optional)
CU name
CU mailing address
City State Zip
Daytime phone number
Fax number Data processing vendor
E-mail address (required)

Check here if you have any disability that requires special services.
In case of emergency, please contact (required):
Day contact name Phone
Night contact name Phone

## TUITION

(Please check which program you wish to attend.)
\$1,295 Marketing Management School: Part I
\$1,295 Marketing Management School: Part II
\$1,295 Marketing Management School: Part III
\$100 Council discount
Which Council are you a member of?
Total enclosed \$

CHOOSE YOUR FREE PUBLICATION (Choose any free publication that you are not already receiving. One per registration.)
Credit Union Magazine (6 monthly issues) (N1)
Credit Union Directors Newsletter (12 monthly issues) (N2)
Credit Union Executive Newsletter (6 months - 21 issues) (N3)

PAYMENT METHOD (Payment must accompany registration.)
Check/share draft enclosed (Payable to Credit Union National Association, Inc.)
Charge my credit card VISA MasterCard
Card account number
Signature Expiration date
Print name as it appears on card

CUNA/LEAGUE AFFILIATED?
Yes No (Please note: Affiliation with CUNA/League is required for attendance, but limited exceptions may apply. Please contact CUNA prior to making travel arrangements to confirm eligibility.)

Please be advised that CUNA & Affiliates reserves the right to photograph any and all program attendees and guests during program activities and meetings and reprint such photographs, in whole or in part, for future CUNA promotional uses.

FOR OFFICE USE ONLY:
Customer #
Parent #
Authorization
Order #
Confirm Date

BR 5 4 3 2 1



For information on joining the CUNA Marketing Council, visit our Web site www.cunamarketingcouncil.org.

Tuition: \$1,295 (each part)
For more information, Call: 800-356-9655
Program content, ext. 4864
Registration information, ext. 4074
E-mail: elearning@cuna.com
Visit our web site: www.cuna.org/training.html

Continuing Professional Education (CPE) Credits
CUNA & Affiliates is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of Accountancy have final authority on the acceptance of

individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN 37219-2417. Telephone: 615.880.4200. Web site: www.nasba.org.

CPE Credits: You can earn 37 CPE credit hours for each Marketing Management School. No advance preparation is required.

Travel Arrangements
United Airlines is the "official airline" for CUNA's programs. Call United's specialized meetings reservation center at (800) 521-4041 to make your airline reservations. Please reference ID #553SF.

Cancellations and Refunds
Cancellations received in writing (via fax (608) 231-4327) seven or more days before the start of the program are eligible for a refund of the amount paid minus a \$200 administrative fee. No refunds will be granted if cancellation is received seven days or less before a program begins. Substitutions are accepted anytime prior to the start of the program at no additional cost. Simply fax an updated registration form, listing the new participant and who they will be replacing.