



NATIONAL ASSOCIATION OF CREDIT UNION SERVICE ORGANIZATIONS

# Membership Benefits

**Our Core Purpose:**

**To be the leader of innovation, collaboration and advocacy for CUSOs and the credit union industry.**



## Cooperative Principle #6: Cooperation Among Cooperatives

Cooperatives serve their members most effectively and strengthen the cooperative moment by working together though local, regional, national and international structures.

By becoming a member of NACUSO you show your commitment to the 6th cooperative principle.

Platinum and Gold Partners help us grow the industry, position your organization to be at the forefront of thought leaders in credit union collaboration and ensure that CUSOs are a top of mind solution for services.

All NACUSO members provide the resources necessary for us to be a strong regulatory advocate, and through contributions to NACUSO's Advocacy Fund, we gather resources to enable us to help protect collaborative solutions for credit unions. We take an active role in the Legislative and Regulatory Advocacy issues that affect CUSOs and credit unions collaborative efforts, so we can help maintain an environment that is supportive of collaboration, including:

- Established a Legislative & Regulatory Advocacy Committee comprised primarily of Board Members who help set priorities for NACUSO Advocacy
- Developing a pro-active legislative advocacy agenda as well as a pro-active regulatory advocacy agenda
- Working closely with other CU trade associations to help ensure NACUSO's legislative & regulatory priorities are fully understood and supported by those associations

Our annual Networking Conference has been called one of the greatest networking events in the credit union system, and 86% of past attendees plan to return and recommend NACUSO's annual Networking Conference to colleagues. We are collaborative by our very nature, and we bring like-minded leaders together in a fun, informative and productive environment.

In 2012 we debuted the Next Big Idea Competition. Loosely patterned after ABC's Shark Tank TV show, we invite organizations to apply to present their credit union or CUSO idea on stage in front of a panel of judges. In 2016 we added two facilitated Partner Connection Sessions to the agenda. If you've ever thought about investing in, starting or just participating in a CUSO, you'll want to attend these one-of-a-kind matchmaking sessions.

For a limited time only, credit unions, CUSOs and service providers can join NACUSO for half off the first year's annual membership (savings of \$497-\$747). We look forward to welcoming you as a member of NACUSO!



*Keynote speaker and Hall of Fame Athlete Dan Marino having some fun with our attendees at the 2017 NACUSO Network Conference*



*Denise Wymore, NACUSO and Sam Taft, Callahan & Associates debut the CUSO Analyzer at the 2017 NACUSO Network Conference*



*Kris Kovacs, CEO and President of Constellation wows the judges and wins the 2017 Next Big Idea Contest*

## Member Benefits (Platinum, Gold, Primary and Contributory)

### CUSO Focused Legislative & Regulatory Advocacy

NACUSO has become the leading CUSO Regulatory Advocate, addressing issues that affect both credit unions and CUSOs such as the MBL Cap, NCUA's CUSO Regulations, NCUA's Risk Based Capital regulations, etc. NACUSO is focused on ensuring that the credit union movement will be able to utilize and benefit from CUSOs for years to come, as unencumbered as possible. Guy Messick, an attorney with Messick, Lauer & Smith in Media, PA., has been the General Counsel to NACUSO since 1987. Guy and his partners have provided strategic planning and legal consultation services to hundreds of credit unions and CUSOs nationwide.

### Educational Conferences & Webinars

NACUSO holds first class educational conferences each year and conducts regional workshops on emerging issues as required. We also provide comprehensive coverage of events online and maintain a complete text and graphic (html) archive of past conference coverage. NACUSO members receive discounted registration fees. NACUSO also presents timely and helpful Webinars which are free to members.

### Reference Resources

NACUSO can refer you to a qualified source for information, saving you many hours of research when looking for information on Best Practices, Benchmarking, Industry Standards and other tools. Speaker materials and PowerPoint presentations are always available to members. That way, ideas, concepts, strategies and innovative products offered by industry leaders, experts and guests at NACUSO conferences are always at hand.

### NCUA Examination Guidelines

NACUSO members receive a NCUA Examiner's Checklist to assist in self-examination of their CUSO. NACUSO also maintains a library of legal opinions and comments issued by the NCUA and other regulatory agencies.

### Marketing Support

Throughout the year we will promote your CUSO with opportunities to be a guest blogger or host a webinar. We'll publish any white papers, infographics, or case studies that help to educate and tell your story and publish your press releases and share in social media.

### Limited Legal Counsel

NACUSO provides valuable assistance by answering commonly asked legal questions. This limited counsel on CUSO issues may save your organization time and money.

### Information/eNEWS

NACUSO's Regulatory Updates are sent directly to members' email addresses, saving the time and trouble of searching for important information in multiple locations.

### Annual Recognition Awards

NACUSO recognizes an outstanding CUSO and credit union each year with its CUSO of the year and Credit Union Collaboration and Innovation Awards. A panel of industry experts and peers considers nominees for these prestigious awards.

### CUSO Analyzer

As the only trade association serving CUSOs, and their collaborative credit union owners, we understand the value of connecting like-minded people in the spirit of innovation and collaboration. That's why we partnered with Callahan and Associates to build the CUSO Analyzer database, which provides exclusive access to NACUSO members. You'll find it easy to navigate and a powerful directory for finding potential partners in the many industries CUSOs cover.

## Additional Benefits Exclusively for Platinum Partners

### NACUSO Network Conference

As a Platinum Partner we want to make sure that you receive the red carpet treatment at our annual conference that attracts over 350 attendees a year. This is the only event dedicated to furthering the CUSO movement with exceptional networking, our Next Big Idea Competition and the Partner Connection Sessions. Your investment includes:

- One complimentary registration for the NACUSO Network Conference
- One guest pass to be used for a credit union client.
- All attendees can register at the early bird rate for the entire registration period
- Receive one additional registration for every two paid registrations
- Complimentary exhibit space at the Networking Lounge
- Recognition as a NACUSO Platinum Partner in the following ways:
  - The opening reception
  - Daily hospitality receptions
  - Your logo on conference workbooks, website, signage, meeting room screens & mobile app
  - Full color logo print marketing on all Annual Conference brochures, mailed to over 4300 credit unions and CUSOs.

### NACUSO Website Visibility

Year-round logo recognition on the home page and your logo and company description on a dedicated Platinum Partners page.

### Outbound Marketing Visibility

Platinum Partner logos are included on all NACUSO e-blasts and marketing for all events, membership updates, regulatory issues and general news e-mails. Each of these marketing events are sent to over 4000 NACUSO credit union/CUSO members and affiliates several times per month.

### Callahan CUSO Directory

NACUSO recognizes it's Platinum Partners with their logo and/or name in the Callahan Guide for CUSOs which is distributed every few years throughout the industry.

### Marketing Support

Throughout the year we will promote your CUSO with opportunities to be a guest blogger or host a webinar. We'll publish any white papers, infographics, or case studies that help to educate and tell your story and publish your press releases and share in social media.

## Half-Off Primary & Contributory Memberships available to first time NACUSO members

For a limited time only, credit unions, CUSOs and service providers can join NACUSO for half off the first year's annual membership (savings of \$497-\$747).

Visit [www.nacusonetwork.com](http://www.nacusonetwork.com)  
for NACUSO conference info

## Additional Benefits Exclusively for Gold Partners

### NACUSO Network Conference

As a Gold Partner you will receive extra recognition at our annual conference that attracts over 350 attendees a year. This is the only event dedicated to furthering the CUSO movement with exceptional networking, our Next Big Idea Competition and the Partner Connection Sessions. Your investment includes:

- Your first registration will be either half off or complimentary depending on the exhibitor level you choose.
- Attendees can register using the Early Bird rate throughout the entire registration period.
- One additional complimentary registration for every two paid registrations.
- Exhibit space in the Networking Lounge will be discounted 50%
- Recognition as a NACUSO Gold Partner in the following ways:
  - Your logo on conference workbooks, website, signage, meeting room screens & mobile app.
- Full color logo print marketing on all Annual Conference brochures, mailed to over 4300 credit unions and CUSOs.

### NACUSO Website Visibility

Year-round identification as a Gold Partner member and company description on the NACUSO website

### Marketing Support

Throughout the year we will promote your CUSO with opportunities to be a guest blogger or host a webinar. We'll publish any white papers, infographics, or case studies that help to educate and tell your story and publish your press releases and share in social media.

### Outbound Marketing Visibility

Gold Partner names are included on selected NACUSO e-blasts and marketing for all events, membership updates, regulatory issues and general news e-mails. Each of these marketing events can reach over 4000 NACUSO credit union/CUSO members and affiliates several times per month.

### Callahan CUSO Directory

NACUSO recognizes its Gold Partners with their name listed in the Callahan Guide for CUSOs which is distributed every few years throughout the industry.

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|  | PLATINUM PARTNER<br>(CUSOs only)<br>\$20,000 | GOLD PARTNER<br>(CUSOs, CUs<br>Vendors)<br>\$10,000 | PRIMARY VOTING MEMBER<br>(CUSOs, CUs)<br>\$995 | CONTRIBUTORY MEMBER<br>(Vendors)<br>\$1495 |
|--|--|---|--|--|
| Legislative and Regulatory Advocacy                      | X  | X   | X  | X  |
| Educational Conferences and Webinars                     | X  | X   | X  | X  |
| Reference Resources                                      | X  | X   | X  | X  |
| NCUA Examination Guidelines                              | X  | X   | X  | X  |
| CUSO Analyzer  | X  | X   | X  | X  |
| Limited Legal Counsel                                    | X  | X   | X  | X  |
| Information/eNEWS  | X  | X   | X  | X  |
| Annual Recognition Awards                                | X  | X   | X  | X  |
| One Complimentary Conference Registration                |  | X   |  |  |
| Two Complimentary Conference Registrations               | X  |   |  |  |
| Complimentary Exhibit Space at Annual Network Conference | X  |   |  |  |
| Discounted Exhibit Space at Annual Network Conference    |  | X   |  |  |
| Conference Attendee Discounts                            | X  | X   | X  | X  |
| Outbound Marketing and Trade Press Visibility            | X  | X   |  |  |
| NACUSO Website Visibility                                | X  | X   |  |  |
| Callahan/CUSO Directory                                  | X  | X   |  |  |



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NACUSO New Member Enrollment. Join online at [www.nacuso.org](http://www.nacuso.org) or e-mail [Denise@nacuso.org](mailto:Denise@nacuso.org) for questions.