



# NACUSO Membership Benefits

## **Our Core Purpose:**

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

# Why Join NACUSO?

- You show your commitment to the sixth cooperative principle.
- You provide the resources necessary for us to be a strong regulatory advocate for the CUSO movement.
- You help us to continue to provide what has been called “One of the greatest networking events in the credit union system,” The NACUSO Network Conference. And as a member, you receive a great discount on registration.
- You’ll have access to the CUSO Analyzer created by Callahan & Associates. The only searchable database of all the CUSOs in the US and the credit unions that invest in and/or use them.
- You’ll have access to our vast network through our Board of Directors and NACUSO staff.
- You’ll have access to Brian Lauer, our legal counsel. We can answer the most common legal questions on CUSO issues, which may save your organization time and money.
- We’ll give you a 50% discount off your first year (CUSO/Credit Union Primary Member category only) so you can really see the benefits.

Here’s a little more in depth information about the many benefits of becoming a member of NACUSO.

## 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. Brian Lauer, an attorney with Messick, Lauer & Smith whose firm has been the General Counsel to NACUSO since 1987.

## The NACUSO Network Conference

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 innovative solutions for credit unions or CUSOs on stage in front of a panel of judges. Since 2016 we’ve also offered two facilitated Partner Connection Sessions. 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.

## Our CEO and Board of Directors:

- |                           |  |
|---------------------------|--|
| <b>Jack Antonini</b>      | President & CEO of NACUSO<br>(former President of USAA Bank)                     |
| <b>Ray Crouse</b>         | Board Chairman and President & CEO of Parsons FCU                                |
| <b>Jay Johnson</b>        | Board Vice Chairman and Partner with Callahan & Associates                       |
| <b>Becky Reed</b>         | Board Secretary and CEO of Lone Star Credit Union                                |
| <b>Dean Young</b>         | Board Treasurer and EVP/Chief Experience Officer at PSCU                         |
| <b>Bill Beardsley</b>     | Director and President and Chief Lending Officer of Michigan Business Connection |
| <b>Tom Davis</b>          | Director and CEO of Trellance  |
| <b>Phil DuPree</b>        | Director and Chief Revenue Officer at CU Direct                                  |
| <b>Nick Evens</b>         | Director and President of The Veridian Group                                     |
| <b>Mike Hales</b>         | Director and EVP of CU Revest LLC  |
| <b>Matt Kardell</b>       | Director and Chief Revenue Officer of CO-OP Financial Services                   |
| <b>Stephanie Sherrodd</b> | Director and CEO of TDECU  |
| <b>Mary Beth Spuck</b>    | Director and President & CEO of Resource One Credit Union                        |
| <b>Mark Zook</b>          | Director and CEO of Maps Credit Union  |



# 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 & 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 areas CUSOs deliver benefits to credit unions.

## Why should I become a Platinum or Gold Partner?

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.

But wait, there's so much more....



*Platinum Partner*

## Platinum Partners and the 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 approximately 400 attendees a year. This is the only event dedicated to furthering CU collaboration through 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.



*Gold Partner*

## Gold Partners and the NACUSO Network Conference

As a Gold Partner you will receive extra recognition at our annual conference that attracts approximately 400 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. Additional registration(s) may be comped depending on the exhibitor package 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.



# Year Round Marketing Opportunities for both Gold and Platinum Partners:

## Our Database:

We have approximately 3,000 contacts in our database. Our open rates exceed industry averages according to Constant Contact, our e-blast company. Our average last year was a 25% open rate. We will promote all of the following marketing opportunities in our e-blasts:

## Webinars:

We will host your webinar using our GoToWebinar technology that tracks engagement. You will get a complete list of all registrants regardless of their live attendance. We record all webinars and archive them on our site, and share in social media and our weekly e-blast.

## Quarterly Review:

We focus on the hot topics in CUSOs and credit unions in our Quarterly Review and we are getting great reviews. We also archive them on our website. Here are some of the areas we've focused on in past issues:

- Cyber Security**
- Attracting the Elusive Millennial**
- The Future of Lending in Credit Unions**
- Big Data/ Data Analytics**
- Managing Moments of Truth: The Member Experience**

## Guest Blogger:

You are welcome to contribute content to our blog that also gets shared in social media and featured in our weekly e-blast.

## Case Studies/White Papers/Infographics:

All of our partners are encouraged to share these with our members/prospects as well. They are all popular if well written.

NACUSO Network Conference Coverage: On the bottom of this page you'll find a chart comparing Gold and Platinum Partnership to a regular membership in terms of what you'll get at the NACUSO Network Conference.



	PLATINUM PARTNER (CUSOs only) \$25,000	GOLD PARTNER (CUSOs, CUs Vendors) \$15,000	PRIMARY VOTING MEMBER (CUSOs, CUs) \$995	CONTRIBUTORY MEMBER (Vendors) \$1495
Legislative and Regulatory Advocacy	X	X	X	X
Educational Conferences and Webinars	X	X	X	X
Reference Resources	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		



6000 28th Street SE, Suite #300, Grand Rapids, MI 49546 | PHONE: 888-462-2870 or 949-645-5296 | FAX: 949-645-5297

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.