

DCUC CONFERENCE UPDATE

Two outstanding 2010 Hot Market Issues have been selected and will be presented by The Institute for Financial Literacy and CUNA Mutual Group.

You won't want to miss one of these two excellent sessions being held Tuesday, August 24 at 10:30 a.m. during the DCUC Annual Conference in Minneapolis!

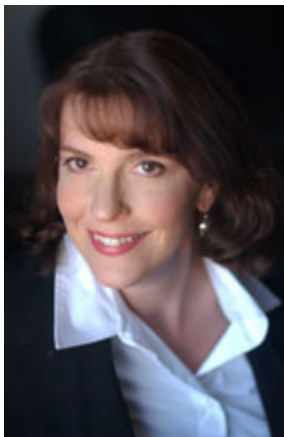
=====

OPTION #1 - Financial Readiness = Mission Readiness

How Defense Credit Unions Can Provide Effective Financial Literacy Education Programs.

A faltering economy and a declared recession changed “Financial Literacy” from a grassroots movement to a large (and sometimes for-profit) corporate enterprise. The President created a Council on Financial Literacy and the Department of Defense spent large sums on “Financial Readiness”, “Financial Road Shows” and “Personal financial management programs”. Yet how do Defense Credit Unions differentiate one financial literacy education product from another? What actually makes an effective financial literacy education program? How can you implement and measure the effectiveness of your financial literacy program?

Leslie E. Linfield, Executive Director and Founder of the Institute for Financial Literacy, will review the steps any Defense Credit Union can take to implement an effective financial literacy education program. She will discuss the need for qualified and trained financial literacy educators, assessment and evaluation tools and education programs appropriate for the target audience. She will also discuss the value of organization accreditation and funding methods Defense Credit Unions can use to fund their financial literacy education programs.



Leslie E. Linfield, Esq. is the Executive Director and Founder of the Institute for Financial Literacy™ and a national authority on adult financial literacy education and consumer finance issues. A published author, her work has been covered in the *New York Times*, *Newsweek*, *Time Magazine*, *Wall Street Journal*, *Washington Post*, *Los Angeles Times*, *Boston Globe*, *Portland Press Herald* and *SmartMoney*. Ms. Linfield is a graduate of Charter Oak State College in Connecticut and New England School of Law in Boston.

OPTION #2 - Economic Linkages to Credit Union Results

U.S. economic activity is gaining traction, but the road to recovery will be rough at best and downside detours abound. Please join CUNA Mutual Group's Chief Economist, Dave Colby, for a thought-provoking discussion of the latest economic forecasts, key risk factors, and the impacts on credit union results.

Unlike traditional economic sessions, Dave will share best practices to succeed during uncertain times. These actionable strategies are gleaned from successful credit unions throughout the country.

Moving beyond the economic cycle and regulatory restructuring, prepare for a *new normal* in consumer finance. Our current path is leading to a slow demise. We must reawaken and refocus our business model to have the greatest positive impact on members and our long-term viability.



Dave Colby is the Chief Economist for CUNA Mutual Group in Madison, Wisconsin. His primary responsibilities include conducting strategic research, analysis, and forecasting of the financial services industry with special emphasis on the consumer and credit union markets.

Dave publishes the *Credit Union Trends Report*, a monthly “pulse check” on the economic state of the credit union movement. He is a founding member of the Credit Union Economics Group, which provides a broad perspective of macroeconomic and credit union trends.

Dave earned a Bachelor’s Degree in economics from the University of Wisconsin-La Crosse. He holds the Fellow, Life Management Institute (FLMI) designation.