

Know the Industry

In collaboration with



CU*BASE

Shortcut to Industry Knowledge

Gaining industry knowledge is a key business objective among credit union personnel.

CU*Answers' core processing software has a built in solution that provides easy access to industry expertise through a new "Know the Industry" initiative.

Without leaving CU*BASE, employees can use

menu MNMGMB as a shortcut to knowledge:

"Know the Industry"

The screenshot shows the CU*BASE interface. On the left is a menu with 'MNMGMB' highlighted. The main window displays 'General Analysis Tools' with a list of 11 items, including 'Know The Industry (Main Menu)', 'Weekly Articles & E-Updates', 'CU Industry Search Engine', 'Industry Updates/Press Releases', 'Online Vendor Directory', 'Executive Career Center', 'CU Website Directory', 'Directory Online', 'Educational Webinars', 'Callahan Report', and 'CUAnalyzer'. A callout box shows the 'Know the Industry' page content, which includes a 'Helpful Links' sidebar and a main text area with a quote from Randy Kerne, CEO of CU*Answers.

Weekly Articles & E-Updates

Published articles cover strategic business opportunities, hot topics, best in class credit unions, and financial performance analysis. Case studies discuss trends and share ideas you can act on.

CuAnalyzer

Use this online benchmarking tool to analyze your financial performance and prepare for board reviews.

Directory Online

Get the latest contact information, financial data and industry trends through the Callahan Directory Online.

Callahan Report

Produced monthly, the Callahan Report shares what is on the minds of respected leaders in the credit union industry.

Webinars

Find a catalog of web-based seminars produced by a network of over 5000 industry professionals. Learn revolutionary strategies to tackle challenges facing credit unions today.

If just one employee is inspired to forge their career in the credit union industry, it will be a worthwhile investment to encourage and advocate learning opportunities.

"Know the Industry" provides an excellent framework to build education objectives for your credit union staff and encourages networking among peers.

"Know the Industry"

More links are available:

- * Go to CU*BASE
- * Menu MNMGMB



More resources

Learning more about the Credit Union Industry is a click away when you visit the CU*Answers website.

<http://www.cuanswers.com>

Open the door to established best practices, technology solutions, protecting member information, developing a risk assessment, enhancing data security measures, designing lending products, building market share, writing a strategic business plan, targeting new products, watching trends, using tools for success, following compliance and so much more.

Who is CU*Answers?

In short, we make credit unions go.

From data processing and computer network support to image check processing a campaigns, CU*Answers helps credit unions address their every need, every day across the credit union industry nationally, representing 1.5 million members and \$8.8 billion in credit union assets.

We're CU*Answers. We make credit unions go.



Are you taking advantage of tools?

<https://community.cuanswers.com/>



KNOW THE INDUSTRY

Ready to shake things up?

- COMMUNICATE your ideas
- Broadcast your INGENUITY
- Ask QUESTIONS of your peers
- Share your INSIGHT

Visit forums designed and built for CEOs, Marketing Executives and CU*Experts:

<https://community.cuanswers.com/>