

Strategic Planning and Implementation Services for Progressive Financial Institutions
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FOR IMMEDIATE RELEASE

"Life After the Corporate Credit Union"

Topic of Credit Union Focused Dallas Investment Conference
Scheduled for April 25 through April 27th, 2010

"Life After the Corporate Credit Union" is a topic at the 18th Annual Shay Financial Services Investment Conference in Dallas April 25 through the 27th 2010. Referring to recently proposed regulations to reign in Corporate Credit Union activities, Alan D. Theriault, President, CU Financial Services, said, "the patient is in the operating room." Theriault a national credit union adviser and speaker on topics ranging from business lending to credit union charter options was tapped to moderate the session.

"The prospects for survival are strong, but some body parts will be missing or no longer functioning when the surgery is over," he said. The future of Corporate Credit Unions is being carefully scrutinized in the wake of reporting billions of dollars of "unrealized losses" caused by an over-concentration in private label mortgage backed securities. Credit unions lost billions as their capital contributions were extinguished by the NCUA takeover of the two largest credit unions which had combined assets approaching \$100 billion. As the losses unfolded in 2009, one credit union regulator speculated that without a regulatory bailout circumstances would lead to the failure of over 3,000 credit unions.

"The most critical issue facing community focused credit unions today is replacing the capital being drained because of the interdependence of the industry," Theriault explained. "Life After Corporate Credit Unions," has to include dialog about "alternative capital" options for credit unions," he said; "otherwise slow growth and loss of market share will cripple many credit unions and rob communities of the benefits these consumer focused franchises provide."

The session will include concise information and updates on:

- The credit union trade groups' lobbying of Congress for the power to sell uninsured shares, to raise capital from a credit union's own members.
- The session will discuss the pros and cons of this option, including looking at the Canadian example of credit union investment shares which is the apparent model for the U.S. proposal.
- The session will also examine other capital options for credit unions, such as leveraging existing capital through risk-based capital ratios, government sponsored capital injections, or converting their charter to a mutual savings bank which enables the institution to tap the public markets.

Many industry leaders are concerned that the "corporate" regulatory proposals will severely affect the competitiveness of "corporate" services. Hence, many are scrambling to evaluate options such as turning to the Federal Home Loan Bank system, commercial bank offerings, and non-bank financial processors. "Corporates" are "wholesale" depositories for the surplus investment funds of retail credit unions and provide other treasury and operational services.

"Life After the Corporate Credit Union" will help credit union executives expand their perspective on how to address the difficult choices during this unprecedented market upheaval.

To register for the conference contact: Michelle Garrison at (972) 929-5161.

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For more information contact:

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