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CU*Answers Hosts CEO Strategies Week

CEO's from across the country attend!

Grand Rapids, Michigan – January 15, 2008

CU*Answers recently hosted its 2nd Annual CEO Strategies Week at the Frederik Meijer Gardens and Sculpture Park located in Grand Rapids, MI. The week provided a unique and interactive forum for credit union CEO's to join as peers in a "live blog", attend a series of workshops, roundtable discussions and "CEO School" intended to assist CEO's in being better informed about their credit union using the CU*BASE technology tools that are readily available at their fingertips. CEO Strategies Week promoted collaboration as being a solution and a competitive edge for growth.

The theme for Strategies Week was "Real Work" and it facilitated considerable discussion among CEO's for examining new ways to partner together and collaborate; in essence, to revolutionize the industry in a new way. Randy Karnes, CEO of CU*Answers says "CEO Strategies Week is intended to promote collaboration as being a solution and competitive edge for growth. Can we inspire a new wave of innovative collaborators before it is too late? Do we have the components to collaborate efficiently?"

The Schedule of Events included:

Collaboration Workshop - a CEO brainstorming session about the merits of a CU*Answers Scholarship Program that assists credit unions by providing reduced or in some cases, free data processing services from CU*Answers as based upon various qualification criteria.

CEO School – a day of mentoring and coaching on how a credit union CEO can use CU*BASE tools to better interact with their Board of Directors and Management Teams.

CEO Roundtable – featured a face-to-face discussion where CEO's were asked to share information about their credit union's business plan, how they see the marketplace changing, and the potential for new partnerships over the coming year. Each CEO was responsible for presenting what they wished for the credit union industry, as well as identifying the biggest challenge facing their credit union. Another CEO was then responsible for addressing an issue presented by a peer CEO and providing a possible solution.

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Throughout the week, Karnes challenged the group to think in a new and collaborative manner. As Karnes presented “every CEO needs to develop a new mindset where no rule can’t be bent or opportunity be harvested, if people have the right frame of mind and initiative for getting things done. There is power in people thinking and working together!”

Pat Lowney, CEO of Lakeview CU located in Neenah, WI says “I attended the CEO Strategies Week for the first time and found it to be very beneficial. It wrapped up nearly a month of steady traveling for me, almost all of it business. This was a great wrap up because the message tied in very well with things I’m hearing from all over. We are going through times of great change.”

About CU*Answers (www.cuanswers.com): CU*Answers was founded over 35 years ago and is a 100% Credit Union owned CUSO located in Grand Rapids, Michigan. CU*Answers offers a wide variety of services for credit unions including its flagship CU*BASE Processing System in both an On-line (ASP) and In-house environment. Additional services include Web Site development, Network Design and Security, Image Check processing and CU*Check 21 services. CU*Answers provides services to credit unions nationally representing nearly 1.7 million members and \$10 billion in credit union assets. CU*Answers provides expertise in implementing technical solutions to operational needs, and is a leader in helping credit unions form strategic alliances and partnerships.

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