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## **Xtend Assists CU Invest In Their Members**

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Xtend, Inc., a Grand Rapids, Michigan-based multi-owned cooperative CUSO, was selected by Rogers City, Michigan-based Calcite Credit Union to co-develop and execute their 2010 marketing plan. The plan was completed and rolled out to the credit union staff at their annual staff meeting in late January.

The major emphases of this year's marketing efforts were out-of wallet opportunities and lending growth in all member and non-member demographics. Over the next several months the CUSO will be working closely with the staff at each of Calcite's three branches to hone effective cross-selling skills, increase the level of outbound member communication activity, and more effective utilization of the functionality within their core data processing system (CU\*BASE from Grand Rapids-based CU\*Answers).

Barb Niedbala, Calcite Credit Union CEO notes, "We couldn't be more pleased with the program Xtend has helped us to launch this year. I am confident that the training program we are working on with Xtend will help us do a more effective job of communicating our value to our members and using the CU\*BASE tools to support these efforts."

Julie Gessner, Manager of Communications Services at Xtend, and project leader for the CUSO says, "I am pleased that Calcite selected us as their marketing partner for the coming year. We set goals together of developing an aggressive calendar that had something going every month as well as an ongoing training plan for the staff throughout the year. We also launched our Member Reach e-communication service to help generate a year-long buzz about the credit union for both the membership and staff. It should be an exciting and successful year."

**About Xtend ([www.xtendcu.com](http://www.xtendcu.com)):** Xtend, Inc. is a 100% credit union-owned CUSO formed in 2002 with headquarters in Grand Rapids, Michigan. Xtend provides a wide array of managerial, operational, marketing, technical planning and consulting services for credit unions of all sizes. In short, Xtend is an aggregation point for shared resources that allows credit unions to deliver products and services more cost-effectively. Their strategic offerings include bookkeeping services, member contact services, back-office mortgage services, partnered liquidity opportunities, shared branching, compliance monitoring, and insurance services. Xtend provides services for over 100 credit unions representing over 800,000 members and \$6B in assets. The CUSO is currently owned by 46 credit union partners.