

PRESS RELEASE...

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## **CU\*SOUTH Attends LCUL Annual Meeting**

### **Mobile, AL – August 12<sup>th</sup>, 2010**

Mark Bohdanyk, Director of Business Development and Starla Honea, Client Service Manager for CU\*South, a Mobile-based CUSO providing core data processing and managed services, attended the Louisiana Credit Union League's 76<sup>th</sup> Annual Meeting August 4-7, in New Orleans.

The event contained several educational opportunities in which the pair participated, including the *Social Media & Your Credit Union* education breakout led by CUNA Manager of New Media & Communications, Josh Jones. Jones covered an array of topics ranging from the use of credit union blogs, Facebook, YouTube, and Twitter – and reasons why credit unions cannot afford to neglect social media. According to Bohdanyk, an interesting topic of discussion between Jones and he was the use of Google Alerts by credit unions to monitor their reputation.

While attending the conference, Honea and Bohdanyk also answered questions on why it is important for data processors to provide the tools required to help grow loan volume, how tiered relationship management benefits credit union membership and why being able to “know your members” is more important today than ever.

### **About CU\*SOUTH**

CU\*South is a credit union-owned cooperative focused on building a network of successful credit unions. CU\*South offers a wide variety of services including its flagship CU\*BASE processing system offered in both online (ASP) and in-house processing environments, and Internet development services featuring **It's Me 247** online banking product, and **It's Me 247** Mobile Web Banking – new for 2010, and free for CU\*BASE clients. As a partner of the cuasterisk.com network, CU\*South provides the most comprehensive offering of information technology tools and services through a collaborative, shared ownership model, with the same great value credit unions offer members.

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