

# 2012 Editorial Calendar

	<i>Management Focuses on Five Main Topics</i>							
	General Management	Operations	Marketing	Human Resources	Board	Plus ...	Bonus Distribution	Deadlines
<b>January</b>	Cards	Mortgages	Mobile Banking	Executive Search	Policy-making	CUES Symposium Sponsor List		<b>Space Closing:</b> 11.21.11 <b>Materials Due:</b> 12.01.11
<b>February</b>	Leadership	Branching	Lending	Job Descriptions	Finance		<ul style="list-style-type: none"> <li>• CUES Symposium 2012: A CEO/Chairman Exchange</li> </ul>	<b>Space Closing:</b> 12.20.11 <b>Materials Due:</b> 01.03.12
<b>March</b>	Non-interest Income	Payments	Direct Mail	Training	Advocacy		<ul style="list-style-type: none"> <li>• CUES' Execu/Summit® 2012</li> <li>• CUNA Governmental Affairs Conference</li> </ul>	<b>Space Closing:</b> 01.20.12 <b>Materials Due:</b> 02.01.12
<b>April</b>	Risk Management	Mobile	Cards	Benefits	Strategic Planning		<ul style="list-style-type: none"> <li>• Illinois Credit Union League Annual Meeting</li> </ul>	<b>Space Closing:</b> 02.20.12 <b>Materials Due:</b> 03.01.12
<b>May</b>	Mergers	CRM/MCIF	Member Growth	Succession Planning	CEO Relations		<ul style="list-style-type: none"> <li>• Maine Credit Union League Annual Meeting &amp; Convention</li> <li>• The Wisconsin Credit Union League Annual Meeting &amp; Convention</li> <li>• Tennessee Credit Union League Annual Meeting</li> <li>• Pennsylvania Credit Union Association Annual Convention &amp; Exposition</li> </ul>	<b>Space Closing:</b> 03.21.12 <b>Materials Due:</b> 04.02.12
<b>June</b>	Succession Planning	ALM	Insurance	Recruiting	Risk Management		<ul style="list-style-type: none"> <li>• League of Southeastern Credit Unions Annual Convention</li> <li>• CUNA's America's Credit Union Conference and Exposition</li> </ul>	<b>Space Closing:</b> 04.20.12 <b>Materials Due:</b> 05.01.12



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	General Management	Operations	Marketing	Human Resources	Board	Plus ...	Bonus Distribution	Deadlines
<b>July</b>	Payments	Compliance	Facilities	Background Checks	Strategic Thinking	<i>CUES Supplier Member Buyer's Guide</i>	<ul style="list-style-type: none"> <li>• NAFCU Annual Conference</li> <li>• World Council of Credit Unions' World Credit Union Conference</li> </ul>	<b>Space Closing:</b> 05.21.12 <b>Materials Due:</b> 06.01.12
<b>August</b>	Facilities	Cards	CRM/MCIF	Compensation	Governance	Ad Readership Survey	<ul style="list-style-type: none"> <li>• CUES' Execu/Net™ 2012</li> </ul>	<b>Space Closing:</b> 06.20.12 <b>Materials Due:</b> 07.02.12
<b>September</b>	Profitability	Lending	Social Media	Hiring	Insurance		<ul style="list-style-type: none"> <li>• New Jersey Credit Union League</li> </ul>	<b>Space Closing:</b> 07.20.12 <b>Materials Due:</b> 08.01.12
<b>October</b>	Shared Branching	Collections	Branding	Benefits	Technology	CEO/Executive Team Network™ Sponsor List	<ul style="list-style-type: none"> <li>• Kentucky CU League Annual Convention</li> </ul>	<b>Space Closing:</b> 08.20.12 <b>Materials Due:</b> 08.31.12
<b>November</b>	Security	Vendor Relations	Lending	Technology	ALM	Directors Conference Showcase List	<ul style="list-style-type: none"> <li>• CUES' CEO/Executive Team Network™ 2012</li> <li>• California/Nevada Credit Union League Annual Meeting &amp; Convention</li> </ul>	<b>Space Closing:</b> 09.20.12 <b>Materials Due:</b> 10.01.12
<b>December</b>	Lending	Risk Management	Gen Y	Pre-employment Testing	Executive Benefits		<ul style="list-style-type: none"> <li>• CUES' Directors Conference</li> </ul>	<b>Space Closing:</b> 10.19.12 <b>Materials Due:</b> 11.01.12

