

MEMBER BUSINESS UPDATE

INTELLIGENCE FOR FORWARD THINKING BUSINESS LENDERS

DECEMBER 2013



INCLUDE BUSINESS LENDING IN YOUR CREDIT UNION BUSINESS MODEL

If you are like most credit unions in the USA, your mission statement makes some type of mention of delivering or providing some type of product or service to members/owners of the credit union. While not spelled out in your mission statement, you are at the same time helping the nation's economy recover and grow. How many times have you heard that small business is the economic engine of the country, or the statistics about small business? There are some other statistics that you may not hear as much, but they still speak to small business and the economy.

Statistics show that within two miles of most credit union branches are 1,800 businesses with \$80 million in deposits and \$130 million in loan needs. One non-credit union SBA lender notes that during 2013 they helped businesses in their market place grow, enabling companies to hire some 858 new employees and retain more than 1,730 employees. Think of

the money infused into the market place when there are more than 2,588 more employees earning and spending wages.

These are a few statistics used in the blog posted regularly and often on the MBLLC website. I include in my blogs many reasons why small business is the business you want to become more involved in, now and in the future. The blogs also explain the financial opportunities and reasons to build your portfolio as a protection against real, expected and unexpected threats to your credit union's strength and security in the future economy inside the world in which we now operate and live.

I invite you to visit the blogs now, when you are determining your strategic moves and plans for 2014. They are insightful and hopefully a thought-provoking look ahead. You'll see what business

principles are necessary for you to be successful in business lending. They include:

- Risk assessment
- Marketing/Branding
- Business Monitoring and Review
- Portfolio administration
- Relationship building

Blogs are posted twice a month and are easy to access from our MBL website. Just go to the upper right side of the page and click on the word Blog. I hope you find it helpful to you in moving ahead in building your business portfolio. Click on it today.

HOLIDAY CLOSURES

Christmas Day December 25

MBL Christmas Party
December 20 Noon to 2 PM

New Years Day January 1

MEMBER BUSINESS BULLETIN

As part of MBL's effort to keep training issues at the forefront and to let you know to keep this information in front of you, we announce a December Webinar to explain the new SOP 50-10-5(F) and how to respond to the changes.

The Webinar will be Wednesday, December 11, 2013 at 2 PM (MST) and then repeated on Wednesday, December 18, 2013 at 2 PM. Because of the importance of these procedures and because the month of December may make it more difficult to attend than other months, the content of the two Webinars will be the same. We recommend that you be represented at one of the Webinars to insure your understanding and ability to follow the changes in procedure.

Further details will be emailed to recipients of Member Business Update prior to the December 11th date. Watch and join us for the Webinar that best fits your schedule.

PLEASE HELP US FIND THE RIGHT PEOPLE

Changes are coming to the Member Business Update and you won't want to miss a thing. So we ask you to tell us who in your organization should get the electronic newsletter. Let us know by sending a list with the electronic addresses of those from your credit union who should get the newsletter. Send the names and email addresses to Kathy Mciff at kmciff@mbllc.com along with your credit union name and we'll be sure they get the newsletter each month.

CURRENT RATES

WSJ PRIME	?.??%
1-Month LIBOR	?.??%
SBA Fixed	?.??%
SBA Peg Rate	?.??%

MBL TO OFFER CERTIFICATION IN '14

For some time we have felt it important to offer more training at MBL. Your answers on the 2013 MBL Annual Survey also pointed to a willingness to have more training from MBL. In response to that feedback from you, MBL will offer a 12-month training series for certification focusing on Business Lending Development. The program will begin in January 2014 and will offer to member credit unions a different training module each month during 2014. Training will be in the form of Webinars. At the conclusion of the Webinar a short exam will be available to measure your comprehension of the training material. [More details and listings of the curriculum will come in the January 2014 newsletter.](#)

Basic business portfolio areas to be discussed in the training include:

- Business Lending Department Structure and Administration
- MBL Forms and Tools
- Advertising and Building your Brand
- Basic Servicing and Reporting
- Ongoing Regulatory Updates

Watch for more details in the January 2014 edition of your Member Business Update.