

JANUARY

- 1/7/09**
Focus Report: Technology
Reservation Due: 12.17.08
Materials Due: 12.24.08
- 1/14/09**
Credit/Debit/ATM
Reservation Due: 12.24.08
Materials Due: 12.31.09
- 1/21/09**
Corporates
Meeting Calendar
Reservation Due: 12.31.09
Materials Due: 1.7.09
- 1/28/09**
CUSOs
Reservation Due: 1.7.09
Materials Due: 1.14.09

FEBRUARY

- 2/4/09**
» CUES Symposium
Focus Report: Mortgage Lending
Reservation Due: 1.14.09
Materials Due: 1.21.09
- 2/11/09**
Noninterest Income
Reservation Due: 1.21.09
Materials Due: 1.28.09
- 2/18/09**
Technology
Reservation Due: 1.28.09
Materials Due: 2.4.09
- 2/25/09**
» CUNA GAC
Regulatory/Compliance
Reservation Due: 2.4.09
Materials Due: 2.11.09
*Ad Recall Study

MARCH

- 3/4/09**
» CUES Executive Summit
Insurance/HSAs
Reservation Due: 2.11.09
Materials Due: 2.18.09
- 3/11/09**
Focus Report: CUSOs
Reservation Due: 2.18.09
Materials Due: 2.25.09
- 3/18/09**
» CA/NV Big Valley Education Conf.
Auto Lending
Reservation Due: 2.25.09
Materials Due: 3.4.09
- 3/25/09**
HR: Benefits
Reservation Due: 3.4.09
Materials Due: 3.11.09

APRIL

- 4/1/09**
Business Services
Reservation Due: 3.11.09
Materials Due: 3.18.09
- 4/8/09**
Branching
Reservation Due: 3.18.09
Materials Due: 3.25.09
- 4/15/09**
» CUES Expo
» TCUL Annual Meeting
Focus Report: Credit/Debit/ATM
Reservation Due: 3.25.09
Materials Due: 4.1.09
- 4/22/09**
Gen Y
Meeting Calendar
Reservation Due: 4.1.09
Materials Due: 4.8.09
- 4/29/09**
Life-Style Lending
Reservation Due: 4.8.09
Materials Due: 4.15.09

MAY

- 5/6/09**
» NACUSO Annual Conference
Focus Report: Technology/Mobile Banking
Reservation Due: 4.15.09
Materials Due: 4.22.09
- 5/13/09**
» Pennsylvania CU Assoc Annual Meeting
CUSOs
Reservation Due: 4.22.09
Materials Due: 4.29.09
- 5/20/09**
HR: Recruiting/Retention
Reservation Due: 4.29.09
Materials Due: 5.6.09
- 5/27/09**
» NAFCU Volunteer Conf.
Mortgage Lending
Reservation Due: 5.6.09
Materials Due: 5.13.09
*Ad Recall Study

JUNE

- 6/3/09**
Physical/Virtual Security
Reservation Due: 5.13.09
Materials Due: 5.20.09
- 6/10/09**
» National Federation of Community Development Credit Unions Annual Conference
Focus Report: Technology
Reservation Due: 5.20.09
Materials Due: 5.27.09
- 6/17/09**
» Florida CU League Annual Conf.
» Mid-Atlantic Corporate FCU Annual Meeting
» North Carolina CU League Annual Conf
Credit/Debit/ATM
Reservation Due: 5.27.09
Materials Due: 6.3.09
- 6/24/09**
» CUNA ACUCE
» MACUL Conference
» CUES Annual Convention
» CUNA Mutual Conference
Noninterest Income
Reservation Due: 6.3.09
Materials Due: 6.10.09

JULY

- 7/1/09**
Business Services
Reservation Due: 6.10.09
Materials Due: 6.17.09
- 7/8/09**
Focus Report: Auto Lending
Reservation Due: 6.17.09
Materials Due: 6.24.09
- 7/15/09**
Marketing
Reservation Due: 6.24.09
Materials Due: 7.1.09
- 7/22/09**
» NAFCU Annual Conference
Budgeting/Cost Control
Meeting Calendar
Reservation Due: 7.1.09
Materials Due: 7.8.09
- 7/29/09**
» WOCCU Conference
Credit/Debit/ATM
Reservation Due: 7.8.09
Materials Due: 7.15.09

AUGUST

- 8/5/09**
Investments
Reservation Due: 7.15.09
Materials Due: 7.22.09
- 8/12/09**
» National Center for Credit Union Director's Annual Conf.
Focus Report: Gen Y
Reservation Due: 7.22.09
Materials Due: 7.29.09
- 8/19/09**
CUSOs
Reservation Due: 7.29.09
Materials Due: 8.5.09
- 8/26/09**
Technology
Reservation Due: 8.5.09
Materials Due: 8.12.09
*Ad Recall Study

SEPTEMBER

- 9/2/09**
Fraud/IT Security
Reservation Due: 8.12.09
Materials Due: 8.19.09
- 9/9/09**
HR/Training
Reservation Due: 8.19.09
Materials Due: 8.26.09
- 9/16/09**
Focus Report: Corporates
Reservation Due: 8.26.09
Materials Due: 9.2.09
- 9/23/09**
» NAFCU Congressional Caucus
» Wescorp CU Outlook
Governance
Reservation Due: 9.2.09
Materials Due: 9.9.09
- 9/30/09**
Serving the Underserved
Reservation Due: 9.9.09
Materials Due: 9.16.09

OCTOBER

- 10/7/09**
Technology
Reservation Due: 9.16.09
Materials Due: 9.23.09
- 10/14/09**
CUSOs
Reservation Due: 9.23.09
Materials Due: 9.30.09
- 10/21/09**
Mortgage Lending
Meeting Calendar
Reservation Due: 9.30.09
Materials Due: 10.7.09
- 10/28/09**
Focus Report: Investments
Reservation Due: 10.7.09
Materials Due: 10.14.09

NOVEMBER

- 11/4/09**
» CUES CEO Network
» BAI Retail Delivery
Online-Banking Technology
Reservation Due: 10.14.09
Materials Due: 10.21.09
- 11/11/09**
Credit/Debit/ATM
Reservation Due: 10.21.09
Materials Due: 10.28.09
- 11/18/09**
» Calif CUL Annual Meeting
Focus Report: Financial Literacy
Reservation Due: 10.28.09
Materials Due: 11.4.09
*Ad Recall Study
- 11/25/09**
Baby Boomer Services
Reservation Due: 11.4.09
Materials Due: 11.11.09

DECEMBER

- 12/2/09**
» CUES Annual Directors Conf.
Corporates
Reservation Due: 11.11.09
Materials Due: 11.18.09
- 12/9/09**
Focus Report: Charitable Giving
Reservation Due: 11.18.09
Materials Due: 11.25.09
- 12/16/09**
CUSOs
Reservation Due: 11.25.09
Materials Due: 12.2.09
- 12/23/09**
Year in Review/Look Ahead
Reservation Due: 12.2.09
Materials Due: 12.9.09

» Bonus Distribution

JANUARY 2009 EDITORIAL CALENDAR

» More Editorial Pages
More than any Credit Union Publication

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Years of Credit Union Reporting

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Credit Union Times 2009 Editorial Calendar contains a new editorial feature. Every month, our reporters will provide expanded coverage in a specific area of interest with a *Credit Union Times* Focus Report. Our Focus Reports will contain expanded editorial and look and feel like a separate magazine inside the weekly issue. Each Focus Report will have premium advertising opportunities to highlight your products and services in a topic-specific editorial format.

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Our quarterly Reader Reaction studies provide feedback on what subscribers are reading. We read and use these data to deliver content to fulfill your needs and interests. Focus Reports dive deeper into these key areas of interest.

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On the opposite weeks of the Focus Reports, *Credit Union Times* will continue to provide the traditional Special Reports. Our research shows these sections are well-read and considered high-value for our readers. Each weekly issue will provide relevant editorial on topics of high interest such as Credit/Debit/ATM, Technology, and between the topics. Be sure to select the issues most relevant to your business!

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