

## 2015 Editorial Calendar

ISSUE DATE	AD CLOSE	MATERIALS DUE	MAIN THEME/FOCUS REPORT	SPECIAL OPPORTUNITIES/BONUS DISTRIBUTION
1/14/15	12/20/14	12/30/14	2015 Mega Year-in-Preview Issue	
1/28/15	1/7/15	1/14/15	Mobile Banking	
2/4/15	1/14/15	1/21/15	Noninterest Income	Special Opportunity: Baxter Ad Study
2/11/15	1/21/15	1/28/15	Auto Lending	
2/18/15	1/28/15	2/4/15	Strategic Planning	Bottom Line Conference, Feb. 17-20, Las Vegas
2/25/15	2/4/15	2/11/15	Insurance & Investments	
3/4/15	2/11/15	2/18/15	Cybersecurity	CUES ExecuSummit, March 1-6, Snomass Village, CO
3/11/15	2/18/15	2/25/15	Regulation & Compliance	CUNA GAC March 8-12 Washington, DC; BAI Payments Connect 2015, March 2-4, Phoenix, AZ
3/18/15	2/25/15	3/4/15	Human Resources/Benefits	
3/25/15	3/4/15	3/11/15	Social Media	
4/1/15	3/11/15	3/18/15	Mortgage Lending	
4/8/15	3/18/15	3/25/15	Core Processing	Cornerstone CU League Annual Meeting April 8-10, Austin, TX
4/15/15	3/25/15	4/1/15	CUSOs	NACUSO Conference, April 14-16, Orlando
4/22/15	4/1/15	4/8/15	Payments	NACHA Payments Conference, April 19-22, New Orleans
4/29/15	4/8/15	4/15/15	Marketing & Business Development	Financial Brand Forum, April 29-May 1, Las Vegas
5/6/15	4/15/15	4/22/15	Retail Delivery/Frontline Technology	CO-OP THINK May 5-8, Colorado Springs, CO; FinovateSpring, May 12-13, San Jose, CA
5/13/15	4/22/15	4/29/15	Payments & Mobile Technology	CSCU Annual, April 29-May 3, St. Petersburg, FL
5/20/15	4/29/15	5/6/15	Sharper Pencil/CFO Issues	CUNA CFO Council Conference May 17-20, New Orleans; CU Direct Conference, May 20-22, Las Vegas
6/3/15	5/13/15	5/20/15	Cybersecurity	CUInfoSecurity Conference, June 3-5, Las Vegas
6/10/15	5/20/15	5/27/15	Operations	CUANY Annual Convention, June 11-14, Bolton Landing, NY
6/17/15	5/27/15	6/3/15	Governance	League of SE CUs Annual Conference, June 17-20, Orlando; National Association of CU Supervisory and Auditing Committees, June 17-20, San Antonio, TX
6/24/15	6/3/15	6/10/15	Mobile Banking	NAFCU Annual Conference, June 23-27, Montreal, Quebec, Canada
7/1/15	6/10/15	6/17/15	Auto Lending	
7/8/15	6/17/15	6/24/15	Gen X/Gen Y	
7/15/15	6/24/15	7/1/15	Insurance & Investments	CUNA-WCUC Joint CU Conference, July 12-15, Denver

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7/22/15	7/1/15	7/8/15	Noninterest Income	
7/29/15	7/8/15	7/15/15	Internal Fraud	
8/5/15	7/15/15	7/22/15	Boomer Services	CU Directors & CEOs Leadership Convention, Aug. 4-7, Las Vegas
8/12/15	7/22/15	7/29/15	Human Resources	
8/19/15	7/29/15	8/5/15	Payments	
8/26/15	8/5/15	8/12/15	Core Processing	
9/2/15	8/12/15	8/19/15	Consumer Lending	
9/16/15	8/26/15	9/2/15	Regulation & Compliance	NAFCU Congressional Caucus, Sept. 14-17, Washington; ACUMA Fall Conference, Sept. 13-16, Las Vegas
9/23/15	9/2/15	9/9/15	Emerging Markets	National Federation of Community Development CUs, Sept. 22-25, Phoenix; NJCUL Annual Conference, Sept, Atlantic City, NJ
9/30/15	9/9/15	9/16/15	Women to Watch	NWCUA Amplify Convention, Oct. 3-5, Portland, OR
10/7/15	9/16/15	9/23/15	Cybersecurity	
10/14/15	9/23/15	9/30/15	Mergers	
10/21/15	9/30/15	10/7/15	Competition	National Association of CU Chairmen Conference, Oct. 21-24, San Antonio; Special Opportunity: Baxter Ad Study
10/28/15	10/7/15	10/14/15	Human Resources/Benefits	
11/4/15	10/14/15	10/21/15	Trailblazers 40 Below	California/Nevada CU League Annual Conference, Nov. 4-6, Palm Springs, CA; Money 20/20, Oct. 25-29, Las Vegas; 2016 Marketplace Directory
11/11/15	10/21/15	10/28/15	Retail Delivery/Frontline Technology	BAI Retail Delivery, Oct. 13-15, Las Vegas; CU Water Cooler Symposium, Oct. 1-2, Kansas City, MO
11/18/15	10/28/15	11/4/15	Charitable Giving/Community Relations	
12/2/15	11/11/15	11/18/15	CUSOs	
12/9/15	11/18/15	11/25/15	Payments & Mobile technology	
12/16/15	11/25/15	12/2/15	Year in Review	