

2010 Editorial Calendar

SECTIONS								
	General Management	Operations	Marketing	Human Resources	Board	Plus ...	Bonus Distribution	Deadlines
January	Facilities	Mortgage Lending	Customer Relationship Management/ Marketing Customer Information Files	Sales/Service	Compliance			Space Closing: 11.20.09 Materials Due: 12.01.09
February	Technology Trends Theme issue Fresh technology topics will be covered throughout the magazine.						<ul style="list-style-type: none"> • CUES Symposium 2010: A CEO/Chairman Exchange 	Space Closing: 12.21.09 Materials Due: 01.01.10
March	Cards	Physical Security	Business Lending	Recruiting	Political Activism		<ul style="list-style-type: none"> • CUES' Execu/Summit™ 2010 • California/Nevada Credit Union League Big Valley Educational Conference • CUNA Governmental Affairs Conference 	Space Closing: 01.20.10 Materials Due: 02.01.10
April	Organizational Efficiency Theme Issue Organizational efficiency topics will be covered throughout the magazine.						<ul style="list-style-type: none"> • Ohio Credit Union System Annual Convention & Exposition • Tennessee Credit Union League Annual Convention & Exposition 	Space Closing: 02.19.10 Materials Due: 03.01.10
May	Business Intelligence	Non-interest Income	Auto Lending	Retention	Asset/Liability Management		<ul style="list-style-type: none"> • Illinois Credit Union League Annual Meeting • Michigan Credit Union League Annual Convention & Exposition • Pennsylvania Credit Union Association Annual Convention & Exposition 	Space Closing: 03.19.10 Materials Due: 04.01.10
June	Facilities Theme Issue Facilities topics will be covered throughout the magazine.						<ul style="list-style-type: none"> • CUES Annual Convention • Florida Credit Union League Annual Convention • Maine Credit Union League Annual Meeting • Nebraska Credit Union League Annual Meeting & Convention 	Space Closing: 04.20.09 Materials Due: 04.30.10



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July	Collections	Cash Handling	Cards	Employee Benefits	Strategic Planning	<i>CUES Annual Buyer's Guide</i>	<ul style="list-style-type: none"> The 1 Credit Union Conference 	Space Closing: 05.20.10 Materials Due: 06.01.10
August	Mergers	Customer Relationship Management/ Marketing Customer Information Files	Mobile Banking	Compensation	Executive Search	Ad Readership Survey	<ul style="list-style-type: none"> CUES Execu/Net™ 2010 National Directors' Convention 	Space Closing: 06.21.10 Materials Due: 07.01.10
September	<p style="text-align: center;">Card Theme Issue Card topics will be covered throughout the magazine.</p>						<ul style="list-style-type: none"> Oklahoma Credit Union League Fall Leadership Pennsylvania Credit Union Association Fall Leadership Conference & Exposition 	Space Closing: 07.20.10 Materials Due: 08.02.10
October	Non-interest Income	Loan Automation	Insurance Products	Benefits	Community Outreach	CUES' CEO/ Executive Team Network 2010 Sponsor List		Space Closing: 08.20.10 Materials Due: 09.01.10
November	Information Security	Online Banking	Social Media	Branching	Director Development	CUES' Directors Conference Showcase List	<ul style="list-style-type: none"> CUES' CEO/Executive Team Network™ 2010 California/Nevada Credit Union League Annual Meeting & Convention Credit Union Association of Oregon Annual Meeting 	Space Closing: 09.20.10 Materials Due: 10.01.10
December	Shared Branching	Auto Lending	Branding	Staffing	Executive Benefits		<ul style="list-style-type: none"> CUES' Directors Conference 	Space Closing: 10.20.10 Materials Due: 11.01.10

