





support you 100%. Don't talk to them about how "cute" something looks or how much fun the staff will have with the promotion.

They don't care about cute and fun. They care about costs, results and a positive return on the investment.

**Q. EECU has a very aggressive and successful business development approach. What tips can you give credit unions wanting to succeed in business development?**

**A.** It's all about relationship building, not just in the "courting" phase, but ongoing. There's truth in the saying "out of sight, out of mind." You have to build and maintain a trusting, positive relationship with your contacts.

Dean Borland -- my leader for 15 years. I learned so much from him. He pushed me (screaming and shouting ) to go to Southwest CUNA Management School so I could better learn the "financial" side of the business. That took me to a new level in credit union marketing.

**Q. What is your all time favorite marketing or business book and why?**

**A.** *Nuts* by Herb Kelleher. It's about the founding of Southwest Airlines and the management principles of Herb, the former CEO. You have to admire a successful company that has a great sense of humor. That's a rare combination's in today's stuffy corporate environment. The book is fun to read is filled with great tips on how to be successful and still have fun.

### Resource Review

## CU360 – Online Research and Advice Portal

CU360 bills itself as the "one source for all of your credit union's research needs." It actually might be the most robust offering of industry information available online, so don't be fooled by the term "research." CU360 is a comprehensive library of information and interactive tools designed to guide the decision-making process of credit union professionals in all disciplines.

The site provides extensive resources in six key categories:

- Online analytical tools
- Best Practices
- Research Reports

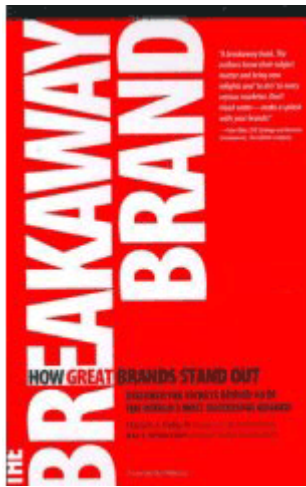
"Guide your decisions with CU360 - the movement's most robust online research and advice portal. CU360 combines market insights and thought leadership with interactive, innovative, benchmarking and analytical tools."

- Articles
- Rates
- Valuable Links

Very few web sites make it easy to stay abreast of current trends, research, rates and industry advice all in one place. Any doubt about the comprehensive nature of this site can be put to rest with the articles alone, which range in topics from calculating ROI for training, to trends in debit card usage, to information on what small businesses “really” want from their financial institutions.

You'll need a paid subscription to view most of the information on the site, but you can try it before you buy it with a free 30-day trial subscription. There are several subscription plans/rates based on your needs. I highly recommend all credit union professionals subscribe to CU360. Check it out at <http://cu360.cuna.org/>.

### Remarkable Reads



**B**randing is one the hottest topics sweeping credit union land today. Every credit union needs a branding plan and program to succeed in the future (if you don't have a brand plan you need to get one). There are literally dozens and dozens of books about branding, but one of the most recent ones that I personally enjoyed was *The Breakaway Brand: How Great Brands Stand Out*.

Authors Francis Kelly and Barry Silverstein share their real world examples of ways to help organizations distinguish themselves from the competition. The book discusses breakaway brands, products, campaigns promotions and other key insights. It also provides great every day illustrations and even a few “bank” examples that will challenge you.

The chapter that discusses breakaway leadership is worth the price of the book. The authors emphasize how CEOs and senior management play a critical role in the branding process for their companies. This chapter contains one of the best quotes from the book:

*“It’s the chief’s vision, determination and guts that push a brand to greatness. His or her involvement in the brand—and his or her recognition of the strategic importance of branding to the company’s success will often tip the breakaway branding scale.”*

This is a great book for any marketers looking to improve their credit union brand, for any director wanting to learn more about branding and for any CEO and senior management team member looking to see how they impact the brand on a daily basis.

If branding is a strategic initiative at your credit union (and it should be!), then read *The Breakaway Brand—How Great Brands Stand Out*.

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**training • speaking • brand consultant • planning • facilitator**

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