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For Immediate Release

**Illinois Service Corp holds forum  
to help CUs compete in the card business**

Naperville, IL., August 8, 2008 – Credit unions across the country that want to learn how to better compete in the card business have until August 22 to sign up for the Illinois Credit Union League (ICUL) Service Corporation's (LSC) 2008 Plastic Card Forum.

The event will be held September 23 – 24 at the Westin Casuarina Hotel, Casino & Spa, located one block off the Las Vegas strip. LSC has been holding this event since last year in various locations to meet with credit unions, provide insight on where the industry is headed and what credit unions must do now to prepare.

Topics will include the latest information on how to run successful debit and credit card programs, best practices, strategy, profitability, how to attract and retain members by offering rewards programs, and much more. Plenty of networking opportunities will also be available.

The opening session, "Cybertunity's Knocking! Strategies for Credit Unions in Revolutionary Times," will feature a lively, illustrated presentation by futurist David Pearce Snyder who will forecast realities that will alter the marketplace demands for financial services.

In addition, general sessions will provide an overview of issues, including:

- Decoupled Debit
- Winning With Payments - Turning Competitive Challenges Into Strategic Advantages
- Peer Panel: Credit Union Success Stories

Break out sessions will also be offered on:

- So Many Prepaid Choices... So Little Time!
- Rewards
- Cards Marketing: What works?
- Best Practices and The Best Services... Why Should I Be Online?
- Building a Better Fraud Trap
- Emerging Plastic Card Risks

"Our mission is to help credit unions compete," said George Fiegle, LSC executive vice president. "The cards industry is highly competitive and this Plastic Card Forum was specifically created to help credit union CEOs, managers, ATM, credit and debit professionals and all decision-makers responsible for the card member services of their credit unions."

Conference fee is \$250 for each participant and includes entry to all general and breakout sessions, all handout materials, continental breakfast each morning, lunch on Tuesday, and the Tuesday evening social event/dinner. For more information, please contact Linda Musil at (800) 942-7124, ext. 3458.

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**Note 1:** The Illinois Credit Union League (ICUL) is the primary trade association for credit unions in Illinois, which provides members with information, legislation and education. Membership is open to any credit union operating in accordance with the Illinois Credit Union Act or the Federal Credit Union Act. There are 430 credit unions in Illinois with more than 2.7 million members.

**Note 2:** A subsidiary of the Illinois Credit Union League, the ICUL Service Corporation offers fee-based products and services and is dedicated to helping credit unions compete. Its services include auto loans; collections; credit, debit, EFT, and ATM cards; and strategic planning.