



NACUSO

Membership Benefits

Our Core Purpose:

**To be the leader of innovation, collaboration
and advocacy for CUSOs and the
collaborative efforts of the
credit union industry.**

Who We Are

The National Association of Credit Union Service Organizations (NACUSO) was formed in 1985 to help credit unions explore the use of CUSOs and the delivery of non-traditional products and services. Over the years, NACUSO's focus has evolved to helping credit unions form multi-owned CUSOs and participate in collaboration and the cooperative business model.

NACUSO's core purpose: To be the leader of innovation, collaboration and advocacy for CUSOs and the collaborative efforts of the credit union industry. Our highly competitive marketplace and the industry's changing regulatory environment require our businesses to work faster and smarter. Therefore, the synergy between credit unions and CUSOs has never been more important. The treasury of knowledge offered by NACUSO and shared among its membership is more relevant than it has ever been in NACUSO's three decade plus history.

Members of NACUSO believe that innovation coupled with collaboration are the means by which credit unions can transform themselves and achieve a new level of success, and combine the best elements and advantages of free-market theory with traditional credit union philosophy.



Our CEO and Board of Directors

Ronaldo Hardy
President & CEO of NACUSO

Becky Reed
Board Chair and Co-founder/Partner of PureIT CUSO

Dean Young
Board Vice Chairman and EVP/Chief Experience Officer at PSCU

Nick Evens
Board Secretary and CEO of CurqI Collective, LLC

Bill Beardsley
Board Treasurer and President and Chief Lending Officer of Michigan Business Connection

Miriam Ackerman
Director and Chief Strategy Officer of DNT BLNK and Co-founder of NetGiver

Seth Brickman
Director and CEO of QCash Financial by Alloya

Scott Collins
Director and EVP, CU*Answers

Brad Crandall
Director and CEO of The Servion Group

Ray Crouse
Director and President of Skyla Financial Solutions

Phil DuPree
Director and Chief Revenue Officer of Origence

Mike Haggerty
Director and COO of CommunityAmerica Credit Union

John Janclaus
Director and CEO of Nymbus CUSO

Mary Beth Spuck
Director and President & CEO of Resource One Credit Union

NACUSO Staff

Shawna Luna
Head of Sustainability and Executive Assistant to the CEO

Faith Lands
Growth Support Coordinator

Adam Lee
Head of Innovation

Guy Messick
Advisor, NACUSO Business Services (NBS)

Brian Lauer
General Counsel and Partner of Messick Lauer & Smith P.C.

Why Join NACUSO?

- You provide the resources necessary for us to be a strong regulatory advocate for credit union collaboration and innovation as well as the CUSO movement.
- You'll have access to our vast network through our Board of Directors and NACUSO staff. Including Brian Lauer, our legal counsel, who can answer the most common legal questions on CUSO issues, which may save your organization time and money.
- Free listing in the NACUSO Marketplace: Our newest benefit that allows credit unions to find solutions on a digital platform that hosts CUSO and non-CUSO service providers. Learn more below.
- You'll have access to the CUSO Analyzer created by Callahan & Associates. The only searchable database of all the CUSOs in the US and the credit unions that invest in and/or use them.
- You help us continue to provide what has been called "One of the greatest networking events in the credit union system," The NACUSO Network Conference. And as a member, you receive a great discount on registration.

- We'll give you a 50% discount off your first year (CUSO/Credit Union Primary Member category only) so you can really see the benefits.



CUSO Focused Legislative & Regulatory Advocacy

NACUSO has become the leading CUSO Regulatory Advocate with a long partnership history with firms such as Messick Lauer & Smith P.C. and Dollar Associates, LLC. Together we've been addressing issues that affect both credit unions and CUSOs such as the MBL Cap, NCUA's CUSO Regulations, NCUA's Risked Based Capital Regulations, etc. NACUSO is focused on ensuring that the credit union movement will be able to utilize and benefit from CUSOs for years to come.

CUSO ANALYZER

As the only trade association serving CUSOs, and their collaborative credit union owners, we understand the value of connecting like-minded people in the spirit of innovation and collaboration. That's why we partnered with Callahan & Associates to build the CUSO Analyzer database, which provides exclusive access to NACUSO members. You'll find it easy to navigate and a powerful directory for finding potential partners in the many areas CUSOs deliver benefits to credit unions.



We are collaborative by our very nature, and we bring like-minded leaders together in a fun, informative and productive environment. In 2012 we debuted the Next Big Idea Competition. Loosely patterned after ABC's Shark Tank TV show, we invite organizations to apply to present their innovative solutions for credit unions or CUSOs on stage in front of a panel of judges. Since 2016 we've also offered facilitated Partner Connection Sessions. If you've ever thought about investing in, starting or just participating in a CUSO, you'll want to attend these one-of-a-kind matchmaking sessions.



NACUSO Marketplace

NACUSO is the crossroads in the credit union community where credit unions connect to both CUSO and non-CUSO service providers to enhance the ability of credit unions to serve their members. NACUSO Business Services has developed the NACUSO Marketplace to facilitate those connections on a digital platform. Service providers have a virtual sales booth they control. Credit unions are able to identify multiple provider choices, learn details about the services and value proposition of each provider, and compare providers to decide which providers to pursue further.

Membership Breakdown

	PRIMARY MEMBER (CUSOs, CUs) \$995	ASSOCIATE MEMBER (Vendors) \$1,495	GOLD PARTNER (All Business Models) \$15,000	PLATINUM PARTNER (All Business Models) \$25,000
Legislative and Regulatory Advocacy	X	X	X	X
Educational Conferences and Webinars	X	X	X	X
Reference Resources	X	X	X	X
CUSO Analyzer	X	X	X	X
Limited Legal Counsel	X	X	X	X
Information/eNEWS	X	X	X	X
NACUSO Marketplace	X	X	X	X
Annual Recognition Awards	X	X	X	X
Conference Attendee Discounts	X	X	X	X
Complimentary Conference Registration(s)			1	2
Additional Conference Discounts, Waivers & Services*			X	X
Outbound Marketing and Trade Press Visibility			X	X
NACUSO Website Visibility			X	X

*See Partners & The NACUSO Network Conference for further details.



Not a Member?

Join online at www.nacuso.org or email connect@nacuso.org for questions



Partners & The NACUSO Network Conference

Platinum and Gold Partners help us grow the industry, position your organization to be at the forefront of thought leaders in credit union collaboration and ensure that CUSOs are a top of mind solution for services.

As a Partner you will receive extra recognition at our annual conference that attracts approximately 400 attendees a year, with almost 70% being C-suite or decision makers.

View additional benefits of your investment as a NACUSO Partner below.

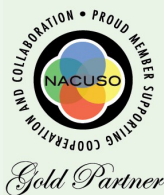


All Partners Receive:

- Branding/logo recognition as a NACUSO Partner on attendee confirmation and event website
- Partners can register at the discounted early bird rate through the entire registration period
- Advance listing of conference attendees
- Company recognition in the printed Conference Guide and Mobile Event App
- Company logo included on partner recognition slides in General Session Ballroom and Networking Exhibits Lounge
- Distribution of company brochures and promotional items to all attendees
- Prominent logo signage in meeting locations for the entire conference
- Recognition as a Partner on event name badge
- Company recognition in mailers and pre-conference eblasts distributed to over 4300 credit unions and CUSOs
- Access to Exhibitors Only private lounge



What are the differences between Gold and Platinum Partners?



Gold Partner

Exclusive to Gold Partners:

- One complimentary registration for the NACUSO Network Conference
- Exhibit Space: Offered at 50% regular package prices to exhibit in the Networking Lounge
- Group Discount: Buy 3/Get 1 Free registration
- Additional recognition as a Gold Partner displayed in the registration area



Platinum Partner

Exclusive to Platinum Partners:

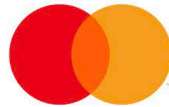
- Two complimentary conference registrations for the NACUSO Network Conference
- Exhibit Space: Complimentary exhibit space in the Networking Lounge
- Group Discount: Buy 2/Get 1 Free registration
- Additional recognition as a Platinum Partner displayed in the registration area, the opening reception and all daily hospitality receptions
- Exclusive access to sponsor special events
- Opportunity to share a company video during a General Session

2024 Partners



We'd like to thank all of our year-round partners who make it possible for us to support and create opportunities for growth, innovation and collaboration within the credit union industry.

Exclusive Premier Card Partner



Platinum Partners



Gold Partners

