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Frost Co-Sponsors IT University's Spring Lending School Workshop

As part of its long-standing commitment to helping create success for credit unions, Frost has again partnered with Insurance Trust, CUAlliance Insurance Trust University (IT University is the training arm of Insurance Trust) as co-sponsor of the IT University's 2016 Spring Lending School. The series began in spring 2013 and, recognizing the tremendous value, insight and actionable takeaways these workshops would offer credit union professionals, Frost has been on board as a co-sponsor from the beginning.

This two-day event, held April 11-12, 2016, at America's Credit Union Museum in Manchester, New Hampshire, was part of IT University's ongoing training initiative and semi-annual live lending school workshop and featured veteran speaker Brett Christensen.

"Without a doubt, he is one of the most dynamic, engaging speakers in the industry," says Randy Judkins, Training Director, Insurance Trust/CU Alliance. "He has presented for us before, and audience members are always really engaged by his speaking and presentation style." Christensen is the owner of CU Lending Advice, LLC, based in Euless, Texas and has worked directly with credit unions across the U.S. and Canada as an educator and consultant on focused lending topics for more than 10 years.

The two-day lending school program created by Christensen was designed to provide specific advice and best practices that help to improve lending processes and sales results as well as refresh lending expertise and explore the critical essentials for lending success. The workshop featured two sessions, one for CEOs and the other for loan officers.

"We definitely set an attendance record with this workshop," says Judkins. There were 27 credit unions from all six New England states, with as many as 55 enrollees. "The turnout was impressive and so were the topics, which drew high praise from workshop attendees."

"Brett covers so much material, and it's all timely and relevant. There was a lot of buzz about his ideas on working with high-risk members, for example," explained Seth McClellan, Marketing Director at Insurance Trust. "He had a lot of very useful strategies and insights for how to approach and think about high-risk members in a way that helps the CU and the member. Attendees walked away with new insights and actionable steps they can take to navigate what's been historically a challenge, to say the least."

Frost is proud to help bring these workshops to the credit union community. IT University's 2016 Fall Lending School will feature speaker Ed Swanson, and will take place on October 3-4, 2016 at the America's Credit Union Museum in Manchester, NH.