



## President's Note-

While the rest of the business world is facing serious financial challenges, we are seeing a tremendous increase in the demand for our collection consulting services. We are showing credit unions how not only to survive but thrive with a new tiered services program.

As we have seen in the financial services landscape, companies that refuse, or don't know how, to adapt to the changing times won't survive very long. Those financial institutions that learn how to correct their mistakes quickly will be the ones that come out of this stronger.

To meet the increasing demand for our expertise, we are offering a wider variety of services through a tiered program so that more financial institutions can learn how to make the changes they need. More credit unions than ever need our expertise, but not all of them need a full-court press.

The industry is hurting right now. We are in a unique position to make a substantial impact on the health of the 1,100-plus credit unions that have a delinquency rate of one percent or higher.

Because demand for our consulting is so strong nationwide, we have expanded our staff and are offering new levels of service that will allow us to help multiple credit unions all over the country simultaneously. These new five tiers will allow us to serve the many clients who need our expertise the most.

*(continued. on next page)*

## SIF Helps CUs Thrive During Economic Storms

Solutions in Finance, Inc. is proud to be an integral part of helping so many credit unions not only survive the current economic climate, but thrive in it. We never get tired of hearing about our customers' satisfaction at the impressive return on their investment with SIF.

Our clients have found dozens of ways, both big and small, to tighten the net under their lending and collection departments, lower their delinquency and charge-off rates and increase charge-off recoveries. SIF has been working hard to schedule and service all of our new clients. We recognize what a critical time this is for so many of our partners and we are burning the midnight oil to get everyone's reports in as quickly as possible.

We know that times are hard, and we respect that many feel the need to cut corners on a service that at first glance might seem like a luxury, but our track record speaks for itself. Time and again, we've helped credit unions with our range of services that includes everything from an off-site tune up, to an on-site turnaround. We do it all, from soup to nuts. Our success is measured in your success.

If you're happy with what we've helped you accomplish, please feel free to tell someone about the difference SIF has made in the life of your credit union.

If you have any questions, please contact Elizabeth Sagehorn at 888-447-0324 ext. 210 or [sagehorne@solutionsinfinance.com](mailto:sagehorne@solutionsinfinance.com).

## John Basco Starts Collection Training Seminars

By popular demand, we are offering an exciting new collection training service to our clients. Our new VP of Client Services John Basco, is bringing his extensive expertise to your staff.

"We kept hearing from CEOs that their collectors needed training on the fundamentals of collection quality," said John. "This included proper levels of follow-up, documenting reasons for delinquencies, etc.

"CUs all have different specific challenges, and we customize our training sessions to those, whether it involves their system, staffing or catching up on call lists. Maybe they specialize in cars, boats or RVs. I audit their collection efforts, and drill down deep into what they need to do to improve their collection quality. Then I create a personalized crash course to address any issue they face."

John has over 24 years of experience in the banking and financial services industries. His expertise includes 17 years in lending and collection management.

*(continued on next page)*

## President's Note (cont'd.)

Tier-1 consulting is for financial firms that need help immediately. SIF parachutes in onsite and immediately analyzes the situation, makes recommendations and assists in managing the implementation process. This service is designed for credit unions of all asset sizes that are in need of an instant turnaround. SIF stays on-site for as long as it takes, and ensures that the team they leave behind is ready to maintain the traction that the analysts have created.

Tier-2 is an extensive on-site audit by SIF's analyst(s). The result is a 15-point detailed findings and recommendations document reinforcing best practices and detailing areas that need improvement, and providing a roadmap for the credit union's management to improve their lending or collection operation results and analytics.

Tier-3 is a limited onsite consulting service that includes an overview onsite analysis of the lending or collection operation followed by a summary findings and recommendations document.

Tier-4 is a lower-cost, off-site analysis. Analyst(s) will conduct a virtual audit, based on videoconferences and available reports. They will target the credit union's problem areas and deliver the same in-depth analysis that has made Solutions in Finance the nation's leading turnaround company.

Tier-5 is remote, off-site consulting with limited documentation. It is an excellent way for a credit union to get their lending or collection department started in the turnaround process.

By offering a wider variety of services, we can better serve our new and existing clients.

**Warm Regards,**  
**Bill Garcia**

## Collection Training Seminars (cont'd.)

He has utilized his motivational leadership style in several financial and business disciplines, including three Fortune 500 companies. John has nine years of auto finance experience, and has established two successful collection outsourcing companies.

To schedule a training session at your credit union, please contact John Basco at 888-447-0324 ext. 212 or bascoj@solutionsinfinance.com. Hurry, our calendar is filling up.

## 2009 FCUL Conference

*Remembering. Celebrating. Anticipating.*



SIF had a prominent presence at the 75th annual Florida Credit Union League Convention & Exposition in Orlando this past June. Director of Marketing Elizabeth Sagehorn met with and counseled credit union executives and board members of all stripes.

"We are eager to help more Florida credit unions run tighter ships," said Elizabeth. "If I missed you at the conference, or you couldn't attend, please drop me a line."

During the closing ceremonies there was some wistfulness as folks looked back at how much has changed in the world of credit unions, and not just in Florida, over the last three-quarters of a century. There was also excitement as attendees anticipated the changes that would come with the merger that is in progress with the Alabama Credit Union League.

We also want to announce the winner of our iPod drawing -- Dennis Warzala, Chief Lending Officer at Velocity Community Credit Union in Palm Beach Gardens, FL. Congratulations, and enjoy the music, Dennis!

If you have questions about FCUL or any other trade shows, please contact Elizabeth Sagehorn at 888-447-0324 ext. 210 or sagehorne@solutionsinfinance.com.

## SIF Services

At Solutions in Finance, we dedicate our proven business model to you in mitigating risks associated with lending by developing and applying best practices within their lending and collections operations. Listed to the right are our services to help you:

- Business Lending Services
- Consumer Lending Services
- Collection Operations
- Collection Management Services

**Solutions in Finance**  
15559 Union Avenue, Suite 172  
Los Gatos, CA 95032  
888-447-0324 x-210  
[www.solutionsinfinance.com](http://www.solutionsinfinance.com)