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From Basics to Best Practices: CUES School of Business Lending Equips CUs for Success

MADISON, Wis.— Credit union leaders looking to unlock the immense growth potential of a business lending program can turn to [CUES® School of Business Lending](#), happening online April 1–October 31.

One of CUES' longest-standing professional development offerings, this program is facilitated by Jim Devine, Founder, Chairman and CEO, and Bob Hogan, Founder, President and COO, Hipereon, Inc.—the same experts who train state and federal examiners. Attendees learn the ins and outs of business lending, including innovative growth strategies and practices, ways to set a program up for maximum profitability, potential pitfalls to avoid, and unique risk considerations for differing industries.

Throughout the 30-week class, attendees learn from a combination of self-paced lectures, quizzes, case studies, and live Zoom discussions covering:

- Accounting basics
- Cost/Volume/Profit Analysis
- Capital budgeting techniques
- Tax return analysis
- Balance sheet, income statement and cash flow analysis and projections
- Industry sector risks
- Growth and management strategies

Attendees will also benefit from a cohort-style program, making it easy to network and form connections with classmates during the live sessions and in a private online community.

Register for the informational webinar, [The "Business" of Business Lending: Expert Insights for 2024](#), where Devine and Hogan will share insights on the current landscape of business lending, including ongoing challenges such as interest rate fluctuations and collateral valuation.

Explore the following [CUmanagement.com](#) content from Devine:

- [Considering The Six Elements Of Risk In The Wake Of Several Bank Failures](#)
- [What Does CFPB's New Business Loan Data Collection Rule Mean For Credit Unions?](#)

Learn more about CUES School of Business Lending and register now at cues.org/SOBL.

Learn more about CUES at cues.org.

CUES is the leading talent development solutions provider for credit unions in North America. We educate, develop and support credit union CEOs, executives, directors, and emerging leaders through partnerships with premier business schools, live and online events, digital learning, networking, and premium content. With over 50,000 members and growing, we measure success one leader at a time.

Connect with CUES at [CUES.org](https://cues.org) and on [LinkedIn](#), [Facebook](#), [X](#), and [Instagram](#). For daily insights on issues impacting credit unions visit CUmanagement.com.

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