

## **Getting Strategic with Lending**

Tuesday, March 24, 2026

Recent rate reductions position your credit union for great lending opportunities in 2026. It's the best time to get strategic with lending, to capitalize on those opportunities to help your members and put your credit union in the position to grow! Join us for this informational and engaging session to explore creative and innovative lending and marketing strategies to help you catapult loan growth, profitability, and member loyalty.

Topics include:

- ❖ Determine what you can do to become more relevant in today's environment.
- ❖ Discover how to attract more Millennials and Gen Zs - the next generation of revenue.
- ❖ Discover creative lending and marketing strategies to attract more members and loans.
- ❖ Identify risk-based lending management strategies to increase profitability and minimize delinquencies and loan loss.
- ❖ And much more!

Sponsored by:



**L&M** | Lee & Mason

**Celeste Cook** is founder and President/CEO of cuStrategies LLC. As a credit union industry strategist, Celeste brings you her credit union experience, expertise, proven strategies, positive energy, and passion for service! In addition to being a consultant and trainer, she is a keynote and motivational speaker with a dynamic and engaging style that has made her highly sought after within the credit union industry. Celeste has also served as an industry expert, motivational specialist, and keynote speaker for credit union associations and leagues nationwide. In addition to her role as CEO of cuStrategies LLC, Celeste has been involved in the credit union industry for more than 20 years and a professional speaker and trainer for more than 15 years. During her career, Celeste has worked for a \$1.6 billion credit union in Atlanta, Georgia, and consulted and trained with Rex Johnson of Lending Solutions Consulting.

Celeste provides her vast knowledge, innovative ideas, and proven strategies with passion and a dynamic speaking style that is engaging and filled with positive energy!

