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CONTACT:

Alison Barksdale, Marketing Director
972-778-0661 x 3290
alisonb@homeloancu.com
www.cumembers.com

Dallas Morning News Watchdog Investigative Columnist to Speak at CU Members Mortgage National Mortgage Lending Conference

DALLAS, TX – July 12, 2016 – Credit union mortgage services provider [CU Members Mortgage](http://www.cumembers.com), a division of Colonial Savings F.A., will have Dave Lieber, watchdog investigative columnist for the [Dallas Morning News](http://www.dallasmorningnews.com), speak at its 18th National Mortgage Lending Conference October 10-11, 2016, in Fort Worth, Texas. Lieber will share his insight on how to build a higher profile by sharing your story, increasing attention, and gaining raving fans. By the way, he is an avid credit union fan ([Unity One Credit Union](http://www.unityonecreditunion.com) member) and eager to share his insight on how to communicate in a simple effective way that works so well.

According to Lieber, he believes the credit union message is largely “undercovered” nationwide and will share the inside scoop on how to gain increased media traction – along with practical ways to make your story more compelling for greater attraction.

“The key is to actually tell a story, and I show attendees how to do that quite simply. It’s obvious, but it’s not,” Lieber explains. “The second key is to show how the credit union can solve members’ problems and rescue them with their greatness. A great story communicates your message better than anything else.”

Lieber adds that a consumer’s attention is so scattered today with too many streams of information. “But a great story holds people. They don’t leave because they must find out how it ends,” he says.

“We anticipate that Dave Lieber will be a breath of fresh air for our audience,” says Linda Clampitt, Senior Vice President of CU Members Mortgage. “He comes to us with the credit union member perspective, which is so valued today. He is seeing the messaging first hand and

then analyzing it from a media professional's perspective, which will be even more valued for our attendees. I look forward to all the takeaway's in Dave's talk."

About CU Members Mortgage

Founded in 1982 as a division of Colonial Savings, Dallas-based CU Members Mortgage provides comprehensive mortgage services to credit unions and CUSOs nationwide. CU Members Mortgage originates more than \$2 billion in FHA, VA, and conventional loans each year. With a portfolio of \$25 billion, it is one of the largest servicers of mortgage loans in the United States. The company is privately held and has branches located nationwide. For more information, visit: www.cumembers.com.

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