



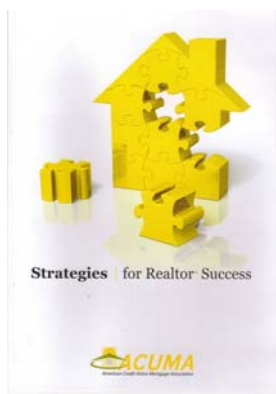
## **FOR IMMEDIATE RELEASE**

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### **ACUMA Distributes “Strategies for Realtor Success” DVD; Ramps Up Realtor Contacts; Plans October Fall Conference**

**LAS VEGAS**, May 20, 2008 – The American Credit Union Mortgage Association, the only trade association dedicated exclusively to credit unions as premier providers of mortgage services to their members has begun distributing its “Strategies for Realtor Success” DVD.

The 8-minute DVD was edited from a breakout panel session held during the annual conference of the National Association of Realtors (NAR) in Orlando. “The ACUMA session at the NAR was to inform realtors that credit unions are a viable alternative for mortgage loans for their clients,” said Bob Dorsa, ACUMA president. “We’ve had a booth at the NAR exhibition for several years and felt the time was right to strengthen our message of ‘America’s credit unions can work for you!’ and present it to a wider audience. I think our panel participants did a great job of promoting credit unions to realtors, who welcomed the news of how dedicated credit unions are to promoting homeownership.”



The panel included Bill Tessier from Navy Federal CU, Shannon VanSickler, Bellco CU, Joe Brancucci, BECU and Chris Pauling, Realtor/Broker/Owner. Prudential Northwest Realty. The DVD is being sent to all ACUMA members, credit union leagues, state association offices of the NAR, CU trade associations and newspapers and major mainstream press outlets.

ACUMA President Bob Dorsa was interviewed recently for the August edition of *Realtor Magazine*, and the DVD will be available free to any realtor members who ask for a copy. “Realtors represent the first step in the home buying and selling process, and credit unions should establish working relationships with their local, professional realtors. It’s a smart way to grow our mortgage business organically and will certainly help expand membership as well,” Dorsa said.

ACUMA will also create a link on its Web site exclusively for realtors, where they may contact credit unions in their area that are interested in establishing business relationships. “We want to be the ‘go-to’ source for both credit unions and realtors seeking to expand their business,” said Dorsa.

Following its successful Annual Conference at Opryland, Nashville, which drew some 185 attendees, ACUMA is deep into planning its Fall Leadership Conference in Las Vegas, which will be held at Caesar's Palace on Oct.8-10. In addition to its usual educational line up and valuable networking opportunities, a special event is also planned, said Dorsa.

"Of course there will be golf at the Badlands Club again this year, but we've coordinated with Caesar's to have a large group see the incomparable Bette Midler—the Divine Miss M— who is appearing at Caesar's Palace Coliseum on the night of Oct. 9. That will surely be a special evening for ACUMA members and we expect tickets to go fast," Dorsa said.

For more information please visit the ACUMA web site at [www.acuma.org](http://www.acuma.org).

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**ABOUT ACUMA:** ACUMA (American Credit Union Mortgage Association) is the only Credit Union trade organization dedicated to the principle that credit unions have both an obligation and a competitive need to become premier providers of home loans for their members. ACUMA brings together the shared real estate lending and financing interests of more than 8,000 credit unions and CUSOs (Credit Union Service Organizations). Member organizations include federal and state chartered organizations.