



Dear Valued Partner,

As the new leader at Business Partners, I want to express our appreciation for your business and loyalty. We rely heavily on our established relationships with you and sincerely believe that every partnership is precious.

Because of my credit union background, I know one of the ways credit unions distinguish themselves is by being accessible and responsive to their members. We are mirroring that here. The exceptional level of service you provide your members is what we will provide for you.

We are therefore taking Business Partners to the next level. This will be a process, one that will see our corporate culture evolve and our ability to help you in new ways, grow. The transformation we are undertaking will make things considerably better for all the credit unions we serve. We have built a new senior team who primarily hails from the credit union industry. We are creating a new customer service initiative that holds us accountable to you through updated corporate values of integrity, accountability and quality. We are updating our originations and lending criteria to be more in alignment with your needs and the market. We are expanding our efforts to be “green” through providing access to information and documentation through electronic means, saving time, money and the environment. Additionally, we are creating a myriad of new technical options, tools and information that will provide more information to you for informed decision making including white papers and blogs on business and commercial lending market and risk trends.

We have begun our outreach to many of you asking for input and suggestions, along with understanding more of your portfolio needs. While we will keep you posted on the changes to come, we will continue reaching out to begin a long awaited dialog that can only make our relationship stronger.

Markets throughout the country are recovering, opportunities are on the rise. The improvement we are making will help us better facilitate those opportunities. Providing better service to you will benefit us both.

We want you to see us as a company that values its relationships as much as the rewards our business together brings.

Thank you again for your consideration.

Kindest regards,

*Pam Easley*

Pam Easley  
President & Chief Executive Officer  
CU Business Partners LLC