

MEMORANDUM

To: Subscribers to *Credit Union Sales Training: Enhancing Member Service*

From: Sheshunoff Information Services

Subject: Highlights

Enclosed is the latest update to your *Credit Union Sales Training: Enhancing Member Service* manual. The following topics are included in this update:

- *Identity theft prevention.* A new topic has been added to Steps 6, 9, 10, and 11 to provide training for credit union personnel to help deter identity theft. These sections also include a new attachment with information regarding what steps can be taken to prevent identity theft as well as information to give to members if they think that they are victims of identity theft.
- *FTC's ID theft booklets.* A new section has been added behind the Member Communications tab that includes booklets released by the Federal Trade Commission. Credit union personnel can help members recover from identity theft by directing them to the FTC's web site and providing them with these booklets.
- *Discussion topics.* A new section has been added to help keep your credit union's staff up-to-date with the latest news regarding their industry.