

**Farm Credit University Training Schedule**  
 Lifestyle Lender Degree  
 Starting Feb. 8, 2010

Two weeks are allocated for each Module:

*Beginning webinar intro: Feb. 8, 1:00pm Eastern Time*

Feb. 8 – Feb. 19	<u>Module 1</u> : Lending to Lifestyle Borrowers: Eligibility, Scope of Lending, and Customer Knowledge
Feb. 22 – Mar. 5	<u>Module 2</u> : Lifestyle Portfolio Segmentation and Layering of Risk
Mar. 8 – Mar. 19	<u>Module 3</u> : Small Loan Analysis & Credit Evaluation
Mar. 22 – Apr. 2	<u>Module 4</u> : Tax Return Analysis
Apr. 5– Apr. 16	<u>Module 5</u> : Consumer Compliance/ Legal Instruments & Title Concepts
Apr. 19 – Apr. 30	<u>Module 6</u> : Technology, Alliances in Marketing & Loan Pricing
May 3 – May 7	Break Week
May 10 - May 12	<i>Halftime Face-to-Face Training Session* (Charlotte, NC)</i>
May 17 – May 28	<u>Module 7</u> : Sales & Marketing: Consultative Marketing
May 31 – June 11	<u>Module 8</u> : Sales & Marketing: Strategic Prospecting
June 14- June 25	<u>Module 9</u> : Sales & Marketing: Call Preparation
June 28 – July 9	<u>Module 10</u> : Sales & Marketing: Sales Call Process
Aug. 6, 2010	<b>Final Case Study Due</b> - 4 weeks to complete