

Farm Credit University Training Schedule
 Lifestyle Lender Degree
 Starting Aug. 2, 2010

Two weeks are allocated for each Module:

Kickoff webinar featuring Dr. Dave Kohl: Monday, Aug. 2, 1:00pm Eastern Time

Aug. 2 – Aug. 13	<u>Module 1</u> : Lending to Lifestyle Borrowers: Eligibility, Scope of Lending, and Customer Knowledge
Aug. 16 – Aug. 27	<u>Module 2</u> : Lifestyle Portfolio Segmentation and Layering of Risk
Aug. 30 – Sept. 10	<u>Module 3</u> : Small Loan Analysis & Credit Evaluation
Sept. 13 – Sept. 24	<u>Module 4</u> : Tax Return Analysis
Sept. 27 – Oct. 8	<u>Module 5</u> : Consumer Compliance/ Legal Instruments & Title Concepts
Oct. 11 – Oct. 22	<u>Module 6</u> : Technology, Alliances in Marketing & Loan Pricing
Oct. 25 – Oct. 29	Break Week
Nov. 1 – Nov. 3	<i>Halftime Face-to-Face Training Session* (Charlotte, NC)</i>
Nov. 8 – Nov. 19	<u>Module 7</u> : Sales & Marketing: Successful Selling
Nov. 22 – Dec. 3	<u>Module 8</u> : Sales & Marketing: Strategic Prospecting
Dec. 6 – Dec. 17	<u>Module 9</u> : Sales & Marketing: Call Preparation
Dec. 20 – Dec. 31	Holiday Break
Jan. 3 – Jan. 14	<u>Module 10</u> : Sales & Marketing: Sales Process
Feb. 11, 2011	Final Case Study Due - 4 weeks to complete