



FOR IMMEDIATE RELEASE

**BISA Recognizes Kern Schools Federal Credit Union with Program of the Year Award for Community-based Institutions**  
**– Fourth credit union winner, also served by CUSO Financial Services, L.P. –**

SAN DIEGO – **March 11, 2010** – [CUSO Financial Services, L.P.](#), (CFS) a full-service broker dealer and Registered Investment Adviser that provides customized investment and insurance solutions to the credit union industry, announced today that its investment program at [Kern Schools Federal Credit Union](#) (KSFCU) has been honored with the Award of Excellence for Program of the Year among Community-based Institutions by BISA, the Bank Insurance & Securities Association. KSFCU is only the fourth credit union to win in the history of the BISA awards; all four winning credit unions were [CFS programs](#) at the time the awards were granted.

The Award of Excellence for Program of the Year is awarded to a bank or credit union insurance, securities or combined program that exemplifies industry excellence by demonstrating consistent and effective implementation of a set of best practices. BISA's Board of Directors, as judges, review nominations for the programs and make the final selection based on leadership within peer groups and the industry as a whole. Program superiority is assessed on the criteria of productivity, marketing initiatives, integration initiatives, product innovation, [technology initiatives](#), and education or compliance initiatives. KSFCU's investment program, which holds approximately \$160 million in assets under management, experienced 237% growth in 2009 over 2008.

“We are extremely proud of everyone involved with the investment program at KSFCU, including Credit Union investment program manager Larry Braley, and his entire investment advisory team,” said Valorie Seyfert, CEO of CUSO Financial Services, L.P. “In the past few years, they have focused on making investment services a core offering of the Credit Union, embraced efficient technology initiatives, and established standards of contact and referral programs that really supported members. Simultaneously, the program now makes a meaningful contribution to KSFCU's non-interest income. KSFCU has a great partnership with CFS and we are happy to be involved in its success.”

BISA is the nation's leading trade association dedicated to serving the needs of those responsible for marketing securities, insurance and other investment and risk management products through commercial

banks, trust companies, savings institutions, and credit unions. The membership includes financial institutions of all sizes, broker/dealer, insurance, and mutual fund subsidiaries, and firms providing products and/or services to support these operations.

Kern Schools Federal Credit Union is a not-for-profit financial institution that provides a comprehensive menu of financial services. Originally chartered in 1938, KSFCU is the largest credit union headquartered in Kern County, California. It serves more than 194,000 members and has over \$1.6 billion in assets. Originally opened to serve educators, it is now community-chartered and is open for membership to everyone who lives, works, worships, or attends school in Kern County, as well as several Select Employer Groups.

### **About CUSO Financial Services, LP**

Established in 1997, CUSO Financial Services, LP (Member FINRA/SIPC) is headquartered in San Diego and has more than 125 credit union users, including 25 of the top 100 credit unions in the country. With branch offices located nationwide, and more than 350 licensed representatives, CFS is a full-service broker/dealer and SEC Registered Investment Adviser offering customized investment and insurance solutions to credit unions. For [more information](#), call 858-530-4400 or visit [www.cusonet.com](http://www.cusonet.com).

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