

d. hilton associates inc.

SIX SPECIALTIES, ONE FOCUS: YOUR CREDIT UNION

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**EXECUTIVE RECRUITING
COMPENSATION
MARKETING & ADVERTISING
MARKET RESEARCH
RETENTION & RETIREMENT
MERGERS**

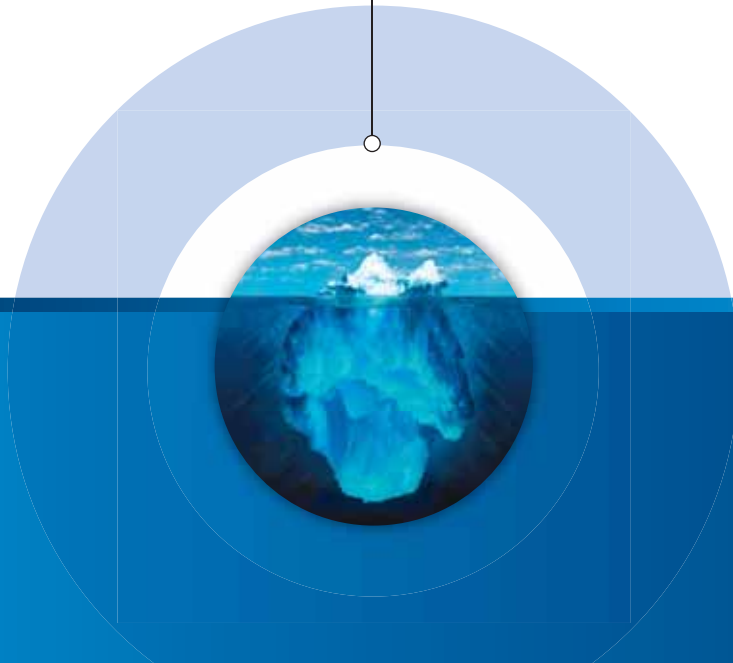
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FIRM PROFILE

When the credit union industry first began, a slogan was penned, “People helping people.” It summed up exactly what credit unions were and still are all about – a community of people with a similar mission, all helping each other reach their common goals. Since our founding in 1985, D. Hilton Associates has shared in that same vision. After all, we too are people helping people. We take pride in helping those who help others. It’s what our firm is all about.

D. Hilton Associates offers nationwide consulting and outsourcing services of the highest quality to credit unions and credit unions only. We provide the manpower, strategy and creative solutions that credit unions need to better serve their memberships. Armed with a thorough knowledge of today’s issues, D. Hilton Associates’ full-time staff of consultants, researchers and analysts provides the ability, independent insight and technical expertise to help your credit union succeed in the competitive financial services industry.

Using an action-oriented approach and original, but proven, methodologies, our six different services deliver practical solutions that help your credit union take action and get results. Our firm’s six specialties offer a level of service that is unparalleled in the credit union industry. In fact, it’s a level of service right on par with what you strive to deliver to your very own membership. Simply put, we go to extraordinary lengths to ensure that our relationship with your credit union is a successful one.



OUR PRACTICES

SIX SPECIALTIES, ONE FOCUS: YOUR CREDIT UNION



EXECUTIVE RECRUITING

Today's changing and increasingly complex financial services marketplace requires the best and brightest talent to ensure future success. That's why credit unions of all sizes have turned to D. Hilton Associates' executive recruiting service for unparalleled commitment, experience and care in the search for their most critical employees, their management. As the industry's largest and most successful recruiters, D. Hilton Associates has a proven track record of more than two decades. No other search firm has placed as many executives in as many credit unions.

Yes, we are the largest executive recruiting firm exclusively for credit unions, but our clients find that our focus is on quality placements. Using an intense and rigorous process that utilizes exacting methodologies, D. Hilton Associates selects and ultimately presents only the most capable and qualified candidates. We're so sure your credit union will be pleased with the placement that we offer an unconditional guarantee.

- **RETAINED EXECUTIVE SEARCHES**
- **EXCLUSIVELY FOR CREDIT UNIONS**
- **A VISIBLE AND PROACTIVE APPROACH**
- **A FIXED PRICE**
- **AN UNCONDITIONAL GUARANTEE**



COMPENSATION

A credit union's success depends upon its employees. They create solutions, foresee and prevent problems, and are responsible for delivering the highest level of member satisfaction through the creation of innovative services and products. A compensation program can either facilitate or derail a credit union's efforts to continue being successful and profitable.

The D. Hilton Associates Compensation practice will create and implement a compensation and incentive plan that allows you to attract and retain the right people. We have more information about executive compensation than any other firm in the credit union industry, and our information is always up-to-date and based on the current market. Our compensation solutions and our other human resource services allow you to maximize your most important asset – your credit union's human capital.

- **EXECUTIVE COMPENSATION PLAN DESIGN**
- **STAFF COMPENSATION PLAN DESIGN**
- **VARIABLE PAY & SALES PLAN DESIGN**
- **RETENTION & RETIREMENT PLAN (SERP) DESIGN & IMPLEMENTATION**



MARKETING & ADVERTISING

Creativity backed by strategic thinking: that's the key to our marketing success. The award-winning D. Hilton Associates Marketing and Advertising group combines credit union expertise, market research, strategic thinking, and powerful creative work to help you achieve your business goals. Our Marketing and Advertising group has helped clients increase member penetration and satisfaction, effectively promote products and services, create new credit union brands and, most importantly, improve the bottom line.

With a D. Hilton Associates marketing relationship, our professional staff becomes your marketing team. We can handle each project from concept to completion. From single projects to full retainer services, we offer original solutions that are exciting and effective.

- STRATEGIC MARKETING PLANS
- TARGETED DIRECT MAIL
- CAMPAIGN DEVELOPMENT
- MEDIA ADVERTISING – RADIO, TELEVISION & PRINT
- OUTDOOR ADVERTISING
- BRANCH MERCHANDISING
- PRODUCT BROCHURES, NEWSLETTERS & ANNUAL REPORTS
- WEB DESIGN, MAINTENANCE & HOSTING
- BRAND DEVELOPMENT & NAME CHANGE
- MCIF DIRECT MAIL RESPONSE



MARKET RESEARCH

You have a goal, a destination in mind. Now all you need is a road map to help you get there. With our sophisticated research and analytics, the D. Hilton Associates Market Research practice helps clients develop the most effective strategies to attain their business goals and develop superior relationships with their members.

With the benefit of our customized research tools, our Market Research practice can focus on each client's unique information requirements. The end result is much more than raw data; it is meaningful interpretation that can be readily converted to specific action plans.

Whether you need to examine branch performance, member satisfaction, consumer and product penetration, marketing strategies or brand recognition, we can analyze your credit union's behavioral, demographic and financial data to develop actionable strategies to help grow your business.

- MEMBERSHIP, NON-MEMBERSHIP AND COMMUNITY RESEARCH
- DIRECT MAIL, TELEPHONE AND INTERNET SURVEYS
- FOCUS GROUPS
- STRATEGIC PLANNING & FACILITATION
- RETAIL DELIVERY & SITE SELECTION
- MCIF ANALYTICS
- MARKET SHARE ANALYSIS

OUR PRACTICES

SIX SPECIALTIES, ONE FOCUS: YOUR CREDIT UNION



RETENTION & RETIREMENT

A credit union is only as strong as its people – that's especially true of its leadership. That makes retaining your key executives absolutely essential. D. Hilton Associates has a depth of expertise in custom compensation planning that is unmatched in the credit union industry. We have the insight and expertise that credit unions need to provide executive retention and retirement plans (SERPs) that will provide value and stability to your credit union and your executives.

The retirement wave of the baby boomer generation has already begun, meaning a large population of the credit union industry's CEOs and senior managers will soon be leaving the workforce. Therefore, succession planning and retention have never been more critical. Using an innovative design approach, we can guide your credit union to the right plan for attracting and retaining key executives.

- **SUPPLEMENTAL EXECUTIVE RETIREMENT PLAN (SERP) DESIGN & IMPLEMENTATION**
- **BONUS & INCENTIVE PLAN DESIGN**
- **SALARY PLAN DEVELOPMENT**
- **ANNUAL SERP RESEARCH SURVEY- THE ONLY ONE IN THE CREDIT UNION INDUSTRY!**



MERGERS

Spreading expenses over a larger number of members helps make today's heightened product and service expectations more affordable. Consequently, many credit unions are combining forces through merger. As the intermediary, D. Hilton Associates assists both those credit unions wishing to acquire other credit unions, and those wishing to be acquired, by finding a merger partner that provides the most benefit to its membership.

Our experienced staff streamlines the merger process for you by handling many of the most time-consuming challenges. We'll conduct the research, and prepare clear and concise documentation showing you the benefits of the merger. We also provide support for communicating relevant information to members and various stakeholders, and serve as a neutral third party to assist in the negotiation of difficult merger issues. From our impartial position, we can provide analysis of the various options available and suggest alternatives that will move the merger forward in a manner that provides satisfying results for all parties.

- **ACQUISITION OF MERGER PARTNERS**
- **ACQUISITION BY A MERGER PARTNER**
- **MERGER ANALYSIS**
- **ORGANIZATIONAL STRUCTURE ASSESSMENT**
- **COMPENSATION STRATEGIES**
- **INTEGRATION PLANNING & MEDIATION**
- **MERGER COMMUNICATION PROGRAMS**

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THE DHA DIFFERENCE

WE SET THE INDUSTRY STANDARD.

Since 1985, D. Hilton Associates Inc. has been launching new initiatives, and pioneering consulting and outsourcing processes for the credit union industry. We are the largest and most experienced company of our kind.

WE ARE INDEPENDENT.

At D. Hilton Associates, we base our recommendations on your credit union's unique situation and needs. We are not affiliated or associated with any other credit union service provider. This ensures that our recommendations are entirely independent.

WE WORK EXCLUSIVELY WITH CREDIT UNIONS.

D. Hilton Associates specializes in the credit union industry, so we really know your business. We devote our full energy to providing you with specialized expertise in each practice area.

WE OFFER A LARGE, IN-HOUSE STAFF.

Your credit union can rest assured that it is partnering with our full-time, in-house professionals that have outstanding credentials in all six of our practices. Our practice leaders offer you practical solutions to your credit union's concerns and challenges.

WE VALUE OUR CLIENT RELATIONSHIPS.

Our goal is to create and foster a long-lasting partnership with you. D. Hilton Associates believes in accommodating your schedules and goals, rather than requiring you to accommodate our schedules and goals. We know you are in the business to serve, and we respect and support your need to provide exceptional service.

WE CONDUCT THE PROJECT FOR A FIXED-FEE.

D. Hilton Associates works on a flat-fee basis that reflects the complexity, timeframes and scope of the project. Simply put, you know the price and the scope of the project before we begin. There are never any hidden or additional costs.

WE ARE THE MOST QUALIFIED FIRM IN THE BUSINESS.

No other individual or group offers the breadth and depth of both analytical and operational services available through D. Hilton Associates. Our unique blend of credit union experience and technical expertise offers you the option of sole-source support through our variety of interrelated practices.

- MARKETING & ADVERTISING
- MARKET RESEARCH
- RETENTION & RETIREMENT
- EXECUTIVE RECRUITING
- COMPENSATION
- MERGERS

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