



For Immediate Release

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Joyal, Venden Form New Firm Serving the Credit Union Industry: CVJ Solutions

MADISON, Wis. – (January 29, 2008) – There's a new strategic research, marketing and sales development player in the credit union marketplace. CVJ Solutions was recently formed through a partnership between credit union consultant and former CUNA executive Victoria Joyal, and credit union consultant and former CUNA Mutual Group executive Cynthia Venden.

With nearly 40 years of combined credit union experience at the helm, CVJ Solutions provides practical solutions to meet the challenges of aligning member and marketplace knowledge with marketing strategies and plans, and sales execution. After two years of independent credit union consulting, Joyal and Venden realized the synergies between their areas of expertise and decided to join forces to offer a complete array of strategic solutions to their respective clients.

"A high performing business environment needs to emphasize both strategic and tactical plans," says Venden. "If marketplace or consumer insights are uncovered, but not executed upon effectively from managers down to front line staff—then business results will be compromised. Having a clear line of sight and translating strategic drivers of the organization into everyday actions, is what CVJ Solutions is all about."

"Our goal is to provide clients with an integrated and comprehensive suite of research, marketing and sales development services, custom-designed to capitalize on emerging marketplace opportunities to help them grow, thrive, and achieve bottom-line results," says Joyal. "Our role will be flexible depending on client needs. We can complement or supplement resources based on existing capabilities."

Joyal is most recognized in the credit union movement from her role as the primary analyst responsible for CUNA's Credit Union Environmental Scan (E-Scan) from 1997 to 2005. Venden has been active in the credit union market for over 17 years helping credit unions develop robust sales environments through training, performance consulting, and leadership development.

CVJ Solutions helps credit unions, leagues and financial services organizations connect *insights* with *action* to achieve business *results*. Services range from customized market research, to comprehensive marketing planning, to sales and leadership development. For more information, please visit www.cvjsolutions.com or contact us at info@cvjsolutions.com.