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IBC COMPLETES A YEAR-LONG PROJECT FOR UIECU
Student consultants get real-world work experience

CHAMPAIGN, ILLINOIS, May 15, 2008 - A year-long study of the University of Illinois Employees Credit Union (UIECU) was completed by Illinois Business Consulting (IBC) on April 30, 2008. Recommendations included a business plan for UIECU's new Five Points Branch location, market segmentation of current members and ideas for expanding UIECU's product portfolio.

"We've been in business for 75 years, and we wanted to freshen up our image and our product offerings to better meet the changing needs of our members," said E. J. Donaghey, UIECU's President and CEO. "IBC provided our organization with a professional assessment of our business model and shared ideas on how to make the model better," Donaghey noted. "They gave us concrete ideas for improving how we serve our members and their families. We will definitely be using IBC in the future, as we continue to grow our business!"

UIECU is a not-for-profit credit union based in Champaign that has experienced significant growth over the past years making it the largest credit union in Champaign. UIECU approached IBC to provide a strategy plan for future growth and to help strengthen its presence in Champaign County.

IBC's Associate Director Ron Watkins noted, "This was a great experience for our students as they got a closer look at how a credit union works. IBC provides a risk-free learning environment for students across all disciplines to tackle real world business issues such as those faced by UIECU."

About Illinois Business Consulting: <http://www.business.uiuc.edu/ibc>

IBC at the University of Illinois is the premier student fee-for-service consulting organization in the nation, successfully completing nearly 750 consulting projects for over 500 clients since inception. IBC provides high quality work for companies ranging from Fortune 50 companies to start-up organizations at a fraction of market cost. It also offers unique language skills capabilities, especially for the emerging markets of India and China. University faculty and a professional staff with years of consulting experience provide guidance to about 200 graduate and undergraduate students as they apply their classroom learning to real-world issues.

About the College of Business: <http://www.business.uiuc.edu>

Internationally recognized as one of the leading business schools, the College of Business at the University of Illinois at Urbana-Champaign has outstanding programs in accountancy, business administration, and finance. The College enrolls approximately 2,800 undergraduates and 1,000 graduate students in MBA, master's, and doctoral programs.

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