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**FOR IMMEDIATE RELEASE**

**—SAMAHA ASSOCIATES' CEO DEBUTS  
THE ART OF NEGOTIATION WHITE PAPER AT CUES CFO COUNCIL—**

CHINO HILLS, CALIF. (April 10, 2008)—In front of a receptive audience, Samaha Associates CEO Sabe Samaha debuted his latest White Paper entitled “The Art of Negotiation: Core and Third-Party Agreements Made Easier” during a presentation for the CUES CFO Council.

“Credit unions pursuing new technology platforms often approach the negotiating table stripped of the necessary tools to succeed,” said Samaha. “My intention, and that of our team, is to present credit unions with valuable lessons, and the appropriate tools, required to broker progressive technological platforms.”

Highlights of the paper include Samaha’s proven approach to underscoring the search and selection process of a vendor and operating system commences, a multi-tiered process including discovery process, negotiation, agreement, implementation, and conversion.

“Without proper due diligence, oversights on behalf of the credit union often result in costly after-conversion upgrades and maintenance,” said Samaha Associates Vice President and Senior Consultant Linda Pettit. “In the final analysis, the negotiation of an expensive, multi-purposed contract is designed to facilitate the needs of a credit union and its members, which is the purpose of this paper.”

The Art of Negotiation: Core and Third Party Agreements Made Easier is available for review by visiting: <http://ssamaha.com/publications.html>.

About Samaha Associates: Samaha Associates is a nationally recognized consulting group that works collaboratively with financial institutions to assist in the improvement of business processes by optimizing efficiency and increasing revenue opportunities. Specializing in vendor contract negotiations, core system conversions, and mergers, Samaha Associates expertly executes each respective project exceeding client expectations.