

2009

Leadership Conference

August 13–15 • Hilton Head Island, SC

Register online today!

2009

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Brought to you by: South Carolina Credit Union League, North Carolina Credit Union League, and Credit Union National Association

THE POWER OF PARTNERSHIP



**NORTH CAROLINA
CREDIT UNION LEAGUE**
Committed to helping credit unions succeed



Lead with the *best*

Join elite credit union leaders and gain the latest information to keep you ahead of the curve. Hear from credit union experts and network with your colleagues at this essential conference. Learn to lead your credit union successfully, get the latest compliance updates, and gain advice on how to thrive in today's economic conditions. Don't miss your opportunity to lead with the best.

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GENERAL SESSIONS

Economic Update

The economic turmoil recently has been difficult for consumers, companies, and financial institutions. Learn how to ensure your credit union performs well from a noted economist and credit union expert.

Consumer Attitudes Toward Credit Unions

This unique discussion will give you a look into the current attitudes people across demographics have about financial institutions and the role they play in their lives. Understand what people are looking for in their financial institutions and whether credit unions are relevant in their lives.

A Passion for Your Profession

Take a hard look at what inspires and motivates you and prepare to be surprised. Attitudes of appreciation, partnership, acceptance, perseverance and self-assurance serve to inspire businesses and individuals alike.

NCUA Update

An NCUA representative will discuss the latest on the Corporate Stabilization Plan and the current impact on a credit union's financials. Participants will also receive an update on other regulations and trends affecting the credit union movement.

It's All about Attitude!

This popular presentation looks at the vital and pivotal role of attitude in determining a team's success. Attitude determines how we respond to people and situations, and ultimately determines our success, or failure.

REGISTRATION INFORMATION

Hilton Oceanfront Resort

23 Ocean Lane
Hilton Head Island, SC 29928
Phone: (843) 842-8000
Room Rate: \$189.00
Cut-Off Date: July 17, 2009

Golf Outing (optional event)

Thursday, August 13, 2009

Tee times begin at 7:30 a.m. at the Robert Trent Jones Oceanfront Course at Palmetto Dunes Oceanfront Resort. Your golf registration fee includes cart, green fees, range, bag handling, a soft drink/ bottled water, and box lunch.

Price: \$110 per person

Pairings are at player discretion.

Reservations due: August 6, 2009.

Tuition

Tuition is \$425 per attendee or \$375 each for multiple attendees. The guest fee is \$199. Credit unions under \$10 million in assets receive a 25% discount by entering promotion code 0925CU on the "Complete Checkout" page.

Confirmations If you register online, you will receive your registration confirmation within three business days. Please allow up to 10 days if you pay by check. For assistance or questions about registration, e-mail reginfo@cuna.com or call 800-356-9655, ext. 4949.

Cancellations received in writing (via fax 608-231-4327) seven or more days before the start of the program are eligible for a refund of the amount paid minus a \$50 administrative fee. No refunds will be granted if cancellation is received six days or less before a program begins. Substitutions are accepted anytime prior to the start of the program.

BREAKOUT SESSIONS

Hot Topic Track

- Effective Marketing Strategies and Campaigns During a Recession
- Aggressively Creative Loan Modifications and Workouts
- Dealing With the Effect of Adversity, Stress, and the Unknown on Team Morale, and Ultimately on the Success or Failure of an Undertaking
- Producing Lending Revenue: Are Mortgage Refinances the Only Current Option?

Executive/Management Track

- Bankruptcy Update
- Employment Law Update and Current Trends
- Building a Stronger Bottom Line Through Increasing Income and Decreasing Expenses
- Capitalizing on Social Media

Volunteer Track

- Increased Expectations and Responsibilities for Boards
- Board's Role in Mergers: A Look Into Many Different Scenarios
- Pandemic Planning: Evaluating the Current Risk and Preparing for the Next One
- Political Involvement – It Isn't Fatal!

Register online today! • Visit training.nleague.org or training.sccul.org and choose *Event Calendar*.

For registration information or assistance, e-mail reginfo@cuna.coop or call 800-356-9655, ext. 4949.

Thursday, August 13

- 7:30 a.m. Golf Outing Begins (optional)
1:00–2:00 p.m. Registration
2:00–3:00 p.m. **Economic Update**, Fred Eisel
3:00–4:00 p.m. **NCUA Update**, Tim Hornbrook

Friday August 14

- 7:45–8:30 a.m. Continental Breakfast
8:30–8:50 a.m. **Welcome & Introductory Announcements**
Garry Parks, CEO, South Carolina CU League
Eric Gelly, North Carolina CU League
8:50–10:00 a.m. **Consumer Attitudes Toward Credit Unions**,
Facilitated by Patrick Adams
10:30–11:45 a.m. **Breakout Sessions**
 - Executive/Management Track: Bankruptcy Update, David Reed
 - Hot Topic Track: Effective Marketing Strategies and Campaigns During a Recession, Michael Lawson
 - Volunteer Track: Increased Expectations and Responsibilities for Boards, Patrick Adams11:45 a.m.–1:00 p.m. Networking Lunch Provided
1:00–2:00 p.m. **Breakout Sessions**
 - Hot Topic Track: Aggressively Creative Loan Modifications and Workouts, David Reed
 - Executive/Management Track: Capitalizing on Social Media, Michael Lawson
 - Volunteer Track: Board's Role in Mergers: A Look Into Many Different Scenarios

2:15–3:15 p.m.

Breakout Sessions

- Executive/Management Track: Employment Law Update and Current Trends, Jonathan Martin
 - Hot Topic Track: Dealing With the Effect of Adversity, Stress, and the Unknown on Team Morale, and Ultimately on the Success or Failure of an Undertaking, Roy Smith
 - Volunteer Track: Pandemic Planning: Evaluating the Current Risk and Preparing for the Next One, Kelley Ashton
- It's All About Attitude**, Roy Smith
Reception and Silent Auction
Sponsored by First Carolina Corporate Credit Union

3:30–4:30 p.m.

5:00–7:00 p.m.

Saturday, August 15

- 7:45–8:30 a.m. Continental Breakfast
8:30–10:00 a.m. **Breakout Sessions**
 - Volunteer Track: Political Involvement – It Isn't Fatal! Becky McCrary
 - Hot Topic Track: Producing Lending Revenue: Are Mortgage Refinances the Only Current Option? Shelly Vils
 - Executive/Management Track: Building a Stronger Bottom Line Through Increasing Income and Decreasing Expenses, Greg Stumler10:30–11:45 a.m. **Closing General Session: A Passion for Your Profession**, Becky McCrary

*Schedule and speakers are subject to change.

FEATURED SPEAKERS

- **Patrick Adams**
CEO, St. Louis Community Credit Union
- **Fred Eisel**
Senior Vice President, Chief Investment Officer, First Carolina Corporate Credit Union
- **Tim Hornbrook**
Associate Regional Director, NCUA
- **Becky McCrary**
Nationally recognized speaker on member service and relationship networking
- **Roy Smith**
Motivational speaker and Executive Producer of public TV documentary film, "Leadership on the Edge"

*For more speaker information, visit training.ncleague.org or training.sccul.org and choose Event Calendar.

Registration tips for league events

Our registration system is all new for 2009 events, so here are some quick tips on how to use the new system. If you need assistance, our registrations staff is here to help. Please call 800-356-9655, ext. 4949 or e-mail reginfo@cuna.coop.



CUNA WEB ACCESS: You'll now need a web access user name and password to register.

- To check if you already have a username and password, go to <http://www.cuna.org/remind> and enter your e-mail address. Your information will be sent immediately.
- If you need a login, please sign up at http://www.cuna.org/sign_up.html.
- If you encounter issues when logging in or purchasing products, call 800-356-9655 ext. 4077 for assistance.



MULTIPLE ATTENDEES: If you are registering multiple attendees, choose "Buy for Others" in the shopping cart. Anyone in your credit union who is already set up with CUNA web access will appear on a list for you to select from. New attendees should request a CUNA login.



ACH PAYMENTS: You can select ACH Debit in the online registration form to pay directly out of your account. By selecting ACH Debit rather than Credit Card, you'll keep more dollars within the credit union system. See step-by-step ACH instructions at: http://training.ncleague.org/reg_ach.html.



SMALL CU DISCOUNTS: If your credit union has less than \$10 million in assets, you'll receive a 25% discount by entering promotion code 0925CU on the "Complete Checkout" page.

LEADERSHIP CONFERENCE

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ATTENDEE INFORMATION

Please complete one form per registrant. Type or print all information. Photocopy for multiple registrations.

Legal Name _____

Name Preferred on Badge _____

Title _____

CU Name _____

CU Mailing Address _____

City _____ State _____ Zip _____

CU Phone Number (_____) _____ Fax Number (_____) _____

Attendee E-mail _____

(Important attendee/guest confirmation and program information will be sent electronically to the attendee e-mail address. If you would like an additional copy of the confirmation forwarded, please provide the contact email.)

CONTACT INFORMATION (*required field)

If CUNA requires more information, whom may we contact? This will help us in processing your registration more quickly.

Name: _____

Email: _____ Phone (_____) _____

Are you CUNA/League affiliated? Yes No

Please note: Affiliation with CUNA/League is required for attendance, but limited exceptions may apply. Please contact CUNA prior to making travel arrangements to confirm eligibility.

Check here if you have any disability that requires special services. (describe below)

In case of emergency, please contact (required):

Day contact name _____ Phone (_____) _____

Night contact name _____ Phone (_____) _____

Completion of this form shall signify authorization to assist the registrant in emergency situations and to use the information on the form, or otherwise provided by registrant, in such situations.

PAYMENT METHOD (Payment must accompany registration form)

Enclosed is a check, made payable to CUNA, Inc.

Credit card (Fax to 608-231-4327)

Charge \$ _____ to my Visa® MasterCard®

Card account number _____ / _____ / _____ / _____

Expiration date _____

Print name as it appears on card _____

Signature _____

Please ACH debit my account for the amount indicated above as follows:

Depository Name _____

ABA # _____ (9 digits) Account # _____ (no G/L#s)

*In accordance with NACHA Operating Rules, I authorize CUNA, Inc to initiate a debit entry to the checking account at the depository institution named above for the purpose of collecting registration fees as indicated.

Signed: _____ Date _____

If you do not receive confirmation within two weeks of registration, please call 800-356-9655, ext. 4400.

ATTENDEE REGISTRATION

Leadership Conference **\$425**
Full Attendee Registration (SC08139)

Leadership Conference **\$375**
Multiple Attendee Registration (09MA50CU)

Small Credit Union Discount **\$319**
(under \$10M in assets)
Leadership Conference
Full Attendee Registration (0925CU)
**Only one discount applies.*

Golf Outing (SCAG8139) **\$110**

GUEST REGISTRATION

Please complete one form per registrant. Type or print all information. Photocopy for multiple registrations.

Guest Name _____

Preferred Name on Badge _____

Guest Food Program **\$199**
(Includes Friday Breakfast, Lunch,
Reception, Saturday Breakfast)
(SCS08139)

Golf Outing (SCG8139) **\$110**

Total Enclosed \$ _____

MAIL

Credit Union National Association
PO Box 78546
Milwaukee, WI 53278-0546

FAX

608-231-4327

REGISTER ONLINE

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and choose *Event Calendar*.