

VISION FUTURE

CUNA
community
credit union
& growth

CONFERENCE



OCTOBER 21-24, 2009
GREEN VALLEY RANCH
LAS VEGAS, NV

Share the **Vision**. Shape the **Future**.

If you want to better the future and advance the purpose of the credit union movement, you belong here. We're about people helping people and this year, we're helping YOU. Formerly, you had to attend the YES Summit, the Reach Out! Conference, and the Community Credit Union Conference to learn to reach the young, ethnic, and underserved members in your community. Now, you have the power of three conferences in ONE. Make a strong impact in your community and build a better tomorrow. Share the vision. Shape the future. Start now.



COMMUNITY CREDIT UNION
OF THE YEAR
AWARD

CALL FOR ENTRIES

If you've been doing revolutionary things at your community credit union, we want to know. After all, don't you deserve recognition for all you do? We're looking for outstanding community credit unions that are shaping our future and advancing the purpose of the credit union movement. Tell us about your efforts and what you're doing to build a better tomorrow. If you share the vision, submit your entry today!

ENTER TODAY!

For more information and entry forms, visit community.cuna.org, call 800-365-9655 ext. 4864 or email lbjorgo@cuna.coop. Entry deadline is August 21, 2009.

PRE-CONFERENCE WORKSHOP

BUILDING A BALANCED SCORECARD FOR ORGANIZATIONAL PERFORMANCE

George Towle, Partner, The Rochdale Group

In this session, attendees will learn the key components of organizational performance. This includes board effectiveness and CEO/Board accountability in managing organizational performance. Attendees will engage in an active discussion on how to best evaluate the effectiveness of their board and management, and review key strategies & tools on how to improve overall organizational performance. Key performance areas and appropriate performance metrics will be discussed. Registration fee is \$275 per attendee.

To register, visit community.cuna.org



REGISTER ONLINE TODAY! • Visit community.cuna.org

For registration assistance, e-mail reginfo@cuna.coop or call 800-356-9655, ext.5700.

KEYNOTE SESSIONS

Positively Contagious Leadership: The Green Lantern Effect

Kirk Weisler, Chief Morale Officer at Team Dynamics

Using your Green Lantern to Save the World of Work! Chief Morale Officer, Kirk Weisler, will reveal the single greatest behavior that a leader can engage in to inspire growth, engagement, and a spirit of ownership! You'll learn how to inspire, not require the results you desire and increase your effectiveness by being more positively contagious.

Fearless Leadership

Steve Chandler, author of Shift Your Mind

Steve's dynamic keynote draws from his best-selling books *Fearless*, *Shift Your Mind* (provided to all attendees) and *100 Ways to Motivate Others*. With inspired case histories and biting funny stories Steve describes how to deliberately create a culture of self-responsibility, ownership, innovation and creative response to change and opportunity – demonstrating how to grow an organization through personal example and inspired guidance.



WEDNESDAY, OCTOBER 21

12:00–2:00 p.m.	Pre-conference Registration
2:00–5:00 p.m.	Pre-conference Workshop: Building a Balanced Scorecard for Organizational Performance <i>George Towle, Partner, The Rochdale Group</i>
2:00–5:00 p.m.	Conference Registration

THURSDAY, OCTOBER 22

7:30–8:30 a.m.	Continental Breakfast	
7:30–9:00 a.m.	Registration	
8:30–8:45 a.m.	Welcome and Opening Remarks	
8:45–10:00 a.m.	KEYNOTE SESSION Positively Contagious Leadership: The Green Lantern Effect, <i>Kirk Weisler, Team Dynamics</i>	
10:30–11:45 a.m.	GENERAL SESSION Economic Update & Impact on CUs, <i>Bill Hampel, CUNA</i>	2:45–4:00 p.m.
11:45 a.m.–1:00 p.m.	AWARDS LUNCHEON Join us as we present the 2009 Community Credit Union of the Year Awards. <i>* Sponsored by the National Credit Union Foundation</i>	
1:15–2:30 p.m.	BREAKOUT SESSIONS • On The Radar: Credit Unions 2010, <i>George Towle, The Rochdale Group</i>	4:00–5:30 p.m.

- **Community Credit Union Best Practices,** *Gail Cook, Erie General Electric FCU and Carlyn Roy, OSU Federal Credit Union*
- **Reaching Out to the Largest, Fastest-Growing, Youngest, and Most Underserved Population,**
Warren Morrow, Coopera Consulting

BREAKOUT SESSIONS

- **Handling Problem Loans in This Economy,** *Matt Davidson, Consultant and Keith Reynolds, CEFCU*
- **Financial Literacy as a Growth Initiative,** *Claudine Oriani, As If Productions*
- **Growing Members One Deposit at a Time,** *Lois Kitsch, National Credit Union Foundation*

WELCOME RECEPTION

FRIDAY, OCTOBER 23

7:30–8:30 a.m.	Continental Breakfast	11:30–1:00 p.m.	Lunch 'n'Learns <i>(boxed lunch with facilitated round table discussions)</i>
7:30–8:30 a.m.	Registration	1:15–2:30 p.m.	GENERAL SESSION Legislative/Regulatory Update
8:30–9:45 a.m.	GENERAL SESSION NCUA Update, <i>Gigi Hyland, NCUA Board Member</i>	2:45–4:00 p.m.	BREAKOUT SESSIONS: • Members Today and Tomorrow, <i>Jon Haller, CUNA</i>
10:15–11:30 a.m.	BREAKOUT SESSIONS • A Seat at the Table: Young Adult Directors and Board Advisors, <i>Ben Rogers, Filene Research Institute</i>		• Growth Opportunities in Member Financial, <i>David Reed, Attorney at Law</i>
	• Mergers & Future Implications for Credit Unions, <i>Frank Drake, Smith Debnam Narron Wyche Saintsing & Myers, LLP</i>		• Gen Y ROI: Credit Union Strategies that Work, <i>Josh Jones, CUNA</i>
	• Return on Member: The Strategic Value of Your Members, <i>Jeff Rendel, E1™</i>		

SATURDAY, OCTOBER 24

7:30–8:30 a.m.	Continental Breakfast
8:30–9:45 a.m.	BREAKOUT SESSIONS • Should You Be Getting Into or Running From Small Business Services? <i>Doug Benzine, CUNA</i>
	• If It's Important to Your Community and Members, It Should Be Important to You! <i>Joni Walker, Missoula FCU</i>
10:15–11:30 a.m.	CLOSING GENERAL SESSION Fearless Leadership, <i>Steve Chandler, author of Shift Your Mind</i>

**Schedule and speakers are subject to change.*

GREEN VALLEY RANCH

2300 Paseo Verde Parkway
Henderson, NV 89052
Phone: 702-617-7777 or 866-782-9487
Room Rate: \$210 single/double
Hotel Cut-Off Date: September 25, 2009



Guest Meal Package

The guest meal package includes the Thursday evening welcome reception and continental breakfasts on Thursday, Friday, and Saturday. Guest fee is \$185 per person.

Tuition

Registration fee is \$895 per person. CUNA Council members receive a \$100 discount. To learn more about CUNA Councils, visit cunacouncils.org.

Cancellations

Cancellations received in writing (via fax 608-231-4998) before the end of business on September 29, 2009 are eligible for a refund of the amount paid minus a \$200 administrative fee. No refunds will be granted for cancellation requests received after September 29, 2009. Substitutions are accepted anytime prior to the start of the program at no additional cost. Simply fax event and contact information, listing the new participant and who they will be replacing.

Travel Arrangements

United Airlines is the "Official Airline" for the programs. To make reservations, visit www.united.com or call United's Specialized Meetings Reservation Center at (800) 521-4041. Please reference ID# 553SF.



Continuing Professional Education (CPE) Credits

CUNA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of Accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Web site: www.nasba.org.

CPE Credits: You can earn 16 group-live CPE credit hours for the Community Credit Union & Growth Conference and 3 credit hours for the pre-conference. No advance preparation or prerequisites are required. For more information regarding administrative policies, such as complaint and refund, please contact CUNA at 800-356-9655, ext. 4249.

TRUST YOUR WORLD TO CUNA

Credit Union Seminars in a Box

Credit Union Seminars in a Box are designed with your demanding schedule and training needs in mind. Everything you need to plan and execute a 10 minute exercise or a one hour staff workshop is in the box – just add the staff! Credit Union Seminars in a Box are perfect for branch meetings, department meetings, or formal training sessions. Topics include:

- CU Sales: Linking Member Needs to CU Service
 - CU Sales: Connecting With Members
 - CU Sales: Closing Member Sales With Confidence
- Visit training.cuna.org and select *Seminars in a Box* to learn more.

Training on Demand

Download the training you need, then watch it where and when it's convenient for you. Get the most accurate, up-to-date information presented by credit union experts at a very affordable price – just \$199 each! Training on Demand offers wide variety of topics including:

- Credit Union Growth Strategies
- So, You Have a Community Charter... Now What?
- Local Involvement: Marketing Strategy and Community Benefit

Visit training.cuna.org and select *Training on Demand* to learn more.

2009-2010 Credit Union Environmental Scan (E-Scan)

Fortunately, here's a no-brainer – choosing the 2009-2010 Credit Union Environmental Scan (E-Scan) to guide you. There's no better resource for the key trends and forecasts that affect your credit union's future.

For example, did you know that for the first time in more than two decades, credit unions saw an increase in the percentage of members age 25 to 44 – from 38% of all members in 2006 to 42% in 2008? Find out which demographic credit unions are struggling to attract in the 2009-2010 edition of E-Scan.

This highly-rated 80-page report provides deep insights into the most critical areas and more than 50 topics important to your credit union.

For more information visit advice.cuna.org/reports and choose *Strategic Research*, or call 800-356-8010 and press 3.

CUNA OnlineEDGE

Wondering how to reach members of all ages? Make sure your credit union offers member financial literacy options that are relevant to your members at all life stages.

Money Skills for Students

Googolplex® includes three customizable Web sites that feature interactive games, videos and colorful stories dealing with money matters and life issues.

Reach the Demographic Critical for Your Credit Union's Growth

Become more relevant to Gen Y with *MoneyMix*™. Engage young adults with interactive features, blogs, videos and articles on topics important to this generation.

Help Baby Boomers Plan for and Achieve Financial Security During Their Retirement Years

This retirement planning Web site is loaded with interactive tools and timely features for 40-to-60-year-olds, all backed by expert retirement advice. More than an information source, it's a take action interactive site filled with financial calculators, charts, checklists, progress-tracking tools and more.

Visit finlint.cuna.org and select *Web Content* to learn more.

REGISTER ONLINE TODAY! • Visit community.cuna.org

For registration assistance, e-mail reginfo@cuna.coop or call 800-356-9655, ext.5700.