

2007 PROGRAM

THURSDAY April 26TH

10:00 a.m. – 6:00 p.m.
Exhibitor Registration

1:00 p.m. – 5:00 p.m.
CUPAC Kiosk

1:00 p.m. – 2:00 p.m.
ICU Foundation Annual Meeting

1:00 p.m.
Convention
Attendees

FRIDAY April 27TH

ALL OF OUR EDUCATION SESSIONS ARE DESIGNATED BY TRACK – DIRECTOR, GENERAL INTEREST, LENDING, C...

8:15 a.m.–10:30 a.m. — KEYNOTE & AWARDS PROGRAM* • Push It Up! Transform Trust into Thr...
Waldo demonstrates how businesspersons, like fighter pilots, can achieve success and win in highly competitive environments... winning in business and life lies with your wingmen — those trusted and reliable partners who passionately support the team...

7:30 a.m. – 4:00 p.m.
Lounge Open*
Convention and Exhibitor
Registration Attendees'

2:30 p.m. – 3:30 p.m.
CUPAC Annual Meeting

2:30 p.m. – 4:30 p.m.
Exhibit Hall open*

8:15 a.m. – 10:30 a.m.
Keynote & Awards
Program*

4:00 p.m. – 4:30 p.m.
Attendees' Special Raffles*

10:30 a.m. – 12:30 p.m.
Exhibit Hall open*

4:30 p.m.
ICU Foundation Drawing*

10:45 a.m. – 12:00 p.m.
Morning Sessions*

4:30 p.m.
Exhibit Hall Closes
(No Saturday Hours)

12:15 p.m. – 1:45 p.m.
CUES Illinois Council
Luncheon

6:00 p.m. – 7:30 p.m.
ICUL Chairman's &
Members United Corp FCU
Appreciation Joint
Reception*

12:15 p.m. – 1:45 p.m.
IYIC Annual Meeting &
Luncheon

10:00 p.m. – 11:30 p.m.
ICU System Hospitality
Suite*

12:30 p.m. – 1:30 p.m.
CUPAC Kiosk open

2:00 p.m. – 3:15 p.m.
Afternoon Sessions*

DIRECTOR

MORNING SESSION — 10:45 a.m. – 12:00 p.m.

**THE IMPACT OF TAXATION ON AUSTRALIAN CREDIT UNIONS
AND THE LESSONS LEARNED BY THE U.S.**

SPEAKER: Mark Lynch

Australian credit unions lost the battle to preserve their tax-free status some time ago. In this presentation, Mark explores the reasons why the battle was lost, examines the devastating impact of the tax on Australian credit unions and discusses the lessons that U.S. credit unions can learn from the Aussie experience.

LENDING

MORNING SESSION — 10:45 a.m. – 12:00 p.m.

LEARNING TO LEND TO YOUR UNDERSERVED MEMBERS

SPEAKER: Brett Christensen

Does your credit union love to make loans, or does it just love to make loans to members with good or great credit? The number of Payday Lenders in the United States has exploded in the last 10 years. Yet, many credit unions routinely deny 30 to 50 percent of their members' loan requests. You will leave this session with the tools and motivation to help make loans to more of these underserved credit union members.

MARKETING

MORNING SESSION —

READ

SPEAKER:

This program explores t... much deeper than a na... the concept of brandin... importance of differenti... will be discussed rela... experiential elements o... challenged to think ab... strength and learn how... implementing branding...

12:15 p.m. – 1:45 p.m. — CUES AWARD LUNCH • Producing an Oscar-Winning Career Without H...
Academy Award and 16-time Emmy Award-winning producer, Arnold Shapiro, shares highlights of his personal journey from... to four decades of success in one of the most cut-throat and competitive businesses in the world. Arnold's stories are an enri...

AFTERNOON SESSION — 2:00 p.m. - 3:15 p.m.

**MEASURING BOARD PERFORMANCE – REMOVING THE
DOUBLE STANDARDS!**

SPEAKER: Mark Lynch

Most boards insist on setting goals and measuring the performance of their CEO or manager. In this presentation, Mark talks about the importance of measuring board performance and discusses a range of non-threatening ways to introduce a performance measurement and performance enhancement program.

AFTERNOON SESSION — 2:00 p.m. - 3:15 p.m.

DIRECTING THE CU LENDING EFFORT OF THE FUTURE

SPEAKER: Brett Christensen

Are the rising rate environment, hyper-competition and never-ending loan losses giving your credit union the lending blues? Count on the fact that making loans at credit unions will become more and more difficult with every year that passes. This thought provoking session will give you specific strategies to compete in the future lending environment.

AFTERNOON SESSION

CREATIVE LEADERSHIP

GET

SPEAKER:

Many credit unions ar... world that no longer ex... no longer a guarantee fo... to outgun, outlast, and... And conventional leade... Leadership." Whether y... problem, a better busin... upgraded service — it re...

SATURDAY April 28TH

DIRECTOR

MORNING SESSION — 9:00 a.m. – 10:15 a.m.

FINANCIAL LITERACY MADE EASY

SPEAKER: Katherine Reuter

Teaching people about financial management topics while building stronger ties within your community has never been easier. The National Endowment for Financial Education (NEFE) is introducing an updated version of its acclaimed High School Financial Planning Program (HSFPP). Learn about the exciting program changes and enhancements as well as discover how to bring the program into your community.

LENDING

MORNING SESSION — 9:00 a.m. – 10:15 a.m.

MEMBER BUSINESS LENDING

SPEAKER: Dan Hutchison

Join Dan Hutchison from CU Business Group, LLC as he discusses trends in member business lending, types of loans and businesses served, how to serve business members, what to expect with member business lending and how to begin.

MARKETING

MORNING SESSION

MAVERICK MARKETING "

MARKETING ON

SPEAKER:

Credit unions are now... their message out. Mo... clutter, with the avera... with 3,000 marketing... every day. As a publish... judge numerous creati... exposes him to the "be... his research into a sim... genius isn't!"

8:30 a.m. – 9:00 a.m.
Convention Registration

9:00 a.m. – 10:15 a.m.
Morning Sessions*

8:00 a.m. – 9:00 a.m.
CUPAC Advocates / Capital
Club Recognition Breakfast
(By Invitation Only)

10:30 a.m. – 11:30 a.m.
Closing Session & Raffle*

* Open to all registered spouses/guests

10:30 a.m.–11:30 a.m. — CLOSING SESSION & RAFFLE • Celebrate Your Magic — Speaker: Bob
Celebrate Your Magic is a transforming motivational program. Cast illusions aside and discover the joy, energy, and talent w... greater productivity with fewer resources. As a globally recognized illusionist, Bob Higa knows there is no magic in making e...

AM SCHEDULE

8:00 a.m. – 6:00 p.m. Registration, Exhibitor Registration, Exhibitors' Lounge Open
 1:00 p.m. – 2:15 p.m. Illinois Credit Union Branding Meeting
 2:30 p.m. – 3:30 p.m. ICUL Delegates' Meeting
 4:00 p.m. – 6:00 p.m. Exhibit Hall Grand Opening
 8:30 p.m. – 11:00 p.m. CUPAC Mixer (Proceeds benefit CUPAC.)

CURRENT EVENTS, MARKETING, AND EXECUTIVE. THE FOLLOWING IS A BRIEF SUMMARY OF THE TYPES OF EDUCATIONAL SESSIONS YOU WILL FIND IN EACH TRACK:

Trust in Business and Life. — Speaker: **Rob "Waldo" Waldman**
 Trust is built through disciplined training, dedicated teamwork, and passionate leadership. The key to building a culture of trust and loyalty is to lead by example and help you to overcome obstacles, adapt to change, and achieve success. When the mission really matters, you should never fly solo!

MARKETING

10:45 a.m. – 12:00 p.m.
BRAND, SET, GROW!
 Speaker: **Joe Sullivan**

Discover the elements of a brand that are essential to your time and logo and brings clarity to your branding for financial institutions. The session covers branding, messaging and leadership strategies relative to the visual, verbal and written elements of a brand. Participants will be able to identify their credit union's brand and how other institutions are successfully using branding strategies.

CURRENT EVENTS

MORNING SESSION — 10:45 a.m. – 12:00 p.m.
LEGISLATIVE UPDATE
 SPEAKERS: **Steve Olson, Don Edwards, Pat Huffman, Keith Sias (ICUL)**

Find out the latest developments and priorities for credit union legislation, CUPAC and political action and what you can do to assist. Also attending will be guest John McKechnie, Director of Public and Congressional Affairs with the NCUA.

GENERAL INTEREST

MORNING SESSION — 10:45 a.m. – 12:00 p.m.
TO LIVE LONG, DIE YOUNG
 SPEAKER: **John Shier RN, Ph.D.**

For the first time in history, people in the United States have an opportunity not only to live for a long time, but to live their entire lives in good health. This session, widely applauded for both its content and for the dynamic and humorous manner in which it is presented, is a must for all.

EXECUTIVE

MORNING SESSION — 10:45 a.m. – 12:00 p.m.
TOP GUN LEADERSHIP! HOW TO BUILD A CULTURE OF COURAGE IN BUSINESS AND LIFE
 SPEAKER: **Rob "Waldo" Waldman**

The key to building a high-powered organization that encourages innovative thinking, loyalty to the mission, effective communication, and a relentless commitment to excellence lies with its leadership. In this high-energy multimedia session, Waldo highlights the difference between managing people, and leading them to be responsible, empowered and confident wingmen!

Having to Win an Oscar!

— Speaker: **Arnold Shapiro**
 Discover a middle-class childhood with no special talents and no Hollywood connections — and how a surprising combination of information, inspiration and humor.

AFTERNOON SESSION — 2:00 p.m. – 3:15 p.m.
"WHAT GOT YOU HERE WON'T GET YOU THERE!"
 Speaker: **Drew Allen Miller**

Discover how you are now operating in a business environment that is constantly shifting. This means past success is no longer a guarantee for future success. Today you have to out-innovate the competition. Your leadership must give way to "Creative Disruption" — you need a new solution to an old problem, a new product, or an alternative business model that requires new options.

AFTERNOON SESSION — 2:00 p.m. – 3:15 p.m.
THE HISPANIC MARKET
 SPEAKER: **Joe Sullivan**

By the year 2020, nearly 1 in 5 people in the U.S. will be Hispanic. With the Hispanic population only expected to grow, it is crucial that financial institutions understand and address this segment with products, marketing and delivery channels. This presentation explores the myths, facts, and untapped opportunities with the Hispanic population and provides insight for executives looking to capitalize on this segment.

AFTERNOON SESSION — 2:00 p.m. – 3:15 p.m.
LIGHTS! CAMERA! LAUGHTER!
 SPEAKER: **Arnold Shapiro**

For producer Arnold Shapiro, laughter is one of the basic ingredients for success in an often insane world. Using amusing film clips from his productions together with humorous experiences from the world of Hollywood television, Arnold provides an entertaining and enlightening presentation on how humor can enrich our lives and help us cope with negative forces, such as rejection and stress.

AFTERNOON SESSION — 2:00 p.m. – 3:15 p.m.
SECURITY AUDIT 101
 SPEAKER: **Brady Justice**

Member trust is being tested every day with new news of an institution losing private data. While credit unions are taking appropriate steps by performing regular third-party security assessments and implementing countermeasures, attackers are still finding ways to obtain sensitive information. Learn what steps you can take as a credit union to protect your members' confidential data.

MARKETING

9:00 a.m. – 10:15 a.m.
HOW TO CREATE AWARD-WINNING MARKETING ON A SHOESTRING BUDGET
 Speaker: **Drew Allen Miller**

Discover how you are now operating in a business environment that is constantly shifting. This means past success is no longer a guarantee for future success. Today you have to out-innovate the competition. Your leadership must give way to "Creative Disruption" — you need a new solution to an old problem, a new product, or an alternative business model that requires new options.

CURRENT EVENTS

MORNING SESSION — 9:00 a.m. – 10:15 a.m.
CHANGING TECHNOLOGIES
 SPEAKER: **Terry Faurete and Dan Myers**

As financial institutions continue to move towards a "paperless" payment systems transaction flow (as a result of Check 21), credit unions have an opportunity to be at the forefront of technological change. During this session, learn about the changing technologies in payment systems, understand how and why they originated, and explore potential savings and efficiencies resulting from these advances.

GENERAL INTEREST

MORNING SESSION — 9:00 a.m. – 10:15 a.m.
INTERIOR REDESIGN AND HOME STAGING
 SPEAKER: **GraceAnn Simoni**

Places everyone! Whether you are setting the stage for your family, entertaining guests or putting your house on the market, making your home show its fullest potential is what it is all about. Learn techniques that will work in any room with any style of furnishings. Whether needing tips on choosing color, furniture, art or accessory placement, Home Staging Specialist GraceAnn Simoni will guide you through the steps for creating wonderful rooms using what you already own!

EXECUTIVE

MORNING SESSION — 9:00 a.m. – 10:15 a.m.
SERVING EMERGING MARKETS
 SPEAKER: **Lois Kitch**

28 million working people in America have no place to cash their paycheck forcing them to patronize high cost check cashing services. Millions of credit union members are caught in the trap of predatory loan products. Every year at tax time consumers pay high fees to tax preparers and millions of immigrants send billions of dollars to their home countries. This session will highlight tested business models and strategies for credit unions to capture a share of this new emerging market.

Higit
 within. More than ever, organizations are asking their teams to pull rabbits out of hats — and extraordinary results happen. It's all about commitment, creativity, training, and hard work.