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For Immediate Release

**Unique BarCampBank “unconference” hosted at ICUL**

Naperville, IL., December 29, 2009 – More than 20 individuals from credit unions, leagues, and the Credit Union National Association (CUNA), as well as vendors and a community banker recently came together earlier this month for BarCampBank, a unique meeting experience to talk about innovations in financial services.

BarCampBank is an ad-hoc gathering born from the larger BarCamp concept - the desire for people to share and learn in an open environment. It is an intense event with discussions, presentations, and interaction driven by the participants. It is a fluid meeting concept, in which all attendees must present a session or lead a discussion or participate in some way. Participants start with a blank slate, make up the agenda and schedule their presentation at the beginning of the meeting.

The aim of BarCampBank is to foster innovations and the creation of new business models in the world of banking and finance. Most of the attendees at the Chicago-area event had never been to a BarCamp meeting before, but jumped right in to the flow of the meeting. Topics offered and discussed included: Introduction to social media, Attracting Gen Y, the next financial technologies, and challenges for 2010.

“I was able to discuss ideas with some incredibly bright minds. So as the ideas from BarCampBank Chicago lead to more ideas or to questions or to implementation, I have a network of people to assist me in making it all happen,” said Stacy Dugan, CRI coordinator for the Michigan Credit Union League.

“It was really interesting to see how the meeting basically takes on a life of its own. The topics turned into a full day of discussion and the participants got a lot out of it,” said Carla Day, one of the event’s main organizers.

Day also expressed the group is already planning another BarCampBank event in the Midwest for the spring, possibly in May. In the meantime, participants are keeping in touch via an email group and social media vehicles such as Twitter (#BCBChi) and the CU Chat Up Web site community (<http://cuchatup.ning.com/>).

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“The day went by really fast. I really believe that conferences should shift a major portion of their agendas to this crowd-sourced, roundtable format,” said Brad Garland of the Garland Group.

The first BarCamp was held in Palo Alto, California, in August 2005. Since then, BarCamps have been held worldwide in more than 350 cities and have focused on a variety of topics and industries. The first BarCampBank event was held in Seattle in July 2007. Other BarCampBank events have been held in San Francisco and Canada.

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**Note:** The Illinois Credit Union League (ICUL) is the primary trade association for credit unions in Illinois, which provides members with information, legislation and education. Membership is open to any credit union operating in accordance with the Illinois Credit Union Act or the Federal Credit Union Act. There are 408 credit unions in Illinois with more than 2.7 million members.