



REGISTRATION INFORMATION

Both attendees and guests at the AC&E must register in one of the categories listed below in order to receive a name badge. Paid registration allows admittance to convention events and activities including:

- Welcome Reception
- Attendee Networking Lounge
- General Sessions
- Buffet Lunch on Friday
- Education Sessions
- Silent & Live Auction
- Exposition Admittance
- Bagels, Baked Goods & Breakout Sessions on Friday
- Refreshment Breaks
- Internet Kiosk

The 'Welcome Reception' on Thursday, as well as 'Bagels, Baked Goods & Breakout Sessions,' 'Buffet Lunch' and 'Live Auction' on Friday are included. Meals are for paid registered participants (based on applicable registration) and paid registered guests. Other meals and guest programs are considered ticketed events, so be sure to select and purchase these events individually.

REGISTRATION CATEGORIES

Full Convention Registration

\$339 per person.

This registration category provides admittance for all three days to the non-ticketed program events and included meals listed above.

Full Convention Registration for Sixth Person and Above

\$284 per person.

This registration category provides admittance for all three days to the non-ticketed program events and included meals listed above.

One-Day Registration

\$150 per person; for Thursday or Friday.

This one-day registration category allows attendance for one day of choice. Includes admittance to all non-ticketed program events and included meals scheduled for that day.

One-Day Registration

\$75 per person; for Saturday.

This one-day registration category allows attendance for Saturday. Includes admittance to all non-ticketed program events scheduled for that day.

Two-Day Registration

\$300 per person; for Thursday and Friday.

This two-day registration category allows attendance for Thursday and Friday. Includes admittance to all non-ticketed program events and included meals scheduled for these days.

Two-Day Registration

\$225 per person; for Friday and Saturday.

This two-day registration category allows attendance for Friday and Saturday. Includes admittance to all non-ticketed program events and included meals scheduled for these days.

Guest Registration

\$105 per person; adult.

This category is applicable only for the accompanying spouse or guests of a credit union official registered in one of the above categories. Anyone attending as an official representative of his or her credit union must register under Full Convention Registration, Two-Day or One-Day Registration. Guest registration provides admittance to all non-ticketed events and included meals listed above.

Guest Badge Only

No charge; badge needed to purchase á la carte ticketed events. This category is applicable only for the accompanying spouse or guests of a credit union official registered in one of the above categories. Guests must register for this badge only option when purchasing á la carte event tickets, optional tours or guest programs.

Membership Business Meeting Only

No charge.

There is no charge to attend the Membership Business Meeting only, but registration is required to obtain the special admission badge and to participate in voting.

TICKETED EVENTS

Ticketed events are additional for all registration categories and may be purchased onsite.

Thursday Economic Issues Luncheon

\$34 per person; ticketed separately.

Saturday Buffet Breakfast & Five Key Steps to Balance Your Life

\$15 per person; ticketed separately.

Exposition Passes

\$10 per person.

Optional Tours:

Friday

Holland Tulip Festival

\$45 per person; ticketed separately.

Saturday

Coopersville Train Excursion & Murder Mystery

\$99 per person, ticketed separately.

Includes train ride, murder mystery, dinner and cocktails.

Cancellations & Name Changes for Conference Attendees and Guests

All cancellations and changes may be made online without penalty by 5:00 p.m. Friday, April 22, 2011 at www.mcul.org. (AC&E Web site) After this date and time, cancellations will be charged in full due to hotel and vendor contract commitments. After this date changes can only be made on site. Please communicate any convention cancellations to the MCUL education department at educate@mcul.org or by calling 800-262-285 ext 225. Substitutions are always encouraged.

Register Today! | www.mcul.org



PO Box 8054
Plymouth, MI 48170-8054

Register Today! | www.mcul.org

positivelymichigan!

May 12-14, 2011 | Grand Rapids

where credit unions are making a difference



Credit Union Member Rewards
www.lovemycreditunion.org



MCUL & Affiliates Annual Convention and Exposition

Register Today! | www.mcul.org

Join Over 1000 Participants at Michigan's Premiere Credit Union Event!



MCUL & Affiliates
MICHIGAN CREDIT UNION LEAGUE & AFFILIATES
May 12-14, 2011 | Grand Rapids
Amway Grand Plaza Hotel and Devos Place

positivelymichigan!
where credit unions are making a difference

MCUL & Affiliates Annual Convention and Exposition

2011 Events Schedule

Wednesday, May 11

8:00 a.m. & 1:00 p.m.

Michigan Credit Union System Annual Golf Outing
Registration To Benefit Children's Miracle Network: Credit Unions for Kids at the Boulder Creek Golf Club, Belmont, MI

7:00 - 9:00 p.m.

Registration & Information

Thursday, May 12

7:00 a.m. - 6:00 p.m.

Registration & Information
Sponsored by Plante Moran

Internet Kiosk

Sponsored by CUDL

7:30 - 8:30 a.m.

Committee and Taskforce Meetings (Time Available*)

7:30 a.m. - 6:00 p.m.

Attendee Lounge
Refreshments, cable television, soft seating, news

8:00 - 8:45 a.m.

Attendee Orientation
Sponsored by The Leduc Group and First Empire Securities

9:00 - 9:30 a.m.



Special Guest Speaker - Governor Rick Snyder

9:00 a.m. - 6:00 p.m.

Children's Miracle Network: Credit Unions for Kids Silent Auction

10:00 - 11:30 a.m.

Government and Political Affairs Forum

10:00 - 11:30 a.m.

Pre-Conference Education Sessions

11:30 a.m. - 1:00 p.m.

Economic Issues Luncheon
Sponsored by Mortgage Center



Featuring Dr. Paul Isely, Ph.D. Grand Valley State University (Ticketed)

1:30 - 3:00 p.m.

Pre-Conference Education Sessions

1:30 - 4:00 p.m.

Executive Exposition Preview
(By Invitation Only)

3:00 - 4:00 p.m.

Pre-Conference Education or Optional Discussion Groups

4:00 - 6:00 p.m.

General Expo Viewing
(Included in Registration)

6:00 - 8:00 p.m.

Welcome Reception
(Included in Registration)
Sponsored by MCUL & Affiliates / Sprint

Friday, May 13

8:00 a.m. - 6:30 p.m.

Registration & Information

Internet Kiosk

Sponsored by CUDL

8:00 a.m. - 6:30 p.m.

Attendee Lounge

8:10 a.m.

Continental Breakfast Buffet Lines Open

8:30 - 9:30 a.m.

Bagels, Baked Goods & Breakout Sessions
(Included in Registration)

8:30 - 10:30 a.m.

Bagels, Baked Goods & Advanced PR Tactics for Credit Unions
With Anthony Huey (Included in Registration)

8:30 - 10:30 a.m.

Bagels, Baked Goods & The New Small Business Loan and Why it is Critical for Credit Unions
With Ken Gronbach (Included in Registration)

9:00 a.m. - 5:15 p.m.

Children's Miracle Network: Credit Unions for Kids Silent Auction

9:30 - 11:30 a.m.

General Expo Viewing
(Included in Registration)

10:00 a.m. - 4:15 p.m.

Guest Program
Holland Tulip Festival
(Ticketed)

11:00 - 11:30 a.m.

Vendor Drawings in Expo

11:30 a.m. - 12:30 p.m.

Buffet Lunch
(Included in Registration)
Sponsored by CenCorp

12:30 - 2:10 p.m.

Opening General Session - Part 1

Sponsored by MCUF

Welcome Remarks by

George Isola,

MCUL Chairman



David Adams,
MCUL & Affiliates CEO



Stephen J. Dubner,
Author "Super Freakonomic"

2:10 - 2:30 p.m.

Break

2:30 - 3:30 p.m.

Opening General Session - Part 2
Debbie Matz,
NCUA Chairman



2:30 - 3:30 p.m.

Guest Enrichment Session
Hors d'oeuvres Made Easy
(Included in Registration)

3:45 - 4:45 p.m.

Education Breakout Sessions
(Included in Registration)

5:15 p.m.

Children's Miracle Network: Credit Unions for Kids Silent Auction Closes

5:15 - 6:30 p.m.

Live Auction to Benefit Children's Miracle Network
(Included in Registration)
Sponsored by AAA

6:30 - 7:30 p.m.

Silent Auction Pick-up

Saturday, May 14

7:30 a.m. - 1:00 p.m.

Registration & Information

Internet Kiosk

Sponsored by CUDL

7:30 a.m. - 1:30 p.m.

Attendee Lounge

7:45 - 8:50 a.m.

Buffet Breakfast & Five Key Steps to Balance Your Life
Dr. Lawana Gladney
(Ticketed)

9:00 - 11:00 a.m.

Saturday General Session and Honors Recognition

11:30 a.m. - 12:30 p.m.



Ken Ross,
OFIR Commissioner



Bert Ely,
Consultant/Analyst

Education Breakout Sessions
(Included in Registration)

11:30 a.m. - 12:30 p.m.

77th MCUL & Affiliates Annual Membership Business Meeting

2:00 - 7:00 p.m.

Closing Event
Coopersville Train Excursion & Murder Mystery *(Ticketed)*

* To schedule space for a committee or taskforce meeting, please call (800) 262-6285, ext. 248.

Note: Agenda subject to changes.



May 12-14, 2011

Amway Grand Plaza Hotel and DeVos Place | Grand Rapids

This Year's Event Highlights Include...

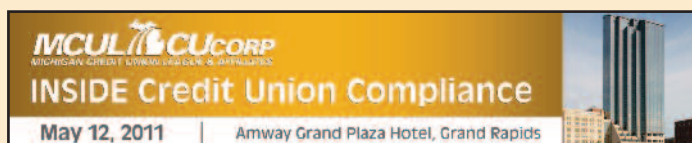
- Over 35 Timely Training Sessions with Respected Industry Experts!
- Positively Michigan! Fun Welcome Reception
- Lots of Credit Union Compliance Topics
- Annual Membership Business Meeting
- Public Relations Program Presented by National Authority
- Children's Miracle Network: Live and Silent Auctions
- Exciting Exposition:
Over 100 Vendors from Across the Country
- **NEW! Complimentary Guest Enrichment Sessions**
- **NEW! Attendee Lounge to Relax and Network**

Time to Register!

Gather Your Colleagues and Save When You Register Six or More Full Conference Participants
Visit www.mcul.org for Complete Details

Let Us Know What You're Thinking!
Visit the AC&E Website and Participate in Online Polls and Provide Input in Shaping This Outstanding Event

Register Any Full Conference Participants for the AC&E Receive One Complimentary Registration for Another Participant to Attend...



Ideal for operational staff including mid-managers, supervisors, member service representatives and frontline employees who may generally not attend the AC&E. (Separate registration required: \$129 per person. Limit one complimentary registrant per credit union.)

Enjoy Timely Keynote and General Session Presentations!



MCUL & Affiliates CEO
David Adams



Michigan Governor
Rick Snyder



Super Freakonomics Co-Author
Stephen J. Dubner



NCUA Chairperson
Debbie Matz



OFIR Commissioner
Ken Ross



Consultant/Analyst
Bert Ely

And Industry Experts



Author/Expert Demographer
Ken Gronbach



Author/Life Coach
Dr. Lawana Gladney



Public Relations Expert
Anthony Huey

Follow the AC&E on Twitter



**Before, During and After the Event...
Keep Up on All Things AC&E
@MCUEvents**

Register Today! An Outstanding Value: Training, Networking and Fun ...



Michigan Credit Union System Annual Golf Outing to Benefit Children's Miracle Network: Credit Unions for Kids

Wednesday, May 11 | 8:00 a.m. and 1:00 p.m.

The Boulder Creek Golf Club in Belmont provides a beautiful back-drop for this year's charity golf outing. Gather your colleagues for a day of fun and networking. Two flights with shotgun starts are planned.

(Ticketed.)

Economic Issues Luncheon

Thursday, May 12 | 11:30 a.m. - 1:00 p.m.

Sponsored by Mortgage Center

An AC&E event highlight, this year's guest economist is Paul Isely, Ph.D. from Grand Valley State University.

(Ticketed: \$34 per person.)

Positively Michigan! Welcome Reception

Thursday, May 12 | 6:00 - 8:00 p.m.

Sponsored by MCUL & Affiliates / Sprint

The first night of the AC&E kicks-off with a reception celebrating all things Michigan. Enjoy great music and great food, while meeting new friends and networking with peers.

(Included in registration.)

Guest Program

Holland Tulip Festival

Friday, May 13 | 10:00 a.m. - 4:15 p.m.

Bring along guest(s) to the AC&E and then register them to attend this fun and exciting outing to the Holland Tulip Festival which includes transportation, lunch, a musical stage show, plus time to shop and watch Dutch dancers in Holland.

(Ticketed: \$45 per person.)



Exposition Hall

Thursday, May 12

4:00 - 6:00 p.m.

Friday, May 13

9:30 - 11:30 a.m.

Excitement fills the exhibit hall at the MCUL & Affiliates AC&E, as hundreds of vendors and credit union professionals gather to exchange information on products and services available to help credit unions serve their members.

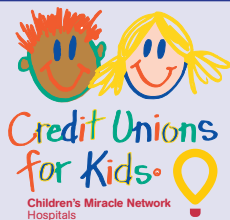


13th Annual Silent Auction to Benefit Children's Miracle Network: Credit Unions for Kids

**Thursday, May 12
9:00 a.m. - 6:00 p.m.**

**Friday, May 13
9:00 a.m. - 5:15 p.m.**

This year attendees have two full days to browse and bid at this popular charity silent auction.



Exciting LIVE Auction!

Friday, May 13 | 5:15 - 6:30 p.m.

Sponsored by AAA

This high-energy LIVE auction includes a hors d'oeuvres reception, open bar and lots of fun networking, all in support of CMN.

(Included in registration.)

Adventuresome Closing Event:

Coopersville Train Excursion and Murder Mystery

Saturday, May 14 | 2:00 - 7:00 p.m.

This "who dunnit" murder mystery performance takes place first-hand while riding along as a passenger on the vintage Coopersville train! The adventure includes beverages and hors d'oeuvres on board, before returning to the Amway Grand Plaza Hotel for a plated dinner and time for the criminal to be revealed.

(Ticketed: \$99 per person. Includes train ride, murder mystery, dinner and cocktails.)










Join Us in Thanking These Other Sponsors Who Help Make This Event Special

Credit Union Specialty a Division of Aflac

CO-OP Financial Services

MCUL & Affiliates Annual Convention and Exposition

Education Sessions

	Thu., May 12 Pre-Conference Training 10:00 - 11:30 a.m.	Thu., May 12 Pre-Conference Training 1:30 - 3:00 p.m.	Thu., May 12 Pre-Conference Training OR Optional Discussion Groups 3:00 - 4:00 p.m.	Fri., May 13 Bagels, Baked Goods & Breakout Sessions <i>(Breakfast Included in Registration)</i> 8:30 - 9:30 a.m.	Fri., May 13 3:45 - 4:45 p.m.	Sat., May 14 11:30 a.m. - 12:30 p.m. Annual Meeting
Audience						
Board Members	Attracting & Retaining Younger Members Brent Dixon	Update on Dodd-Frank Act Frank Drake	Inspiration & Innovation From Outside the Credit Union Industry Brent Dixon	CenCorp's Future Direction Bill Walby	Board Financial Literacy Mike Moyes	State Credit Union Board: Examination & Fiduciary Responsibilities
CEOs/ Mgmt.	Delivering the Dream to Michigan Families Sponsored by MSHDA Eric Dusenbury			Open Forum What's Bugging You? Rory Rowland	Learning from Banks About Non-Qualified Benefits: A Blinders-Off Approach Sponsored by CMG John Moreno	
Executive Development	The Art of Management: Recruit, Train, Create Lawrence Keen	How CEOs Interact With the Board Tom Glatt		Advanced PR Tactics for Credit Unions Anthony Huey 2 Hour Session (Ends at 10:30 a.m.)	Networking Basics Lisa Carver	Reaching Your Leadership Potential Dr. Lawana Gladney
Strategy & Innovation	Non-Interest Income: How to Boost Your Bottom Line Rory Rowland	Keeping Your Feet on the Ground and Your Head in the Clouds Jeff Rendel	Strategic Practices in Compensation: Motivate, Reward AND Save Money! Gene Mandarino	Expense Control Mike Moebs	Social Media: Everybody's Doing It, Should You? Sponsored by MCUL & Affiliates Ann Jones	Member Business Loan: MEDC's Rick Mitigation Tools Eric Hanna
Growth			Creating a Profitability Model for 2011 Tom Glatt	The New Small Business Loan and Why it is Critical to Credit Union Success! Ken Gronbach 2 Hour Session (Ends at 10:30 a.m.)	18 Steps to Effective Pricing Mike Moebs	Rewards Programs: How to Make the Most of Them Lisa Rizk
Current Trends	25 Ideas That Are Working in Credit Unions Right Now Frank Diekmann		Open Forum Current Industry Trends and How They Impact You Jeff Rendel		Shared Branding: Improved Communication Lee Ann Mares	Financial Counseling and Education Models, Methods and Measurement Credit Union Panel Beth Troost
Technology		Designing Interaction: Maximizing Your Website's User Experience Brent Dixon		Mobility Solutions for Credit Unions Sponsored by Sprint Don Reef	Is Your Credit Union Mobile Enough (And Does It Need to Be?) Brandon Trenz	
Compliance	Employer Compliance for Employee Benefits Sponsored by Salus Group Jim Fournier	Meeting the Appraisal Requirements Mary-Lou Heighes	ADA Web Accessibility and ATM New Rules Frank Drake	Low Income Designation David B. Nichols	Mortgage Regulations Tom Leduc	Garnishments of Federal Benefit Payments Chuck Holzman
Guest Enrichment Sessions	Pure Michigan David Lorenz			Everyday Greatness: Inspiration for a Meaningful Life Lisa Carver 2:30 - 3:30 p.m.	Hors d'oeuvres Made Easy Presented by Chefs of the Amway Grand Plaza Hotel 2:30 - 3:30 p.m.	