



To: Credit Union CEOs/Managers and Volunteers

From: MCUL & Affiliates Education and Events

Date: June 2015

Re: Information to Distribute to Directors, Volunteers and Executive Leaders

The credit union industry is positioned to do amazing things for members, consumers and communities – and it will all be accomplished through outstanding leadership!

How will we get there? By sharing, understanding, pursuing and executing forward-thinking ideas that will help credit unions serve, grow and remain strong.

This is why it is so important for credit unions leaders to participate in the MCUL & Affiliates Fall Leadership Development Conference, taking place at the Grand Traverse Resort & Spa in Traverse City, September 11-13.

This event for directors, committee members and executive managers provides valuable training at affordable pricing, without the added expense of traveling out of state. It is the perfect resource for credit union leaders regardless of experience level or background.

Enclosed are copies of the event agenda with a convenient registration worksheet to share with volunteers and executives. Attendees may register themselves at www.mcul.org or complete and return the registration worksheet to their credit union, so that hotel accommodations and online registration may be handled on their behalf.

At just \$399 per person, this conference is a tremendous value!

Plus, once a credit union sends four participants, they pay just \$350 per person for the fifth or more additional attendees. What a great added savings!

Review the agenda now and plan on adding this as a topic at your next board meeting so participants can make plans to attend. A panel discussion “Speak Easy! CEOs and Boards” will serve as the keynote presentation, providing a tremendous opportunity and value in hearing from peers from across the state. A “Meet the Regulator” session is also being presented in cooperation with NASCUS and two CUNA Volunteer Achievement Program sessions are slated, along with a new on-site “VAP Lab” where attendees will learn how to access critical board member training and certifications options 24/7.

This conference is ideal for networking and kicks-off Friday evening, 9/11 with a patriotic reading by the author of the book “Live from WWII” – including a complimentary signed copy!

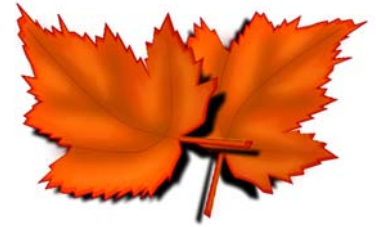
Guests are encouraged to join attendees at the beautiful Grand Traverse Resort & Spa -- a setting that is great for fun and relaxation – and complimentary guest activities are planned including a “Gentle Yoga” session. Guests are welcome to register for meals or to participate in the Saturday night dinner, featuring entertainment by River City Jazz! Attendees and guests may also choose an optional “Saturday Afternoon Winery Tour” for added networking time.

Negotiated rates for accommodations at the Grand Traverse Resort & Spa are available until August 27, 2015, so act quickly!

The issues facing the credit union industry require leaders to be well informed...register today.

Fall Leadership Development Conference

September 11-13, 2015 | Grand Traverse Resort and Spa, Traverse City



AGENDA

Friday, September 11

5:00 – 7:30 p.m.

Registration and Networking

6:00 – 7:00 p.m.

“Live from WWII”

Book Signing and Reading

With Author Al Lazette

Receive a complimentary signed copy of the book!



Saturday, September 12

7:30 a.m.

Registration & Information

7:30 – 8:30 a.m.

Breakfast Buffet

8:30 – 9:15 a.m.

Welcome & League Update

8:30 – 9:15 a.m.

Guest Program: Gentle Yoga

9:15 – 10:00 a.m.

Speak Easy! CEOs & Boards: A Panel Discussion

Stacie VanDenBerghe, CU Solutions Group

Panel: Jeff Benson, CASE CU and

John Rupert, Muskegon Co-op FCU

10:00 – 10:15 a.m.

Break

10:15 – 11:30 a.m.

Concurrent Sessions

□ **What’s Working in 2015**

Michael Tasner, No Joke Marketing

□ **Meet the Regulator Panel**

John Kolhoff, DIFS and Jason Schultz, NCUA

Presented in Cooperation With NASCUS

□ **Setting Policies at the Board Level**

Glory LeDu, CU Solutions Group

□ **CUNA VAP: Financial Reports for Volunteers V02**

John Rupert, Muskegon Co-op FCU

11:30 – 11:45 a.m.

Break

11:45 a.m. – 1:00 p.m.

Concurrent Sessions

□ **CUNA VAP: Managing Risk V03**

Robin Wybenga, TBA CU

□ **Grow Business Membership Through Technology**

Paul Tisch, Sprint

□ **Marketing To & Attracting Gen Y and Gen Z**

Michael Tasner, No Joke Marketing

□ **Interest Rate Risk and Financial Industry Trends**

Jim Craven, McQueen Financial



1:00 – 2:00 p.m.

Lunch

2:00 – 3:00 p.m.

Optional Bonus Sessions!

□ **Financial Literacy**

Dr. Diana Webb, Northwood University

□ **Collateral Management System**

Jeff Muglia, Sprint

2:00 – 5:30 p.m.

□ **Optional Offsite Networking Winery Tour**

6:30 p.m.

Dinner Served

7:00 – 8:00 p.m.

Entertainment by River City Jazz

Sunday, September 13

7:30 a.m.

Registration & Information

7:45 – 8:45 a.m.

Breakfast Buffet

8:45 – 10:00 a.m.

Concurrent Sessions

□ **15 Slam Dunk Tactics to Grow Members**

Michael Tasner, No Joke Marketing

□ **Bank Secrecy Act for Directors**

Glory LeDu, CU Solutions Group

□ **The Real Cost of Non-Compliance**

Amy Wargo, CU Solutions Group

□ **Top 10 Issues for SAS Credit Unions**

MaryJo White, MCUL & Affiliates

New! Online VAP Lab

Volunteer Achievement Program
Certifications

Special Thanks to These Event Sponsors!



REGISTER
NOW!

Michigan Credit Union League & Affiliates

Fall Leadership Development Conference

September 11-13, 2015 | Grand Traverse Resort and Spa, Traverse City

REGISTRATION INFORMATION WORKSHEET

Plan Your Training and Register Today!

Be sure to indicate preference of sessions from the agenda. Register online at www.mcul.org or by returning this completed worksheet to your credit union to have online registration completed on your behalf. *(See reverse side.)*

Section 1 | Attendee Information

Credit Union _____

Name _____ Title _____

E-mail _____ @ _____ . _____ Phone (_____) _____ - _____

Section 2 | Guest Information *(Optional)*

Guest #1 _____ Adult ____ Child ____

Choose: Sat. Breakfast Sat. Yoga Sat. Lunch Sat. Wine Tour Sat. Plated Dinner Sun. Breakfast

Guest #2 _____ Adult ____ Child ____

Choose: Sat. Breakfast Sat. Yoga Sat. Lunch Sat. Wine Tour Sat. Plated Dinner Sun. Breakfast

Guest #3 _____ Adult ____ Child ____

Choose: Sat. Breakfast Sat. Yoga Sat. Lunch Sat. Wine Tour Sat. Plated Dinner Sun. Breakfast

Section 3 | Hotel Information

Room reservations may be made now by calling the hotel directly at **(800) 968-7352** and mentioning the Michigan Credit Union League & Affiliates to receive the negotiated rates listed below or by visiting the GTRS website at www.grandtraverseresort.com and type in **MCUL915** in the Group Code box. Room rates are subject to applicable taxes and a \$9.95 per night resort fee. Rooms are being held at these discounted rates until midnight August 27, 2015. After this date, rooms will be on a rate- and space-available basis. All reservations must be guaranteed with a major credit card. Check-in is 4:00 p.m.; check-out is 11:00 a.m.

Hotel Room - \$145

One Bedroom Condo - \$169

Please Indicate Preference

Tower Room - \$169

Two Bedroom Condo - \$254

Full/Queen Beds

Three Bedroom Condo - \$304

King Size Bed

Meal Information, Special Needs and Cancellation Information

Meals are included for registered participants. Guest meals may be purchased separately for the following prices: Saturday Breakfast \$28, Saturday Lunch \$32, Saturday Banquet \$49, Sunday Breakfast \$28. Meal pricing for children ages 5-13 is half of the adult guest meal price; no charge for age 4 or under. Those with a special need that requires accommodation should call the League at (800) 262-6285, ext. 225 in advance. General questions about this event may be directed to ext. 225 or 245. Saturday Wine Tour is \$49 per person for attendees, guests and children. Visit www.mcul.org for complete cancellation policy; substitutions are always encouraged.

Learn More or Register Online at www.mcul.org