

SCHEDULE OF EVENTS

WEDNESDAY, JUNE 6

7:00 PM - ONGOING
CHILDREN'S MIRACLE NETWORK HOSPITALS: CREDIT UNIONS FOR KIDS SILENT AUCTION
Main Lobby

7:00 PM - 9:30 PM
REGISTRATION AND INFORMATION
Peninsula/Tower Desk

7:00 PM - 9:30 PM
INTERNET KIOSK
Tower Pre-Function Area
Sponsored by CU Direct

7:30 PM - 9:30 PM
CORKS FOR A CAUSE NETWORKING EXTRAVAGANZA (Complimentary)
Aerie and Level 17

9:30 PM - MIDNIGHT
ALLOYA LIVE HOSPITALITY PARTY (Complimentary)
Aerie and Level 17

THURSDAY, JUNE 7

ONGOING
CHILDREN'S MIRACLE NETWORK HOSPITALS: CREDIT UNIONS FOR KIDS SILENT AUCTION
Main Lobby

7:30 AM - 6:00 PM
REGISTRATION AND INFORMATION
Tower Desk

7:30 AM - 6:00 PM
INTERNET KIOSK
Tower Pre-Function Area
Sponsored by CU Direct

7:30 AM - 6:00 PM
ATTENDEE LOUNGE
Manitou
Sponsored by Member First Mortgage

CENTER STAGE!

9:15 AM - 11:15 AM
OPENER, SPECIAL GUESTS AND KEYNOTE
Michigan Ballroom
• Dave Adams, CEO, MCUL & Affiliates and CU Solutions Group®
• Chairperson, CU Solutions Group®

KEYNOTE | THE HERO EFFECT: BEING YOUR BEST WHEN IT MATTERS THE MOST
• Kevin Brown, Author
Sponsored by LifeSteps™ Wallet

THURSDAY LUNCH OPTIONS

11:30 AM - 12:45 PM
ECONOMIC ISSUES LUNCH
THE MICHIGAN AND U.S. ECONOMY: WHAT NOW? WHAT NEXT? (Ticketed)
Tower Ballroom
• Charles Ballard, Economist
Sponsored by Mortgage Center

11:30 AM - 12:45 PM
LUNCH IN THE PAVILION (Ticketed)
Pavilion

GUEST PROGRAMS

1:00 PM - 2:30 PM
(All guest programs are ticketed)
AFTERNOON AT THE SPA
Spa Grand Traverse

BACKPACKS FOR KIDS!
Level 17

GET IN THE SWING: GOLF PRO CLINIC (Meet at clubhouse at 12:45 PM)
Grand Traverse Resort and Spa Golf School

CONFERENCE EDUCATION SESSIONS

1:00 PM - 1:40 PM
HOW TO ACHIEVE THE IMPOSSIBLE!
Michigan Ballroom
• Billy Riggs

YOU CAN BUY MORE THAN YOU REALIZE
Mackinac
• Michael Bell

NETWORKING MEET UP
Northwoods Boardroom
• Greg Peters

CREDIT UNIONS: A SOCIAL CAUSE OR A BUSINESS MODEL
Peninsula A
• David Clendaniel
Sponsored by Easy On Hold

VENDOR VIEW: A PERFECT 10
Peninsula B
• Autobooks
• Fiserv
• Angott Search Group
• Multi-Bank Securities, Inc.

CONFERENCE EDUCATION SESSIONS

1:50 PM - 2:30 PM
READY OR NOT, IT'S SHOWTIME!
LEADING HIGH-PERFORMANCE TEAMS IN A HIGH-PRESSURE WORLD
Michigan Ballroom
• Bill Stainton

INSIDE THE POLITICAL BELTWAY: POSITIONING CREDIT UNIONS FOR SUCCESSFUL ADVOCACY
Mackinac
• Jordan Kingdon
Sponsored by MCUL & Affiliates

PLANNING FOR THE FUTURE: BOARD SUCCESSION
Peninsula A
• David Clendaniel

CYBERSECURITY AND THE C-SUITE
Peninsula B
• Chris Gill
Sponsored by CUNA Mutual Group

2:30 PM - 4:30 PM
GENERAL EXPOSITION VIEWING
Governors' Hall

4:30 PM - 5:30 PM
MEMBERSHIP MEETING AND LEADERSHIP SUMMIT
Tower C

6:00 PM - 8:30 PM
CU SOLUTIONS GROUP® WELCOME RECEPTION
(Included in registration; ticketed for guest-badge-only registrants)
Pavilion and Pool Terrace
In partnership with CUNA Mutual Group and Sprint®

FRIDAY, JUNE 8

ONGOING - 6:15 PM
CHILDREN'S MIRACLE NETWORK HOSPITALS: CREDIT UNIONS FOR KIDS SILENT AUCTION
Main Lobby

7:30 AM - 8:30 AM
BREAKFAST BUFFET
(Included in registration; ticketed for guest-badge-only registrants)
Pavilion

7:30 AM - 6:00 PM
REGISTRATION AND INFORMATION
Tower Desk

7:30 AM - 6:00 PM
INTERNET KIOSK
Tower Pre-Function Area
Sponsored by CU Direct

7:30 AM - 6:00 PM
ATTENDEE LOUNGE
Manitou
Sponsored by Member First Mortgage

8:30 AM - 10:00 AM
GENERAL EXPOSITION VIEWING AND PRIZE DRAWING
Governors' Hall

GUEST PROGRAM

9:45 AM - 3:30 PM
TRAVERSE CITY SPLENDOR: DOWNTOWN SHOPS AND A WINE TRAIL STOP (Ticketed)
Main Entrance

CENTER STAGE!

10:15 AM - 12:30 PM
SPECIAL GUESTS AND KEYNOTE
Michigan Ballroom
• Dave Adams, CEO, MCUL & Affiliates and CU Solutions Group®
• John Buckley, Chairperson, MCUL & Affiliates
• Jim Nussle, President & CEO, Credit Union National Association
• State Representative Lee Chatfield
• U.S. Senator Debbie Stabenow
• Ken Ross, President/COO, MCUL & Affiliates

KEYNOTE | SEAMLESS! CRIME, BIG DATA AND THE CASHLESS FUTURE
• Anders Sorman-Nilsson, Founder, Thinkue
Sponsored by Intuit TurboTax®

LUNCH AND LEARN ROUNDTABLES

12:30 PM - 1:45 PM
(All Lunch and Learns are ticketed; Lunches are located near meeting rooms)
LARGE ASSET SIZE: DIGITAL MODEL, GROWTH AND EXPANSION
Tower A
• David Clendaniel

MEMBER EXPERIENCE: JOURNEY MAPPING, DIGITAL MARKETING AND ANALYTICS
Tower B
• Jeff Rendel

LENDING: BEST PRACTICES IN UNDERWRITING TOUGH LOANS AND EXPANDING BUSINESS LENDING
Tower C
• Don Arkell

MID ASSET SIZE: CYBERSECURITY AND NEW LINES OF BUSINESS
Council
• Jim Kasch

SMALL ASSET SIZE: TECHNOLOGY AND MEMBER GROWTH
Director's
• Scott Butterfield
Sponsored by Multi-Bank Securities, Inc.

CANNABIS BANKING: WHAT'S THE BIG DEAL?
Level 17
• Sundie Seefried

12:30 PM - 1:45 PM
LUNCH TO GO: FRESH AIR AND CONVERSATION (Ticketed)
Pavilion

12:30 PM - 1:45 PM
NETWORKING MEET UP
Northwoods Boardroom
• Greg Peters

CONFERENCE EDUCATION AND IGNITE SESSIONS

2:00 PM - 3:00 PM
IGNITE
Michigan Ballroom
• Kevin Smith

IMPACT THROUGH INFLUENCE: PART 1
Mackinac
• CC Cameron

GROW MEMBERSHIP AND NON-INTEREST INCOME THROUGH THE SPRINT® CASH REWARDS PROGRAM
Peninsula A
• Jeff Muglia
Sponsored by Sprint®

USING DESIGN THINKING TO IMPROVE CREDIT UNIONS
Tower A
• Jim Kasch

IF ONLY THERE WERE A STEP-BY-STEP GUIDE TO THIS MERGING BUSINESS!
Tower B
• David Wheatley, Scott McFarland and Heather Luciani
Sponsored by Holzman Corkery, PLLC

MSHDA'S HOMEOWNERSHIP PROGRAMS: DELIVERING THE DREAM TO MICHIGAN FAMILIES
Tower C
• Nancy Baker
Sponsored by Michigan State Housing Development Authority

NETWORKING MEET UP
Northwoods Boardroom
• Greg Peters

CANNABIS BANKING: BOOTS ON THE GROUND PERSPECTIVE
Level 17
• Rachel Pross

CONFERENCE EDUCATION SESSIONS

3:15 PM - 4:15 PM
VENDOR VIEW: A PERFECT 10
Council
• Madison Investment Advisors
• ComplySight
• Destination Compliance
• Easy On Hold

IMPACT THROUGH INFLUENCE: PART 2
Mackinac
• CC Cameron

UNEXPECTED SITUATIONS: RESPONDING AND STAYING SAFE
Peninsula A
• Henry Reyna
(Repeats on Saturday)

THE VIRTUAL MODEL: DEALING WITH UNSEEN MEMBERS
Tower A
• Jim Kasch

WHAT? WE SHOULD HAVE A GROWTH STRATEGY!
Tower B
• David Wheatley, Scott McFarland and Heather Luciani
Sponsored by Plante Moran

MARIHUANA BUSINESSES: WHAT CREDIT UNIONS NEED TO KNOW
Tower C
• Lance Boldrey and Elizabeth Khalil

NETWORKING MEET UP
Northwoods Boardroom
• Greg Peters

CHILDREN'S MIRACLE NETWORK HOSPITALS: CREDIT UNIONS FOR KIDS

4:30 PM - 6:00 PM
LIVE AUCTION COCKTAIL RECEPTION
Michigan Ballroom

6:15 PM - 7:30 PM
SILENT AUCTION CLOSING & ITEM PICKUP
Main Lobby

SATURDAY, JUNE 9

8:00 AM - 1:00 PM
CHILDREN'S MIRACLE NETWORK HOSPITALS: CREDIT UNIONS FOR KIDS AUCTION ITEM PICKUP
Tower Desk

8:00 AM - 2:00 PM
REGISTRATION AND INFORMATION
Tower Desk

8:00 AM - 1:30 PM
INTERNET KIOSK
Tower Pre-Function Area
Sponsored by CU Direct

8:00 AM - 1:00 PM
ATTENDEE LOUNGE
Manitou
Sponsored by Member First Mortgage

9:00 AM - 10:30 AM
HONOR AWARDS BREAKFAST PROGRAM WITH ENTERTAINMENT BY THE WATER COOLERS
Michigan Ballroom

CONFERENCE EDUCATION SESSIONS

10:45 AM - 11:45 AM
SOCIAL MISSION IMPACT AND INNOVATION SHOWCASE
Council
• Beth Troost
Sponsored by the Michigan Credit Union Foundation

INBOUND MARKETING: AN INTRODUCTION TO LONG-TERM ENGAGEMENT
Director's
• Daniel Curren
Sponsored by CU Solutions Group®

NEW LINES OF BUSINESS; NEW STREAMS OF INCOME ROUNDTABLE
Mackinac
• Jeff Rendel

UNEXPECTED SITUATIONS: RESPONDING AND STAYING SAFE
Peninsula A
• Henry Reyna
(Repeated from Friday)

IDENTIFYING AND RESPONDING TO HUMAN TRAFFICKING
Peninsula B
• Sara Morley LaCroix

CUES NETWORKING LUNCH

12:00 PM - 1:15 PM
WINNING THE HEART INSIGHTS FOR EMPLOYEE ENGAGEMENT AND MOTIVATION (Ticketed)
Tower Ballroom
• Josh Allison, Founder, ThinkCafe
Sponsored by CUES Michigan Council

CLOSING SESSION

1:30 PM - 3:00 PM
IT'S A WRAP!
Michigan Ballroom
• Judson Laipply, Inspirational Comedian

GRAND TRAVERSE RESORT AND SPA FLOOR PLAN

GRAND LOBBY

MICHIGAN BALLROOM

- Center Stage! Special Guests and Keynote
- Conference Education Sessions
- IGNITE
- Children's Miracle Network Hospitals: Credit Unions for Kids Live Auction and Cocktail Reception
- Honor Awards Breakfast Program with The Water Coolers
- Closing Session: It's a Wrap!

COUNCIL

- Conference Education Sessions

DIRECTOR'S

- Conference Education Sessions

MANITOU

- Attendee Lounge

MAIN LOBBY

- Children's Miracle Network Hospitals: Credit Unions for Kids Silent Auction
- Auction Payment and Item Pick Up: Friday

AERIE and LEVEL 17

- Corks for a Cause
- Alloya Live Hospitality Party

LEVEL 17

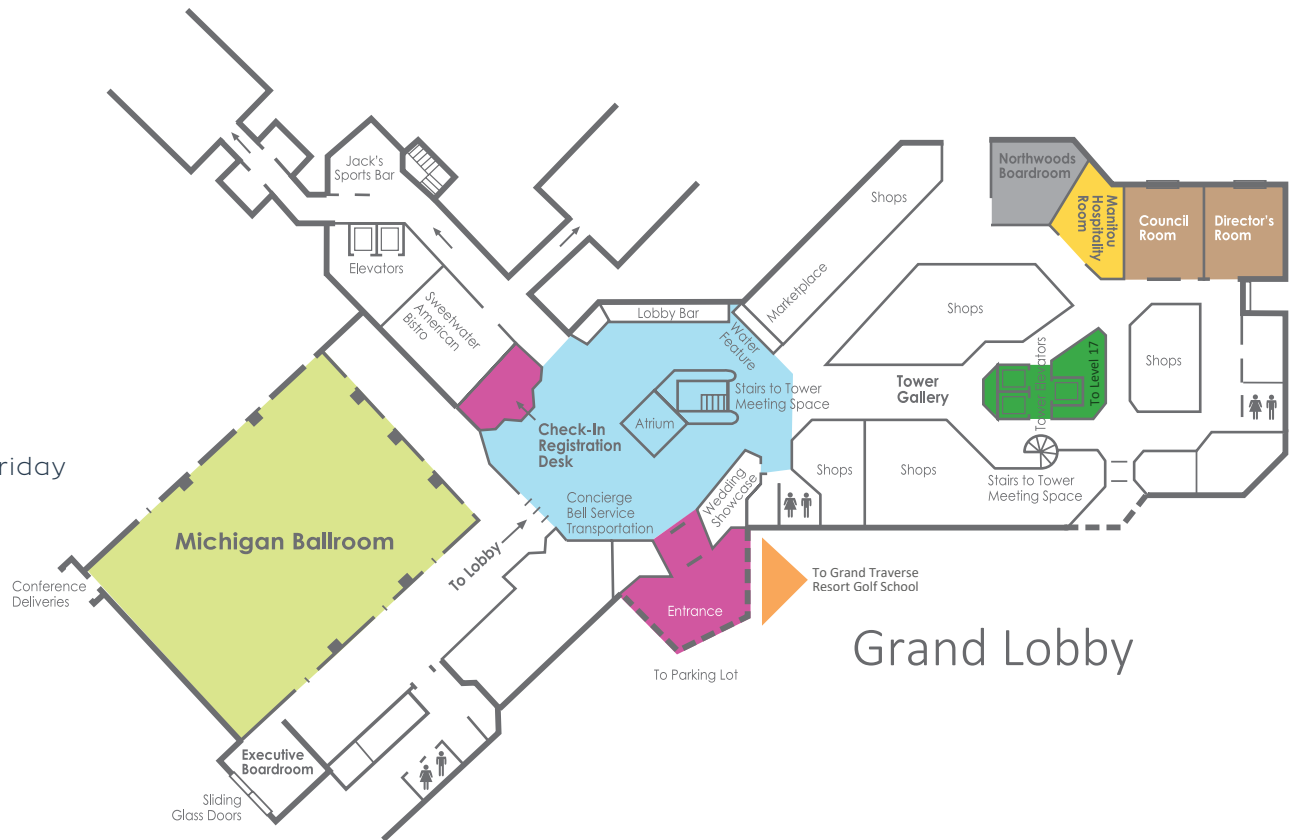
- Backpacks for Kids Guest Program

MAIN ENTRANCE

- Guest Program: Traverse City Splendor

Northwoods Boardroom

- Networking Meet Ups



LOWER LEVEL

TOWER BALLROOM

- Economic Issues Lunch
- CUES Networking Lunch

TOWER A

- Conference Education Sessions

TOWER B

- Conference Education Sessions

TOWER C

- Membership Meeting and Leadership Summit
- Conference Education Sessions

TOWER DESK

- Registration and Information
- Auction Payment and Pickup: Saturday

TOWER PRE-FUNCTION

- Internet Kiosk
- Conference Store

MACKINAC

- Conference Education Sessions

PENINSULA A

- Conference Education Sessions

PENINSULA B

- Conference Education Sessions

GOVERNORS' HALL

- Exposition

SPA

- Afternoon at the Spa Guest Program

EXTERIOR

OUTDOOR PAVILION

- Lunch in the Pavilion: Thursday
- CU Solutions Group® Welcome Reception
- Breakfast Buffet: Friday
- Lunch to Go: Friday

GRAND TRAVERSE RESORT GOLF SCHOOL

- Golf Pro Clinic Guest Program

Lower Level

