

MICHIGAN CREDIT UNION LEAGUE & AFFILIATES

Annual Convention and Exposition

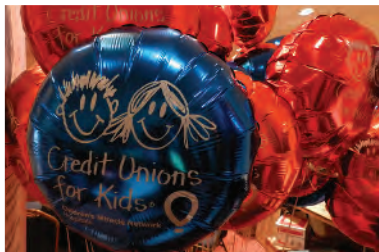
Featuring Insights Into Payment Trends

ACT NOW

and Register to Attend

June 5-7, 2014

Grand Rapids | Amway Grand Plaza Hotel and DeVos Place



www.mcul.org

Helping Credit Unions Serve,
Grow and Remain Strong



MICHIGAN CREDIT UNION LEAGUE & AFFILIATES 2014 ANNUAL CONVENTION AND EXPOSITION

June 5-7 | Amway Grand Plaza Hotel and DeVos Place, Grand Rapids



REGISTRATION INFORMATION

Register online at www.mcul.org

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 on Thursday
- Attendee Networking Lounge
- General Sessions
- Refreshment Breaks
- Internet Kiosk
- Silent Auction
- Exposition Marketplace
- Buffet Breakfast on Friday
- Live Auction Reception on Friday
- Education Sessions
- Breakfast and Awards Presentation on Saturday
- Membership Business Meeting and Leadership Summit

The 'Welcome Reception' on Thursday, as well as 'Breakfast' and 'Live Auction Reception' on Friday and the 'Breakfast and Awards Presentation' on Saturday 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 the 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. (Ex. The first five registrations pay \$339, the sixth, seventh, eighth, etc. registrant(s) receives the discounted rate of \$284.)

One-Day Registration

\$150 per person; for Thursday, Friday or Saturday.

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.

Two-Day Registration

\$300 per person; for Thursday and Friday or Friday and Saturday.

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

Guest Registration

\$145 per person; adult.

This category is applicable only for the accompanying spouse or guests of a credit union official registered in one of the previous 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 à 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 previous 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. Guests must register for this badge only option when purchasing à la carte event tickets, optional tours or guest programs.

Membership Business Meeting and Leadership Summit Only

No charge.

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

OPTIONAL TICKETED EVENTS & ACTIVITIES

Ticketed events are additional for all registration categories. When available, tickets may be purchased onsite.

Thursday Economic Issues Luncheon

\$36 per person; ticketed separately.

Friday CUES Networking Lunch Disciplined Dreaming and Innovation

\$36 per person; ticketed separately.

Thursday Welcome Reception Ticket

\$65 per person; ticketed separately for Guest Badge Only participants.
Included for all other registrants.

Thursday Guest Program: Frame Design Workshop

\$20 per person; ticketed separately.
Includes supplies and classroom instruction.

Friday Breakfast Ticket

\$30 per person; ticketed separately for Guest Badge Only participants.
Included for all other registrants.

Friday Guest Program: Behind the Scenes Tour: History Heritage and More

\$49 per person; ticketed separately.
Includes transportation, tour admission and lunch.

Friday Night Live Auction Reception Ticket

\$25 per person; ticketed separately for Guest Badge Only participants.
Included for all other registrants.

Saturday Breakfast and Awards Presentation Ticket

\$30 per person; ticketed separately for Guest Badge Only participants.
Included for all other registrants.

Saturday Closing Event: White Caps Baseball Game

\$89 per person; ticketed separately.
Includes transportation, dinner, game tickets and fireworks.

Cancellations & Name Changes for Conference Attendees and Guests

All cancellations and changes may be made online without penalty by 5:00 p.m. May 27, 2014 at www.mcul.org (AC&E website). 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 & Affiliates education department at educate@mcul.org or by calling (800) 262-6285 ext. 225. Substitutions are always encouraged. Please note that due to contractual obligations guest programs and optional trips, including the Saturday closing event, may not be cancelled after the above stated date and time. This includes attendees who chose to be placed on a wait list, and are committed to attend as space becomes available. Thank you for your cooperation.

MCUL & AFFILIATES ANNUAL CONVENTION AND EXPOSITION

2014 EVENTS SCHEDULE

Wednesday, June 4

- 8:00 a.m. & 1:30 p.m.
Michigan Credit Union
System Annual Charity
Golf Outing
(Separate registration necessary.)
**Thousand Oaks Golf Club,
Grand Rapids**
*Benefits Children's Miracle
Network Hospitals:
Credit Unions for Kids*
- 6:30 – 8:30 p.m.
Registration and Information
Center Concourse

Thursday, June 5

- 7:30 a.m. – 6:00 p.m.
Registration and Information
Center Concourse
- 7:30 a.m. – 6:00 p.m.
Internet Kiosk
Center Concourse
*Sponsored by
CU Direct Corporation*
- 7:30 a.m. – 6:00 p.m.
Attendee Lounge and
TED Café
Crown Foyer
*Sponsored by
Member First Mortgage*
- 8:00 – 8:45 a.m.
Attendee Orientation
Pearl
- 8:00 a.m. – 6:00 p.m.
Children's Miracle Network
Hospitals: Credit Unions for
Kids Silent Auction
Center Concourse
- 9:00 – 10:15 a.m.
Education Breakout Sessions
- 9:00 – 10:30 a.m.
Government and Political
Affairs Forum
Imperial Ballroom
- 9:00 – 11:30 a.m.
INSIDE Credit Union
Compliance
(Separate registration necessary.)
Grand View
- 9:00 – 11:30 a.m.
Teen Financial REALITY Fair
Facilitated by Crash
Network and MCUL Financial
Education Committee
Pantlind Ballroom
Sponsored by MCUF
- 10:15 – 10:30 a.m.
Break
Sponsored by Plante Moran
- 10:30 – 11:30 a.m.
Education Breakout Sessions

- 11:30 a.m. – 1:00 p.m.
Economic Issues Luncheon
(Ticketed.)
Facilitated by Dr. Paul Isely
Ambassador Ballroom
Sponsored by Mortgage Center
- 1:00 – 3:30 p.m.
Executive Exposition Preview
(By invitation only.)
DeVos Ballroom B-D
- 1:00 – 4:00 p.m.
INSIDE Credit Union
Compliance
(Continued.)
Grand View

- 1:30 – 3:00 p.m.
Education Breakout Sessions

- 1:30 – 3:00 p.m.
Guest Program:
Frame Design Workshop
(Ticketed.)
Facilitated by Sue Wagner
Pearl

- 3:30 – 6:00 p.m.
General Exposition Viewing
DeVos Ballroom B-D

- 4:00 – 5:30 p.m.
Credit Union Leader
Roundtable Discussions
- SAS Topics
(Up to \$50 million in assets.)
Facilitated by Sundeep Kapur
Cascade
- LAS Topics
(Over \$50 million in assets.)
Facilitated by Mark Sievwright
Atrium
*Sponsored by
CO-OP Financial Services*

- 6:00 – 8:00 p.m.
Welcome Reception
(Included in registration.)
Grand Rapids Public Museum
*Sponsored by
MCUL & Affiliates and Sprint*

Friday, June 6

- 7:30 a.m. – 6:00 p.m.
Registration and Information
Center Concourse
- 7:30 a.m. – 6:00 p.m.
Internet Kiosk
Center Concourse
*Sponsored by
CU Direct Corporation*
- 7:30 a.m. – 6:00 p.m.
Attendee Lounge and
TED Café
Crown Foyer
- 8:00 – 10:00 a.m.
Breakfast in the
Exposition Hall
(Included in registration.)
DeVos Ballroom B-D

- 8:00 a.m. – 5:00 p.m.
Children's Miracle Network
Hospitals: Credit Unions for
Kids Silent Auction
Center Concourse

- 9:30 – 10:00 a.m.
Vendor Drawings in the
Exposition Hall
DeVos Ballroom B-D

- 9:45 a.m. – 3:00 p.m.
Guest Program
Behind the Scenes:
History, Heritage and More
(Ticketed.) Includes
transportation, tours and lunch.
Board Bus at
Lyon Street Entrance

- 10:00 – 11:30 a.m.
Opening General Session
Facilitated by David Adams
With Special Guests Gov. Rick
Snyder and Desmond Howard
DeVos Ballroom A

- 11:30 a.m. – 12:30 p.m.
Keynote Presentation:
Technology Upheaval in
Financial Services
Facilitated by Dan Schulman
DeVos Ballroom A
Sponsored by Invest in America

- 12:45 – 1:45 p.m.
CUES Luncheon: Disciplined
Dreaming and Innovation
(Ticketed.)
Facilitated by Jeff Rendel
Ambassador Ballroom

- 1:45 – 2:45 p.m.
Education Breakout Sessions

- 1:45 – 2:45 p.m.
Membership Meeting and
Leadership Summit
Governor's

- 2:45 – 3:00 p.m.
Break
Sponsored by LaMacchia Group

- 3:00 – 4:30 p.m.
Education Breakout Sessions

- 3:00 – 4:30 p.m.
Chapter Leader's Session
Pearl

- 5:00 p.m.
Silent Auction Closes
Center Concourse

- 5:00 – 6:00 p.m.
Children's Miracle
Network Hospitals:
Credit Unions for Kids
Live Auction
Cocktail Hour and Light
Refreshments
(Included in registration.)
Ambassador Ballroom
*Sponsored by Miedema Asset
Management Group*

- 6:15 – 7:30 p.m.
Auction Payment and Pick-Up
Center Concourse

Saturday, June 7

- 8:00 a.m. – 12:30 p.m.
Attendee Lounge and
TED Café
Crown Foyer

- 8:00 a.m. – 1:00 p.m.
Registration and Information
Payment & pick-up for live and
silent auction items also available
until 11:30 a.m.
Center Concourse

- 8:00 a.m. – 1:00 p.m.
Internet Kiosk
Center Concourse
*Sponsored by
CU Direct Corporation*

- 8:30 – 9:30 a.m.
Honor Awards and Breakfast
(Included in registration.)
DeVos Ballroom B
*Sponsored by
Alloya Corporate Federal
Credit Union*

- 9:45 – 10:30 a.m.
Regulator Update
General Session
DeVos Ballroom A

- 10:30 – 11:30 a.m.
Keynote Presentation:
Rekindling the Fire in
These Challenging Times
Facilitated by Jack McCall
DeVos Ballroom A

- 11:45 a.m. – 12:45 p.m.
Education Breakout Sessions

- 12:45 – 3:00 p.m.
Grand Rapids Festival of Arts
Free time to explore downtown events.

- 3:45 p.m.
Board Bus to White Caps
Baseball Game
Board Bus at
Lyon Street Entrance

- 4:00 – 11:00 p.m.
Exciting Closing Event
White Caps Baseball Game
(Ticketed.) Includes transportation,
dinner, game tickets and fireworks.

*Please note:
Agenda subject to changes.

Register online
at www.mcul.org

MICHIGAN CREDIT UNION LEAGUE & AFFILIATES 2014 ANNUAL CONVENTION AND EXPOSITION

June 5-7 | Amway Grand Plaza Hotel and DeVos Place, Grand Rapids



WALK AWAY WITH GREAT INFORMATION AND EXPERIENCES!

- Top Industry Speakers and National Authorities
- Important Regulatory Environment Changes
- Exciting Welcome Reception and Networking Opportunities
- LAS and SAS Roundtable Discussions
- Membership Meeting and Leadership Summit
- Exposition Marketplace With National Vendors
- Thrilling Charity Auctions to Support Children's Miracle Network Hospitals
- Valuable Chapter Leader's Session
- New Innovation Platform!
- Dozens of Timely Training Topics
- Relaxing Attendee Lounge and New TED Café!
- CUES Luncheon: Disciplined Dreaming and Innovation
- Daily Activities and Sessions Ideal for Guests
- Credit Union Honor Awards & Breakfast
- Fun Closing Event With White Caps Baseball and Fireworks!
- Family-friendly Festival of Arts

ENJOY TIMELY KEYNOTE AND GENERAL SESSION PRESENTATIONS



Opening General Session

With David Adams, MCUL & Affiliates

DeVos Ballroom A

Friday, June 6 | 10:00 – 11:30 a.m.



Keynote Presentation: Technology Upheaval in Financial Services

With Dan Schulman, American Express

DeVos Ballroom A

Sponsored by Invest in America

Friday, June 6 | 11:30 a.m. – 12:30 p.m.



Keynote Presentation: Rekindling the Fire in These Challenging Times

With Jack McCall, Financial Services Professional

DeVos Ballroom A

Saturday, June 7 | 10:30 – 11:30 a.m.

PLUS...ENJOY THESE ADDITIONAL EVENTS!

Jun
4

Michigan Credit Union System Annual Charity Golf Outing

Benefits Children's Miracle
Network Hospitals: Credit Unions for Kids

(Separate registration necessary.)

8:00 a.m. & 1:30 p.m.

Thousand Oaks Golf Club, Grand Rapids

Jun
5

INSIDE Credit Union Compliance

Learn how to receive complimentary
admission to this one-day event.
Visit the AC&E website at www.mcul.org.

(Separate registration necessary.)

9:00 a.m. – 4:00 p.m.

Amway Grand Plaza Hotel, Grand Rapids

ALSO LOOK FORWARD TO HEARING FROM...



Gov. Rick Snyder

State of Michigan



Desmond Howard

Heisman Trophy and
Super Bowl MVP



John Kolhoff

Michigan Department
of Insurance and
Financial Services



Dr. Paul Isely

Grand Valley
State University
Economist

REGISTER TODAY!

Save When You Register

Six or More Full Conference Participants



GREAT TRAINING, NETWORKING AND FUN!

Economic Issues Luncheon

With Dr. Paul Isely (Ticketed.)

Ambassador Ballroom

Sponsored by Mortgage Center

Thursday, June 5 | 11:30 a.m. – 1:00 p.m.

Secure tickets early for this popular event!

Welcome Reception (Included in registration.)

Grand Rapids Public Museum

Sponsored by MCUL & Affiliates and Sprint

Thursday, June 5 | 6:00 – 8:00 p.m.

Explore each floor while socializing with peers.

CUES Luncheon:

Disciplined Dreaming and Innovation

(Ticketed.)

Ambassador Ballroom

Friday, June 6 | 12:45 – 1:45 p.m.

Back by popular demand...a great networking opportunity!

Innovation Platform (Included in registration.)

DeVos Ballroom A

Friday, June 6 | 3:00 – 4:30 p.m.

Demonstrations and ideas catching the marketplace by storm!

Exposition Marketplace

(Included in registration; must be 18 or older to be admitted.)

DeVos Ballroom B-D

Thursday, June 5 | 3:30 – 6:00 p.m.

Friday, June 6 | 8:00 – 10:00 a.m.

A fun and exciting place to meet vendors from across the country.

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

Center Concourse

Thursday, June 5 | 8:00 a.m. – 6:00 p.m.

Friday, June 6 | 8:00 a.m. – 5:00 p.m.

Live Auction, Cocktail Hour and
Light Refreshments (Included in registration.)

Ambassador Ballroom

Sponsored by Miedema Asset Management Group

Friday, June 6 | 5:00 – 6:00 p.m.

Two great ways to support an important charitable cause.

Attendee Lounge and New TED Café

Crown Foyer

Thursday, June 5 | 7:30 a.m. – 6:00 p.m.

Sponsored by Member First Mortgage

Friday, June 6 | 7:30 a.m. – 6:00 p.m.

Saturday, June 7 | 8:00 a.m. – 12:30 p.m.

The perfect place to meet-up with friends, relax and find inspiration!

Honor Awards and Breakfast

(Included in registration.)

DeVos Ballroom B

Sponsored by Alloya Corporate Federal Credit Union

Saturday, June 7 | 8:30 – 9:30 a.m.

Closing Event:

White Caps Baseball Game (Ticketed.)

Board Bus at Lyon Street Entrance

Saturday, June 7 | 3:45 – 11:00 p.m.

An exciting wrap-up event with dinner, fireworks and more!

Guest Program

Sue Wagner Frame Design Workshop (Ticketed.)

Pearl

Thursday, June 5 | 1:30 – 3:00 p.m.

Craft a one-of-a-kind frame from supplied materials.

Guest Program

Behind the Scenes: History, Heritage and
More Tour and Luncheon (Ticketed.)

Board Bus at Lyon Street Entrance

Friday, June 6 | 9:45 a.m. – 3:00 p.m.

A memorable outing to some amazing destinations!

Plus...Going on in

Downtown Grand Rapids

Festival of the Arts (Open to the public.)

Friday, June 6 – Sunday, June 8

A celebration of the arts in West Michigan with music, dance, theatre and more!



MCUL & AFFILIATES 2014 ANNUAL CONVENTION AND EXPOSITION

EDUCATION SESSIONS

Thursday, June 5 9:00 – 10:15 a.m.	Thursday, June 5 10:30 – 11:30 a.m.	Thursday, June 5 1:30 – 3:00 p.m.	Friday, June 6 1:45 – 2:45 p.m.	Friday, June 6 3:00 – 4:30 p.m.	Saturday, June 7 11:45 a.m. – 12:45 p.m.
The Shifting Payment Landscape Gerald R. Ford Erin Fonte	The Future of Payments: Getting to the Heart of Member Relationships Governor's Mark Sievwright	To be Announced Vandenberg Bill Farley <i>Sponsored by CUNA Mutual Group</i>	Membership Meeting & Leadership Summit Governor's	Chapter Leader's Session Pearl	Payments Perplexed? Top 10 Moves to Position Payments Franchise Atrium Amy Smith
The Future of Payment Services: A Regulator's Perspective Atrium Jerald Garner	To be Announced Atrium Michael Cochrum <i>Sponsored by CU Direct Corporation</i>	Trends in Technologies for Boards Gerald R. Ford Ben Rodgers	Split Dollar Collateral Panel (Part 1) Gerald R. Ford John Kolhoff, Robin Hoag and Chuck Holzman <i>Sponsored by Doeren Mayhew & Holzman, Corkery PLLC</i>	Split Dollar Collateral Panel (Part 2) Gerald R. Ford John Kolhoff, Robin Hoag and Chuck Holzman <i>Sponsored by Doeren Mayhew & Holzman, Corkery PLLC</i>	Aging in Place and Other Funding Through FHLBI Pearl Marjorie Green
Teen Financial REALITY Fair Pantlind <i>Sponsored by MCFU</i>	Teen Financial REALITY Fair Pantlind (Continued) <i>Sponsored by MCFU</i>	MSHDA's Homeownership Program Heritage Hill Nancy Baker <i>Sponsored by MSHDA</i>	Lessons & Predictions From Five Mobile Payment Pilots Atrium Sundeep Kapur	Focus on Technology to Build Loyal Business Membership Atrium To be Announced <i>Sponsored by Sprint</i>	Handling Difficult Conversations Gerald R. Ford Brenda VanderMuelen
Taking Control of Credit Union Culture to Create a Great Place to Work Vandenberg Stacie VanDenBerghe <i>Sponsored by Multi-Bank Securities</i>	Health Care Reform 2014: Changes, Changes & More Changes Cascade Jim Fournier <i>Sponsored by The Salus Group</i>	FOR EXECUTIVES! Thursday, June 5 4:00 – 5:30 p.m. Credit Union Roundtable Discussions SAS Topics: Cascade Sundeep Kapur LAS Topics: Atrium Mark Sievwright	Interest Rate Risk & Auto Loan Portfolios Pantlind Dr. Jack Brick	To be Announced Cascade <i>Sponsored by CU Solutions Group</i>	
	To be Announced Pearl To be Announced <i>Sponsored by CU Solutions Group</i>		Using Technology to Improve the Bottom Line and Increase Membership Vandenberg Peter Fugaro	Innovation Platform DeVos Ballroom A Ted Fifelski, Mike Vichich, Brian Meece and David Pinski	
Member Friendly Non-Interest Income Gerald R. Ford Ben Rodgers			Managing Compliance 2014 and Beyond Cascade Shawn Wolbert		

Please note: Sessions subject to change.