

2015 EVENTS SCHEDULE

WEDNESDAY, JUNE 3

Noon
Michigan Credit Union System Annual Charity Golf Outing
 (Separate registration necessary.)
GRAND TRAVERSE RESORT CLUB HOUSE
Benefits Children's Miracle Network Hospitals: Credit Unions for Kids

7:00 – 9:30 p.m.
Registration and Information TOWER DESK

7:00 – 9:00 p.m.
Internet Kiosk TOWER PRE-FUNCTION
Sponsored by CU Direct Corporation

8:00 – 10:00 p.m.
A Taste of Traverse City Networking Extravaganza
 (Complimentary.)
OUTDOOR PAVILION

THURSDAY, JUNE 4

7:30 a.m. – 6:00 p.m.
Registration and Information TOWER DESK

7:30 a.m. – 6:00 p.m.
Internet Kiosk TOWER PRE-FUNCTION
Sponsored by CU Direct Corporation

7:30 a.m. – 6:00 p.m.
Attendee Lounge MANITOU
Sponsored by Member First Mortgage

7:30 a.m.
Silent Auction Online Bidding Opens MAIN LOBBY
Benefits Children's Miracle Network Hospitals: Credit Unions for Kids
Sponsored by Plante Moran, PLLC

8:30 – 9:45 a.m.
World Council of Credit Unions Women in Leadership Meeting TOWER B

9:00 – 9:45 a.m.
Event Overview: What to Know! Where to Go! TOWER C

10:00 a.m. – 1:00 p.m.
Center Stage! MICHIGAN BALLROOM
Advocacy Day Opener

- Anthony Carnarvon, MCUL Chairman
- Ken Ross, MCUL & Affiliates EVP/COO
- Rich Meade, CUNA Chief of Staff/COO

Issues on the Edge: Breaches, Brains, Mobile & Mary Jane
Lee Wetherington, Financial Industry Strategist
Keynote: Combating Cybercrime in the Financial Services Industry
Theresa Payton, Former White House Chief Information Officer
Sponsored by Intuit

1:00 – 2:00 p.m.
Economic Issues Luncheon
 (Ticketed.)
TOWER BALLROOM
Martin Lavelle, Business Economist, Federal Reserve Bank
Sponsored by Mortgage Center

2:00 – 3:30 p.m.
Executive Exposition Preview
 (By invitation only.)
GOVERNORS' HALL

2:00 – 3:30 p.m.
Guest Program: Salsa Boot Camp Chef Demonstration and Cooking Workshop
 (Ticketed.)
COUNCIL

2:00 – 3:30 p.m.
Education Breakout Sessions

3:30 – 5:00 p.m.
General Exposition Viewing GOVERNORS' HALL

4:15 – 5:15 p.m.
Membership Meeting and Leadership Summit TOWER C

6:00 – 8:00 p.m.
CU Solutions Group Welcome Reception
 (Included in registration.)
OUTDOOR PAVILION AND POOL TERRACE
In Partnership with CUNA Mutual Group and Sprint

FRIDAY, JUNE 5

Ongoing
Silent Auction Online Bidding MAIN LOBBY
Benefits Children's Miracle Network Hospitals: Credit Unions for Kids
Sponsored by Plante Moran, PLLC

7:30 a.m. – 6:00 p.m.
Registration and Information TOWER DESK

7:30 a.m. – 6:00 p.m.
Internet Kiosk TOWER PRE-FUNCTION
Sponsored by CU Direct Corporation

7:30 a.m. – 6:00 p.m.
Attendee Lounge MANITOU
Sponsored by Member First Mortgage

7:30 – 10:00 a.m.
Buffet Breakfast and General Exposition Viewing
 (Included in registration.)
GOVERNORS' HALL

9:30 – 10:00 a.m.
Exposition Hall Prize Drawings GOVERNORS' HALL

9:45 a.m. – 3:00 p.m.
Guest Program: Grand Traverse Commons Tour and Shopping
 (Ticketed.)
MAIN ENTRANCE

10:15 a.m. – Noon
Center Stage! MICHIGAN BALLROOM
Welcome and Opening Remarks
Pete Gates, CU Solutions Group Chairman
Drew Egan, CU Solutions Group President/COO
David Adams, MCUL & Affiliates President/CEO
Keynote: The Power of Simple
Ken Segall, Former Apple Advertising Executive and Author
Sponsored by Excess Share Insurance

Noon – 12:15 p.m.
Lunch and Learn Roundtables: Meal Pick-Up
 (Ticketed.)
TOWER PRE-FUNCTION

12:15 – 1:15 p.m.
Lunch and Learn Roundtables: Top 10 Credit Union Trends
 (Ticketed.)
 - Small-, Medium- and Large- Asset Size Credit Union Sessions

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

3:15 – 4:30 p.m.
Education Breakout Sessions

5:00 p.m.
Silent Auction Closes MAIN LOBBY

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

6:00 – 7:30 p.m.
Auction Payment and Pick-Up MAIN LOBBY

SATURDAY, JUNE 6

8:00 a.m. – 1:30 p.m.
Registration and Information TOWER DESK

8:00 a.m. – 1:30 p.m.
Internet Kiosk TOWER PRE-FUNCTION
Sponsored by CU Direct Corporation

8:00 a.m. – 1:30 p.m.
Attendee Lounge MANITOU
Sponsored by Member First Mortgage

8:00 a.m. – 1:30 p.m.
Auction Payment and Pick-Up TOWER PRE-FUNCTION

8:00 – 8:50 a.m.
Education Breakout Session

- BoardSource Workshop: 100 Level

9:00 – 11:00 a.m.
Honor Awards Program and Plated Breakfast
 (Included in registration.)
MICHIGAN BALLROOM

- Entertainment by The Water Coolers

11:15 a.m. – 12:15 p.m.
Education Breakout Sessions

- BoardSource Workshop: 200 Level
- Hot Topics for Credit Union Professionals

12:15 – 1:30 p.m.
CUES Networking Luncheon Executive Presentations: How to Inspire Action and Commitment
 (Ticketed.)
TOWER B
Patricia Fripp, World Renowned Speaker and Speech Coach
Sponsored by Credit Union Executive Society

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

- BoardSource Workshop: 300 Level
- Hot Topics for Credit Union Professionals

3:00 – 8:00 p.m.
Free Time to Explore Traverse City Area
 Enjoy the resort, golf, downtown shopping or recreation, as well as dinner on your own.

8:00 p.m.
Closing Event: Drinks and Entertainment
 (Ticketed.)
MICHIGAN BALLROOM
Featuring the comedy of Tom Wilson.

2015 BREAKOUT SESSIONS

THURSDAY, JUNE 4 2:00–3:30 p.m.	FRIDAY, JUNE 5 Noon–1:15 p.m.	FRIDAY, JUNE 5 1:30–3:00 p.m.	FRIDAY, JUNE 5 3:15–4:30 p.m.	SATURDAY, JUNE 6 11:15 a.m.–12:15 p.m.	SATURDAY, JUNE 6 1:30–3:00 p.m.
<p>Credit Union Integrated Mortgage Disclosures: Be Prepared! PENINSULA B <i>Glory LeDu</i> <i>Sponsored by Mortgage Center</i></p>	<p>Lunch & Learn: Mid-Asset Size Credit Union Roundtable Discussions (Ticketed.) TOWER B <i>Rory Rowland</i> <i>Sponsored by Multi-Bank Securities</i></p>	<p>Risk-Based Lending: Collateral Management Systems 101 MACKINAC A <i>Jeff Muglia and Jeff McLeod</i> <i>Sponsored by Sprint</i></p>	<p>Hyperlocal Marketing: Worth it? MACKINAC A <i>David Leider</i> <i>Sponsored by GSTV</i></p>	<p>BoardSource Workshop: 200 Level TOWER A <i>Theresa Reid</i></p>	<p>BoardSource Workshop: 300 Level TOWER A <i>Theresa Reid</i></p>
<p>Exam Issues: Hot Topics DIRECTOR'S <i>John Kolhoff</i> <i>Sponsored by Holzman Corkery, PLLC</i></p>	<p>Lunch & Learn: Large-Asset Size Credit Union Roundtable Discussions (Ticketed.) TOWER C <i>Cynthia Campbell</i></p>	<p>The 'New Normal' Economy and Retirement 2.0 PENINSULA B <i>Hendrix Niemann</i> <i>Sponsored by CUNA Mutual Group</i></p>	<p>Understanding Key Operating Ratios PENINSULA B <i>Mike Moyes</i></p>	<p>The 3 "R's" of Talent Management for SAS Credit Unions PENINSULA A <i>Russell Gerrard</i></p>	<p>Under the Magnifying Glass TOWER B <i>Patricia Fripp</i></p>
<p>Guest Program: Salsa Boot Camp Chef Demonstration & Cooking Workshop (Ticketed.) COUNCIL</p>	<p>Lunch & Learn: Small-Asset Size Credit Union Roundtable Discussions (Ticketed.) MACKINAC A <i>Crystal Jonas</i></p>	<p>Understanding Interest Rate Movements DIRECTOR'S <i>Bridget Balesky</i></p>	<p>Automotive Sales and Lending: Industry Update and Best Practices DIRECTOR'S <i>Bob Nealon</i> <i>Sponsored by CU Direct Corporation</i></p>	<p>Fastest Growing Credit Unions in Loan Growth COUNCIL <i>Rory Rowland</i></p>	
<p>Big Data and the Internet of Things: Boon or Bust for Cybersecurity Efforts? MICHIGAN BALLROOM <i>Theresa Payton</i> <i>Sponsored by MSHDA</i></p>		<p>Attracting and Retaining Top Talent: Be an Employer of Choice COUNCIL <i>Crystal Jonas</i></p>	<p>Uncovering Possible Non-Interest Income to Replace Overdraft Fees PENINSULA A <i>Christy Jones and Rory Rowland</i></p>	<p>Reinventing and Redefining Credit Union Culture PENINSULA B <i>Stacie VanDenBerghe</i> <i>Sponsored by CU Solutions Group</i></p>	
<p>Philanthropy and Advocacy: Perfect Partners Panel Discussion MACKINAC A <i>Gigi Hyland</i></p>		<p>CFPB to Eliminate Overdrafts PENINSULA A <i>Christy Jones</i></p>	<p>Mobile Payments: Greatest Opportunity or Biggest Threat? TOWER B <i>Amy Smith</i></p>	<p>MCUE: Why it is Michigan's Most Popular Credit Union 401(k) Plan DIRECTOR'S <i>Steve Benzing</i> <i>Sponsored by CUNA Mutual Group</i></p>	
		<p>Improve Financial Futures: Route Your Retirement Fair Demo TOWER A <i>Beth Troost and Gigi Hyland</i></p>	<p>Maximizing Members' Deposit Coverage TOWER C <i>Rick Choffel</i> <i>Sponsored by Excess Share Insurance</i></p>		
		<p>ACA Employer Mandates Begin: Play or Pay & Report or Pay TOWER C <i>Jim Fournier</i></p>	<p>Grow Non-Interest Income With Business Loans COUNCIL <i>Mark Cerminaro and Jeremy Brown</i> <i>Sponsored by Rapid Advance</i></p>		



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