



**Innovate
Integrate
Motivate**

**2019 Annual Meeting
and Convention**

**Cooperative Credit Union
Association, Inc.**

October 16-18, 2019

Mohegan Sun
Uncasville, CT



As cooperatives and part of the Cooperative Credit Union Association, Inc. (CCUA), the credit unions of Delaware, Massachusetts, New Hampshire, Rhode Island and beyond offer members the best value-added services and products that create a stronger financial landscape while building member loyalty, which in turn leads to growth. The mission and values of the credit union industry have stood the test of time and today continue to make a difference in the lives of members.

Join your credit union peers at the Cooperative Credit Union Association, Inc.'s, 2019 Annual Meeting, Convention and Trade Show where we will highlight this year's theme of **Innovate – Integrate – Motivate!** This annual event will return to Mohegan Sun in Uncasville, Conn., one of New England's finest convention and meeting facilities, October 16-18.



Location: Mohegan Sun in Uncasville, Conn

INNOVATION

Consider Dyson Ltd, when thinking of Innovation.

Best known for creating the first bagless vacuum cleaner, Dyson surrounds itself with ingenious innovations, some are inspirational, serving as a reminder to strive for the impossible, while others are functional, contributing to a 100 percent renewable electricity supply at their corporate headquarters.

Sir James Dyson, British inventor, industrial designer and founder and chief executive of Dyson, fuels the innovation, saying, "Having an idea for doing something better and making it happen – even though it appears impossible. That's still my dream." Although everyone at Dyson is not an engineer, the company encourages everyone to think like one, to challenge assumptions and tackle the inefficiencies others ignore.

INTEGRATION

Consider the automobile when thinking of Integration.

While it continues to employ four wheels, a gas pedal, brakes, and steering wheel, today's auto is light years ahead of Henry Ford's Model T. From self-driving applications and satellite-based navigation to computerized fuel-efficiency and surround-sound audio systems, the automobile industry strives to employ creativity and imagination as it integrates the latest advances in technology and comfort into its designs and product offerings.

MOTIVATION

Consider former American football player, coach and analyst Lou Holtz when thinking of motivation.

In 1988, Holtz guided the Fighting Irish of Notre Dame to a 12-0 record with a victory in the Fiesta Bowl, sealing a consensus as being the national champion. Holtz is the only college football coach to lead six different programs to bowl games and the only coach to guide four different programs to the final top 20 rankings.

Compiling a career record of 249-132-7 throughout his years of coaching, Holtz is revered as a master of motivation, guiding and inspiring his players to reach beyond the limits in quest of achieving greatness. His inspirational words continue to motivate and inspire people, whether on or off the field. "It's not the load that breaks you down, it's the way you carry it. Ability is what you're capable of doing. Motivation determines what you do. Attitude determines how well you do it."

INNOVATION – INTEGRATION – MOTIVATION

Consider Innovation – Integration – Motivation when thinking of your credit union and its future success.

By attending this year's Annual Meeting, Convention and Trade Show hosted by the Cooperative Credit Union Association, Inc. you'll take the first step in advancing your credit union on a forward path defined by a faculty of experts sharing their insights and knowledge, the support of colleagues joining with you to overcome similar challenges, and the backing of service providers and exhibitors standing ready as partners to help you achieve success.

The convention program will be content-rich, dynamic and timely with an outstanding group of industry experts, professionals, and regulators to provide thought-provoking concepts, unique insights and valuable data for all attendees.

This year's Trade Show which serves as the networking hub is expected to be bigger and better with some special attractions added. Decision makers have the opportunity to preview the latest and greatest products and services from companies that understand the importance of supporting the credit union system.

The CCUA Convention App features the agenda, speakers, presentations, exhibitor floor plan, and more that will keep participants engaged throughout the Convention.

BE SURE NOT TO MISS OUT... REGISTER TODAY!

COOPERATIVE CREDIT UNION ASSOCIATION, INC. 2019 ANNUAL MEETING, CONVENTION AND TRADE SHOW

Mohegan Sun, Uncasville, CT — October 16–18, 2019

Wednesday, October 16

9:00 a.m. – 6:00 p.m.

Registration

9:00 a.m. – 1:00 p.m.

CUSA/Fiserv Small CU General Sessions

9:30 a.m. – 10:30 a.m.

Pre-conference Sessions

Credit Union Values in Action Personally & Globally

*Carol Schillios, Principal
Schillios Consulting Group*

Social Security and Retirement Planning: A Hit or Myth Proposition

*Kurt Czarnowski, Principal
Czarnowski Consulting*

11:00 p.m. – 12:00 p.m.

Registration Refreshments

11:00 a.m. – 1:00 p.m.

Exhibit Hall Open

1:00 p.m. – 1:30 p.m.

Opening Ceremony/ Welcome Remarks

*Ronald McLean, President/CEO
Ellen Ford, Chairman of the Board
Cooperative Credit Union Association, Inc.*

1:30 p.m. – 2:45 p.m.

General Session

The SENSEI LEADER: Effective Leadership through Courage, Compassion and Wisdom

*Jim Bouchard, Leadership Activist/Founder
Black Belt Mindset Productions, LLC*

2:30 p.m. – 3:30 p.m.

Exhibit Hall Open/Refreshments

3:30 p.m. – 4:30 p.m.

General Session

Five Components of Extraordinary Teams

*Lee Rubin, President
Lee Rubin Speaks*

4:00 p.m.

Hotel Check-In

4:30 p.m. – 5:30 p.m.

Welcome Reception

Dinner on your own

Thursday, October 17

7:00 a.m. – 6:00 p.m.

Registration

7:00 a.m. – 8:30 a.m.

Breakfast

7:30 a.m. – 8:30 a.m.

Exhibit Hall Open

8:30 a.m. – 9:30 a.m.

General Session

The Innovation Imperative

*Mark Sievwright, Founder/CEO
Siewwright & Associates*

9:30 a.m. – 10:00 a.m.

Refreshments in Exhibit Hall

10:00 a.m. – 11:00 a.m.

General Session

Drive Credit Union Innovation & Growth

*Robert Trunzo, President/CEO
CUNA Mutual Group*

11:00 a.m. – 12:00 p.m.

Exhibit Hall Open

12:00 p.m. – 1:15 p.m.

Awards Lunch

Registered Attendees/Guests and Vendors

1:15 p.m. – 2:15 p.m.

Breakout Sessions

Emerging Trends in Consumer Finance

*Sean Flynn, Director, Credit Unions
TransUnion*

The Fed Has Changed Direction on Rates – Now What? How to Improve Your CU's Investment Portfolio in 2019

*Mark Wickard,
Managing Director of Investments
Oppenheimer & Co., Inc.*

Good Governance, Do Credit Union Boards Need Cyber Security Expertise?

*Gene Fredriksen, Principal Cyber Security
Consultant
Pure IT Credit Union Services*

Animation Systems™ — Translating Values into Indelible Experiences

*Matt Purvis, President
Purvis Management*

1:30 p.m. – 4:30 p.m.

Guest Program Activity

Stonington Vineyards Tour and Wine Tasting

*Space is limited, first come – first served,
pre-registration required*

2:15 p.m. – 2:30 p.m.

Refreshments

2:15 p.m. – 3:30 p.m.

Legislative/Regulatory Breakout Sessions

Current Issues Facing Federal and State Chartered Credit Unions – Delaware, New Jersey and other Credit Unions

*Christopher Pippett, Partner
Rothschild, LLP*

Massachusetts Update

*Deputy Commissioner James Barrett,
MA Division of Banks
MA Lobbyist TBA*

New Hampshire Update

*Bank Commissioner Gerald Little,
NH Banking Department
NH Lobbyist David Collins,
RYP Granite Strategies*

Rhode Island Update

*Deputy Director & Superintendent of
Banking Elizabeth Kelleher Dwyer, Rhode
Island Department of Business Regulation*

3:30 p.m. – 4:00 p.m.

Refreshments

4:00 p.m. – 5:00 p.m.

Breakout Sessions

Combatting Challenges and Creating Solutions for Small Credit Unions

*Maria LaVelle, CEO
PHEPLE Federal Credit Union*

Characteristics of High Performing Institutions and Risk Management Concepts to Withstand Economic Downturns

*Emily Hollis, CEO
ALM First Financial Advisors, LLC*

The Hidden Risk of the Auto Lending Boom

*Karim Habib, Vice President Customer
Optimization
CUNA Mutual Group*

Consumer Advocacy Update

*Walter Laskos, SVP, Strategic Communications
Cooperative Credit Union Association, Inc.
Isaiah Moskowitz, Founder/CEO
LTI Business Solutions*

5:30 p.m. – 6:30 p.m.

CCUA Chair Testimonial Reception

Pre-registration required

6:00 p.m. – 7:00 p.m.

Gala Reception

7:00 p.m. – 9:00 p.m.

Gala and Entertainment

Dueling Pianos

Friday, October 18

7:30 a.m. – 11:00 a.m.

Registration

7:30 a.m. – 9:00 a.m.

Breakfast

9:00 a.m. – 10:00 a.m.

Keynote Speaker

10:00 a.m. – 11:00 a.m.

Annual Meeting

11:00 a.m.

Hotel Check-Out

REGISTER TODAY!

To register for the Cooperative Credit Union Association's (CCUA) 2019 Annual Meeting, Convention and Trade Show, please visit the CCUA's website (www.ccua.org). Click on the Annual Convention link on the right and connect to the convention's registration website. Simply complete the online registration for each credit union representative attending. You have the option of paying by VISA, MasterCard, American Express, or check.

Credit Union Registrant:

\$629 per person/\$579 – Early Bird

The registration fee includes all convention education sessions; all breaks; welcome reception on Wednesday; continental breakfast, awards lunch, and reception/gala on Thursday; and breakfast buffet on Friday for the credit union registrant only. Registrants' guests may attend for the guest fee listed below.

Small Credit Union Registrant (Credit Union Assets less than \$100 Million):

\$449 per person/\$399 – Early Bird

The small credit union registration fee includes all convention education sessions; all breaks; welcome reception on Wednesday; continental breakfast, awards lunch, and reception/gala on Thursday; and breakfast buffet on Friday for the credit union registrant only. Registrants' guests may attend for the guest fee listed below.

Young Professional Network Member:

\$349 per person/\$299 – Early Bird

The young professional network member registration fee includes all convention education sessions; all breaks; welcome reception on Wednesday; continental breakfast, awards lunch, and reception/gala on Thursday; and breakfast buffet on Friday for the young professional network registrant only. The registrant must be a member of the Association's Young Professional Network. Young professionals' guests may attend for the guest fee listed below.

Guest: \$399 per person

The guest registration fee includes all of the convention breaks; welcome

Special Early Bird Registration:

\$579/\$399/\$299 (CU Registrants only)

CCUA is pleased to offer an early bird registration for credit union registrants. **The deadline for early bird registration is August 31, 2019.**

reception on Wednesday; continental breakfast, awards lunch, and reception/gala on Thursday; and breakfast buffet on Friday for the credit union registrant's guest only.

Deadline for all registrations is

Wednesday, October 2, 2019. Each registration received after October 2, 2019, will incur an additional 10% charge per attendee.

Be sure to note any special dietary needs, any special health requirements, and any mobility concerns in the "Special Requirements" box of the online registration.

Governance Update

Together with arrangements for outstanding educational programs and networking opportunities, plans are also underway by CCUA to assist Delaware, Massachusetts, New Hampshire and Rhode Island member credit unions in having a voice in its governance. One member, one vote governs the CCUA reflective of credit union principles.

All member credit unions will have the opportunity to designate one delegate and one alternate delegate for representation using a single registration system. Electronic voting will be available for the convenient election of directors and on-site voting will take place for other business items.

Hotel Reservations

To make hotel reservations, click on **HOTEL** on the registration website where you will find the Mohegan Sun reservation information. Convention registration fees do not include overnight room accommodations. Make your reservations, at \$155 per night plus applicable taxes, currently 15% (subject to change) plus a facility fee, \$9.95 directly with Mohegan Sun using the following dedicated booking website. You will be able to make, modify and cancel hotel reservations online, as well as take advantage of any room upgrades, amenities or other services offered by the hotel. Reservations can be made directly via Passkey on-line via the following URL Link: <https://book.passkey.com/go/CCUA19>

Should guests prefer to call in guestroom reservations, please use group code: **CCUA19 via the toll-free phone number 1-866-708-1340.**

A one night's deposit \$155 plus taxes is required to make each reservation. Reservations are accepted on a first-come, first-served basis. Mohegan Sun room reservations must be made on or before the cut-off date of Tuesday, September 24, 2019 by 11:59 PM EST. Reservations and special group rate received after Tuesday, September 24, 2019 will be accepted on availability and rate.

Cancellation Policy

Cancellations must be received in writing. If received by CCUA on or before Wednesday, October 2, 2019 registrant is entitled to a full refund. Cancellations after this date will incur a \$100 cancellation fee. No refunds on cancellations received after Friday, October 11, 2019. Substitute registrants will be accepted at any time without penalty.

Information

For further information about the Cooperative Credit Union Association's 2019 Annual Meeting, Convention and Trade Show, please contact Donna Bevilacqua (dbevilacqua@ccua.org) or call (800) 842-1242.