

# POWERFUL CAUSE. POSITIVE EFFECT.

MAKING AN IMPACT FOR THE CREDIT UNION FUTURE



**2012 CUNA GOVERNMENTAL AFFAIRS CONFERENCE**  
**MARCH 18-22 | WASHINGTON, D.C.**



A red bomb is suspended by a thin blue string from the top left corner. The background is a detailed, ornate domed ceiling with a central circular fresco depicting a scene with figures. The architecture features a grid of decorative panels and arched windows around the perimeter of the dome.

# MAKE AN IMPACT

Join thousands of credit union leaders this March at the 2012 CUNA Governmental Affairs Conference. Engage to energize the credit union movement and impact powerful change with your elected representatives.

# POWERFUL CAUSE. POSITIVE EFFECT.



This year's theme, Powerful Cause, Positive Effect, sums up precisely what the 2012 Governmental Affairs Conference is all about. As credit unions we are all about member service and helping people, especially in times like these when we are needed most. Our powerful cause, backed by 93 million working Americans who rely on credit unions every day, needs representation in Washington, D.C. But simply acknowledging our cause will not accomplish our political goals.

In what will be a critically important election year, we must educate legislators, demonstrate our grassroots strength, advocate for proactive policy change, and make a powerful impact for the credit union movement. The GAC, an event unlike any other in the credit union movement, is our strongest case to do so in Washington, D.C.

This March's conference, especially, is not to be missed. With Congressional elections looming, we will focus on our campaign and political involvement strategy. We will also assess the political dynamics on Capitol Hill, refine our plans to achieve our legislative and regulatory goals, and drive them home during the Capitol Hill visits that are at the GAC's core.

Credit union leaders from around the country will have the opportunity to meet one-on-one with their Members of Congress and discuss how to create positive change for the credit union industry. Having spent more than 25 years in the movement, including nine as a credit union CEO, I can personally attest to the GAC's value and its essential role in our political strategy. And, of course, the greater the movement's level of participation, the more powerful this event becomes — powerful cause, positive effect.

We have a full political agenda this year and need the support of every credit union leader in the movement to accomplish our goals. Join us this March in Washington, D.C. at the GAC. With your help we can ensure a future in which credit unions can serve their members to the very best of their abilities and in which policy makers have a deep understanding of the credit union difference.

Bill Cheney

*President/CEO*

*Credit Union National Association*

REGISTER AT [GAC.CUNA.ORG](http://GAC.CUNA.ORG) | [gacinfo@cuna.com](mailto:gacinfo@cuna.com) | 800-356-9655, ext. 5700

# POWERFUL CAUSE.

In-depth sessions. Impact on Capitol Hill. Industry connections.

Only CUNA's GAC offers keynoters like Condoleezza Rice and highly influential government leaders. A variety of breakout sessions provide in-depth updates and more intimate Q&A on credit unions' most critical issues. You'll gain new insights on media relations and opportunities in the face of shifting popular views on financial institutions. 2012 promises to be a critical election year, and the GAC program will cover developments in political fundraising and campaign involvement.

Visits to Capitol Hill are strategized in conjunction with your League to effectively deliver our credit union message. Lawmakers will listen to the voices of thousands of credit union leaders standing up for 93 million Americans' financial freedom.

The largest credit union event, CUNA's GAC brings together our movement's leaders for incredible networking. At breakfast or after a breakout, on a tour of the exhibit hall or the walk to the Hill, you'll connect with new colleagues and renew old friendships.

The GAC exhibit hall is the largest in the credit union industry. More than 200 exhibitors share their experience and showcase the latest products and services of interest to the credit union movement.



# POWERFUL KEYNOTERS

From Washington insiders to Washington reporters, the GAC's influential keynoters are here to enlighten, inspire and propel the credit union movement forward.



**Condoleezza Rice**

*Former United States Secretary of State*

As one of the most prominent members of President George W. Bush's Cabinet, Condoleezza Rice has won enormous respect in the U.S. and worldwide. Listen to this influential figure share her insights on politics, Washington, business and what this means for the credit union movement in the future.



**Bob Woodward**

*Associate Editor, Washington Post*

Beginning with their first shared Watergate byline in June 1972, Bob Woodward and Carl Bernstein set a new standard for Washington journalism and in-depth, behind-the-scenes reporting on the American presidency. Together they will tell the stories behind their work and guide you through a riveting and personal tour of politics and Washington.



**Carl Bernstein**

*Political Analyst, CNN, Contributing Editor, Vanity Fair*

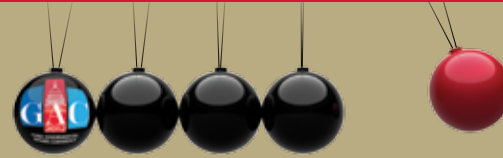


**Charlie Cook**

*Editor and Publisher, Cook Political Report Columnist, National Journal*

Charlie Cook is considered Washington's most trusted voice on all things political, and in particular with regard to major elections. Using his encyclopedic knowledge, poll data, memorable stories, quick wit and meaningful insights, he will provide incisive analysis on the upcoming elections.

# SCHEDULE AT A GLANCE



## SUNDAY, MARCH 18, 2012

- 12:00 – 8:30 pm Conference Registration and Welcome Center Open
- 2:00 – 3:00 pm First-time Attendee Orientation
- 3:00 – 5:00 pm Small Credit Union Roundtable  
*(for credit unions < \$35 million in assets)*
- 7:00 – 8:30 pm Exhibit Hall Grand Opening Reception
- 8:30 – 10:00 pm Opening Concert  
**American Idol Winner Taylor Hicks**

## MONDAY, MARCH 19, 2012

- 7:00 am – 4:15 pm Conference Registration and Welcome Center Open
- 7:30 – 9:00 am Exhibit Hall Open *(continental breakfast)*

## MONDAY, continued

- 9:00 – 11:30 am Opening General Session  
CUNA's Annual General Meeting  
Keynote Presentation:  
**Bob Woodward and Carl Bernstein**
- 11:30 am – 1:30 pm Exhibit Hall Open *(lunch provided)*
- 1:30 – 4:00 pm General Session *(continued)*  
Legislative and Political Update  
Keynote Presentation:  
**Condoleezza Rice**
- 5:30 – 9:00 pm The National Credit Union Foundation Dinner Presenting the Herb Wegner Memorial Awards *(Grand Hyatt separate ticketed event; Dinner begins at 6:00 pm)*

*The schedule is subject to change; please visit [gac.cuna.org](http://gac.cuna.org) for the most up-to-date schedule and details. The general sessions will include additional guest speakers to be announced. All events are held at the Washington Convention Center unless otherwise noted.*

**MAKING AN IMPACT FOR THE CREDIT UNION DIFFERENCE.**

## TUESDAY, MARCH 20, 2012

7:00 am – 5:00 pm	Conference Registration and Welcome Center Open
7:30 – 9:00 am	Exhibit Hall Open ( <i>continental breakfast</i> )
9:00 am – Noon	General Session with Keynote Presentation
Noon – 1:45 pm	Exhibit Hall Open ( <i>lunch provided</i> )
2:00 – 3:15 pm	Breakout Sessions
3:30 – 4:45 pm	Breakout Sessions
4:45 – 6:00 pm	Reception with NCUA Board and Regional Directors
5:00 – 6:30 pm	Exhibit Hall Closing Session and Reception
9:00 – 10:30 pm	Late Night at the GAC ( <i>Renaissance</i> )

## WEDNESDAY, MARCH 21, 2012

8:00 am – Noon	Conference Registration and Welcome Center Open
8:30 – 11:45 am	General Session
Noon – 5:00 pm	Capitol Hill Visits
5:00 – 6:30 pm	Dora Maxwell, Louise Herring and Alphonse Desjardins Awards Reception ( <i>by invitation at Renaissance</i> )
7:00 – 10:00 pm	Conference Gala Reception and Dance ( <i>Renaissance</i> )

## THURSDAY, MARCH 22, 2012

Capitol Hill Visits Continue  
Travel Home Safely

### SAVE THE DATE

America's Credit Union Conference  
June 17-20, 2012 | San Diego, CA  
[acuc.cuna.org](http://acuc.cuna.org)

## ENTERTAINMENT AND AWARDS

Evenings bring the opportunity to relax and connect with credit union peers.

### EXHIBIT HALL GRAND OPENING

**Sunday, March 18, 7:00 – 8:30 pm**

Washington Convention Center

Come to the Grand Opening of the industry's largest exhibit hall. Relax at the reception and preview more than 200 exhibitions showcasing the latest products and services of interest to the credit union movement.



### GAC OPENING CONCERT: AMERICAN IDOL WINNER TAYLOR HICKS

*Presented by CUNA Councils*

**Sunday, March 18, 8:30 pm**

Washington Convention Center



American Idol winner Taylor Hicks opens the GAC with an energetic stage performance. His sultry blend of blues, rock & roll and soul will warm up attendees for an exciting conference.

*This event is open to all GAC attendees and guests.*

## THE NATIONAL CREDIT UNION FOUNDATION DINNER PRESENTING THE HERB WEGNER MEMORIAL AWARDS

**Monday, March 19, 5:30 pm**

Grand Hyatt Washington

*(Separate registration is required)*

Join your peers as this year's winners are presented the Herb Wegner Memorial Awards, recognizing the credit union movement's highest national honor for Lifetime Achievement and Outstanding Program. These honorees embody the National Credit Union Foundation's mission of promoting consumer financial independence through credit unions.

Please visit [www.ncuf.coop](http://www.ncuf.coop) for tickets.



## LATE NIGHT AT THE GAC

*Sponsored by CUNA Mutual Group*

**Tuesday, March 20, 9:00 pm**

Renaissance Washington, D.C. Hotel



## GAC GALA RECEPTION & DANCE

**Wednesday, March 21, 7:00 pm**

Renaissance Washington, D.C. Hotel

Join us in the Grand Ballroom for an outstanding evening of dining, refreshments and fun. Socialize with your credit union colleagues, enjoy the music and take a spin on the dance floor.

# CONFERENCE REGISTRATION

## REGISTRATION

**\$995 each credit union attendee**

**\$495 each attendee from credit unions < \$35 million in assets**

*Enter promotional code GACSMALL on the "complete checkout" page. Select "apply promo" and your discount will be automatically calculated.*

**FREE** Small Credit Union Roundtable

**\$525** Guest Program (Tours & Social Events)

**\$325** Guest Program (Social Events Only)

*For more information on the guest program and tours, please visit [gac.cuna.org](http://gac.cuna.org) and choose Guest Program.*

Register online at [gac.cuna.org](http://gac.cuna.org) with ACH debit payment, VISA or MasterCard. For assistance, please e-mail [gacinfo@cuna.com](mailto:gacinfo@cuna.com) or call 800-356-9655, ext. 5700.

*Affiliation with CUNA/League is required for attendance, but limited exceptions may apply. Please contact CUNA prior to making travel arrangements to confirm eligibility.*

## CANCELLATIONS, REFUNDS AND SUBSTITUTIONS

Cancellation and refund requests received by February 22, 2012, are subject to a 25% administrative fee on order total. No refunds will be granted for cancellations received after February 22, 2012. All cancellations must be received in writing by faxing to 608-231-4998 or e-mailing [gacinfo@cuna.com](mailto:gacinfo@cuna.com). Substitutions are accepted any time prior to the start of the program at no additional cost. Complete an updated registration form listing the new participant and note the name of the attendee they will be replacing. Submit the revised registration via fax (608-231-4998) or e-mail [gacinfo@cuna.com](mailto:gacinfo@cuna.com).

## CONTINUING PROFESSIONAL EDUCATION (CPE) CREDITS

CUNA is registered with the National Association of the State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of Accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN 37219-2417. Telephone: 615-880-4200. Website: [www.nasba.org](http://www.nasba.org).

## CPE CREDITS

You can earn 16 group-live CPE credit hours for the CUNA Governmental Affairs Conference. No advance preparation is required. For more information regarding administrative policies, such as complaints and refunds, please contact CUNA at 800-356-9655, ext. 5700.

# HOUSING INFORMATION

## RESERVE HOUSING

For complete information, visit [gac.cuna.org](http://gac.cuna.org) and choose Housing. Shuttle service is provided Sunday to Wednesday for the 11 official conference hotels. A number of state credit union leagues have obtained housing blocks for use by their credit unions. Affiliated credit unions from the following states should visit [gac.cuna.org](http://gac.cuna.org) to download the League Housing Information and contact their league representative directly. Rooms are not guaranteed and are based on availability.

AK, AL, AR, AZ, CA, CO, CT, DE, FL, GA, HI, IL, IA, KS, LA, MA, ME, MN, MO, MS, MT, NC, NH, NM, NV, NY, OH, OK, OR, RI, SC, TX, UT, VA, VT, WA, WI, WV, WY

For states not listed above, please contact the Housing Bureau to book your room:

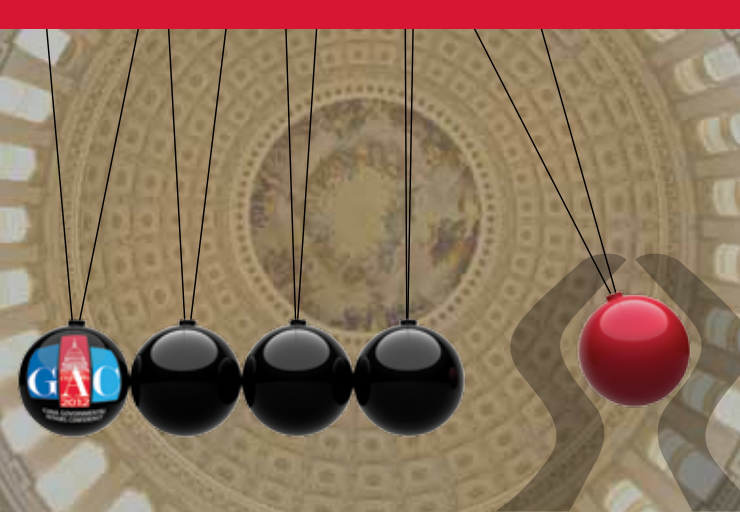
- Visit [gac.cuna.org](http://gac.cuna.org) and choose Housing. Click on the link for the Housing Bureau website and follow the steps for reservations.
- Call 800-974-3084 Monday through Friday from 9:00 am – 5:00 pm Eastern.
- Fax 847-521-6017 to reserve your room via fax.

## VISITING WASHINGTON, D.C.

The Washington Convention Center has a guest information booth located in the grand lobby at the Mt. Vernon Place entrance. The Convention Center staff can assist with recommendations for local area attractions, tours, stores and dining. The Convention Center also provides groups with official visitor guides and maps of D.C., as well as Circulator and Metro maps.

## HOUSING CHANGES AND CANCELLATIONS

- If after your initial reservation, your method of payment changes for any reason, it will be considered a credit card change. A \$50 credit card change fee will be applied for each reservation affected.
- Reservations cancelled by Tuesday, January 31, 2012, will receive their full deposit back.
- For reservations cancelled on and after February 1, 2012, there is a \$275 cancellation fee per room.
- All reservations, changes and cancellations must be made with the Housing Bureau by Wednesday, February 22, 2012, at 4:30 p.m. EST.
- Between February 23 and February 26, 2012, the Housing Bureau will transfer reservation information to participating hotels. During this time, no changes can be made.
- Beginning February 27, 2012, all changes and cancellations must be made directly with the hotel and all deposits are non-refundable.



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