

ARIZONA CREDIT UNION LEAGUE & AFFILIATES

2010 SUMMIT

OCTOBER 1-2, 2010
Flagstaff, AZ

*Explore
New Horizons*

THE POWER OF PARTNERSHIP



Arizona Credit Union League
& Affiliates



CUNA
Credit Union
National Association

2010 SUMMIT

OCTOBER 1-2, 2010 • Flagstaff, AZ

As a credit union leader, your staff and your members look to you for guidance. Are you confident that you have the latest industry updates to make informed decisions? Get the latest economic updates, legislative changes, and insights to lead your credit union successfully. You'll have the opportunity to network with industry experts and other Arizona leaders to put your knowledge into practice. **Don't miss this opportunity to explore new horizons and guide your credit union in the right direction.**

Topics

Update on the Arizona Economy

Dr. Lee McPheters

This always-popular session featuring the engaging Dr. McPheters will give you an inside look at hard data relating to the Arizona economy for the remainder of 2010 and 2011. With this information in hand, you'll be better able to manage your own affairs as well as those of your credit union.

Customer Experience and High ROI Opportunities for Credit Unions

Mark Meyer

This report, a collaboration between the Filene Research Institute and global consultancy McKinsey & Company, explores why consumers consistently give credit unions their highest satisfaction scores, yet take their business elsewhere, and what credit unions can do about it.

Reality-Based Revenue Strategies for Credit Unions

John Lass

Discover the key challenges and opportunities facing the credit union system and gain practical strategic tools and processes that you can use to make effective strategic choices and help produce revenue for your credit union. In this session, we'll also focus on non-interest income strategies credit unions need to look at to be competitive as well as share successes throughout the financial services industry.

D.C. Legislative Update: Opportunities and Implications for the Credit Union Movement

John Magill

Having a presence on Capitol Hill is currently more important than ever. Whether it's fighting off banker attacks, communicating the safety and soundness of credit unions to legislators and all media outlets, or helping ensure the financial success of credit unions, the need for political advocacy is always growing. Attend and get a D.C. update and review the current status of credit union-friendly legislation.

Schedule

Friday, October 1

- 8:00 – 9:00 a.m. *Registration and Continental Breakfast*
- 9:00 – 10:30 a.m. **Update on the Arizona Economy**, *Dr. Lee McPheters*
- 10:45 a.m. – 12:00 p.m. **Legislative Update: Opportunities and Implications for the Credit Union Movement**, *John Magill*
- 12:00 – 1:15 p.m. *Group Lunch*
- 1:15 – 4:30 p.m. **Customer Experience and High ROI Opportunities for Credit Unions**, *Mark Meyer*
- 5:30 p.m. *Reception and Group Dinner*

Saturday, October 2

- 8:00 – 9:00 a.m. *Group Breakfast Buffet*
- 9:00 a.m. – 12:00 p.m. **Reality-Based Revenue Strategies for Credit Unions**, *John Lass*

Featured Instructors

John Magill



John is the senior vice president of legislative affairs in the Credit Union National Association's

Washington, D.C. office. He has a full range of lobbying responsibilities, including the coordination and supervision of the activities of CUNA's legislative team, representing the interests of the credit union movement before both houses of Congress.

Dr. Lee McPheters



Dr. McPheters is the research professor of economics in the W. P. Carey School of Business at Arizona State

University and director of the school's JPMorgan Chase Economic Outlook Center. The center specializes in economic forecasts for Arizona and the Western states. He is editor of the Arizona Blue Chip Economic Forecast and the Western Blue Chip Economic Forecast Newsletters, published monthly by the center.

Location

High Country Conference Center

201 E Butler Avenue
Flagstaff, AZ 86001

Lodging Detail

Here is a nearby option for lodging. For special rates, please mention CUNA.

Drury Inn and Suites Flagstaff

300 South Milton Road
Flagstaff, AZ 86001

Phone: (928)773-4900

To reserve online, go to www.druryhotels.com, click on Book it Fast, then enter group number 2075701. Please call (800) 325-0720 to make your individual group reservations. Please specify the hotel location and reference your group name.

Room rates: \$139.99 for king, \$149.99 for two room suite; plus 10.33% tax (not included)

**Hotel reservation deadline:
September 9, 2010**

Confirmations

If you register online, you will receive your registration confirmation within three business days. Please allow up to 10 days if you pay by check. For assistance or questions about registration, e-mail reginfo@cuna.com or call 800-356-9655, ext. 4949.

Cancellations

Cancellations received in writing (via fax 608-231-4327) seven or more days before the start of the program are eligible for a refund of the amount paid minus a \$50 administrative fee. No refunds will be granted if cancellation is received six days or less before a program begins. Substitutions are accepted anytime prior to the start of the program.

CPE Info

Continuing Professional Education (CPE) Credits

CUNA is registered with the National Association of 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. Web site: www.nasba.org.



CPE Credits: You can earn 9 group-live CPE credit hours for the Arizona Credit Union League & Affiliates 2010 Summit. No advance preparation or prerequisites are required. For more information regarding administrative policies, such as complaint and refund, please contact CUNA at 800-356-9655, ext. 4249.

Multiple Attendees

If you are registering multiple attendees, choose "Buy for Others" in the shopping cart. Anyone in your credit union who is already set up with CUNA web access will appear on a list for you to select from. New attendees should request a CUNA login (see registration tips for more information).

Register online today!

Visit training.azcreditunions.org and choose *Event Calendar*.

For registration assistance, e-mail reginfo@cuna.coop or call 800-356-9655, ext. 4949.

Tuition

Register with a group and save!

Registration is \$459 per attendee or \$429 each for multiple attendees from the same credit union. To receive the multiple attendee discount, all registrations must be processed in the same order.

Guest Program

The guest fee is \$239 per person and includes all meals and admission to Friday's reception.

Registration Information for Arizona Events

Here are some quick tips on how to use our registration system. If you need assistance, our registrations staff is here to help. Please call 800-356-9655, ext. 4949 or e-mail reginfo@cuna.coop.

CUNA Web Access: You'll need a web access user name and password to register.

- To check if you already have a username and password, go to <http://www.cuna.org/remind> and enter your e-mail address. Your information will be sent immediately.
- If you need a login, please sign up at http://www.cuna.org/sign_up.html.
- If you encounter issues when logging in or purchasing products, call 800-356-9655, ext. 4077 for assistance.

ACH Payments: You can select ACH Debit in the online registration form to pay directly out of your account. By selecting ACH Debit rather than Credit Card, you'll keep more dollars within the credit union system. See step-by-step ACH instructions at: http://training.azcreditunions.org/reg_ach.html

Small CU Discounts

If your credit union has less than \$10 million in assets, you'll receive a 50% discount by entering promotion code 0950AZCU on the "Complete Checkout" page. Only one discount applies.

Arizona CU Foundation

Educational scholarships are available through the Arizona CU Foundation. To apply or for more information, contact Patricia Bodnar at (800)352-0387 or (602)264-6701, ext 201.

Register online today!

Visit training.azcreditunions.org and choose *Event Calendar*.

For registration assistance, e-mail reginfo@cuna.coop or call 800-356-9655, ext. 4949.