



STAND STRONG.



BE INFORMED.



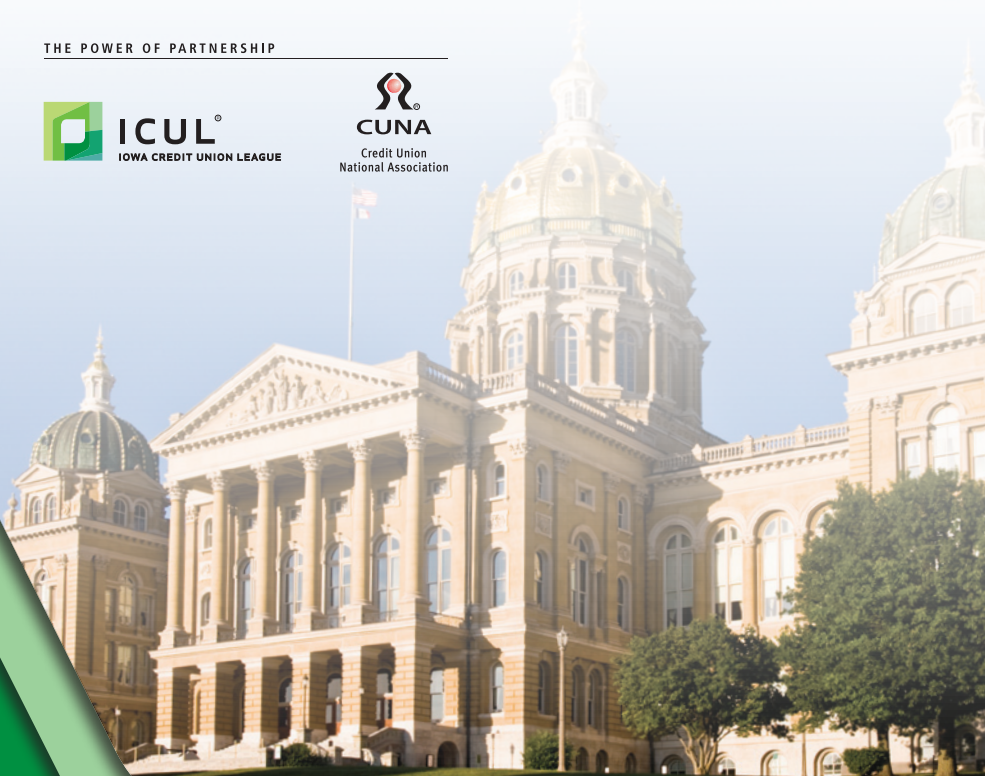
ADVOCATE.

IOWA CREDIT UNION LEAGUE

Legislative & Regulatory Issues Conference

February 14-15, 2012
Des Moines, IA

THE POWER OF PARTNERSHIP



Legislative & Regulatory Issues Conference

February 14-15, 2012

Des Moines, IA

Dear Iowa Credit Union Leaders,

The current legislative and regulatory environment has been historic in terms of the amount of proposals for change being considered by the U.S. Congress and the Obama Administration. We must come together to stand strong, get informed and advocate for the credit union industry.

Please join us for the Legislative & Regulatory Issues Conference to learn about the most pressing topics, how you can advocate for credit unions, and listen to lawmakers and regulatory experts speak on a variety of topics.

I also encourage you to log in to our members-only website at IowaCreditUnions.com to review our robust compliance calendar, PolicyAid online policy library, research briefings and Q&As. You can also check out TheWorksBlog.com to get more timely information on compliance issues.

I look forward to seeing you in February!

Sincerely,



Patrick S. Jury
CEO, President
Iowa Credit Union League



www.facebook.com/iowalittleguy



www.twitter.com/icul



Agenda

Tuesday Legislative Issues

8:30 – 9:00 a.m.

Registration and Breakfast

9:00 a.m. – 12:00 p.m.

- **President's Welcome**

Patrick S. Jury, President/CEO, ICUL

- **Governor's Welcome and Address**

Governor Terry Branstad (invited)

- **Congressional Update**

*The Honorable Tom Latham,
U.S. House of Representatives (IA)*

- **League Legislative Update**

*Justin Hupfer – CEO, PolicyWorks
Lynzey Tharp – Director of Government
Affairs, PolicyWorks
Emily Caropreso – Director of
Communications and Marketing, ICUL*

- **State Legislative Panel**

*Legislative Leaders –
Iowa General Assembly*

12:00 – 1:00 p.m.

Lunch

1:00 – 4:30 p.m.

- **Keynote: 2012 Elections -**

Today's Issues and Tomorrow's Ramifications

Paul Begala – Political Analyst, CNN

- **State Politics Speaker/Panel**

- **Member Engagement Plan:
Building a base of credit
union advocates**

*Robert Haus – Vice President Public
Affairs, PolicyWorks*

- **Field of Dreams: Observations from
Iowa's Major League Reporters**

Iowa Political Journalists

- **Legislative Insights from CUNA**

Bill Cheney – CEO, CUNA

5:00 – 7:00 p.m.

Legislative Reception

*Hosted by credit unions contributing
to the Legislative Fund*

Wednesday Regulatory Issues

8:30 – 9:00 a.m.

Registration and Breakfast

9:00 a.m. – 12:00 p.m.

- **Welcome and Announcements**

- **Iowa Division of Credit Unions Update**

*Superintendent JoAnn Johnson –
Iowa Division of Credit Unions*

- **Collection Issues Facing Iowa Credit
Unions**

*Josh Helgesen – Legal Counsel,
Veridian Credit Union*

- **Iowa Credit Union Compliance Issues**

12:00 – 1:00 p.m.

Lunch

1:00 – 4:00 p.m.

- **Consumer Financial Protection Bureau
Update**

- **Social Media Compliance from an
HR Perspective**

*Jonathan Martin III – Managing
Partner, Constangy, Brooks & Smith*

- **Consumer Credit and Fraud Update**

*Jessica Whitney – Assistant Attorney
General, Iowa Attorney General's office –
Consumer Protection Division*

Register online today!

Visit training.iowacreditunions.com
and choose *Event Calendar*.

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

*Schedule, topics and speakers are subject to
change. To view the most current schedule,
please visit training.iowacreditunions.com
and choose *Event Calendar*.*

Use hashtag #IACUVoice to tweet about the conference and keep the tweetstream going.

Instructors

Patrick S. Jury

Patrick is the president and chief executive officer of the Iowa Credit Union League. He joined the credit union movement in 1989 as vice president, government affairs and then as COO of the Iowa Credit Union League. He currently serves as the CEO/Chairman of Affiliates Management Company; chairs the boards of Community Business Lenders and TMG Financial Services; as a director on the Credit Union National Association Board and has recently been elected to the World Council of Credit Unions Board of Directors. He also represents credit unions on the executive committee and board of directors of SHAZAM, Inc., Iowa's EFT organization for financial institutions.



Bill Cheney

Bill Cheney is president and CEO of the Credit Union National Association. A 25-year credit union veteran, he has been involved in credit unions at nearly every operational level and discipline. He began his credit union career in 1987 with Security Service FCU in San Antonio, Texas. Ten years later in 1997, Bill was named president and CEO of Xerox FCU (today known as Xceed FCU) in El Segundo, California. In 2006, the California/Nevada Credit Union Leagues tapped him as its president and CEO.



Paul Begala

Paul is a political analyst for CNN, where he is part of the political team that won an Emmy for its coverage of the 2006 elections and a Peabody Award for its coverage of the 2008 Presidential election. Paul served as counselor to President Clinton in the White House, where he helped define and defend the Administration's agenda, from the State of the Union Address to economic, domestic and international issues. With his partner James Carville, he was a senior strategist for the Clinton-Gore Presidential Campaign in 1992.



Jessica Whitney

Jessica works for the Iowa Attorney General's Office as an assistant attorney general and the deputy administrator of the Iowa Consumer Credit Code. Prior to working for state government, Jessica was a litigator for the Minneapolis-based firm Dorsey & Whitney.

Registration & Hotel Information

Hotel Information

Embassy Suites on the River Des Moines
101 East Locust Street
Des Moines, IA 50309
Phone: (515) 244-1700

Hotel rate: \$142 per night for single/double occupancy

Hotel deadline: January 16, 2012

Tuition

Registration is \$399 per attendee, \$369 each for multiple attendees from your credit union, or \$219 per attendee for a single-day session (multiple attendee discount only applies to full conference). To receive the multiple attendee discount, all registrations must be processed in the same order.

Small CU Discounts

If your credit union has less than \$15 million in assets, you'll receive a discount on registration fees for most Iowa events. On the "Complete Checkout" page in online registration, look for "Enter Promotion Code" and enter the code for your asset size. Click on "Apply Promo" and your discount will appear. Only one discount applies.

- 25% discount for \$10 million to \$14.9 million, use **0925IACU**
- 50% discount for \$5 million to \$9.9 million, use **0950IACU**
- 75% discount for less than \$4.9 million, use **0975IACU**

Grants

Several grants are available through the Iowa Credit Union Foundation to help credit unions attend educational events. To explore these opportunities, please visit www.iowacreditunionfoundation.org or contact Marybeth Foster at marybethf@iowacreditunions.com.

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).

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.coop 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.

Registration Tips for Iowa 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.iowacreditunions.com/reg_ach.html

Register online today!

Visit training.iowacreditunions.com and choose *Event Calendar*.

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More Training Options from CUNA and Your League



CUNA's RegTraC

Just \$35 per module!

CUNA's Regulatory Training & Certification Program (RegTraC) is the credit union movement's premier training and certification program. Learn the latest regulations in a self-study format. Choose from topics such as:

- Bank Secrecy Act
- NCUA Lending Regulations
- Reg Z-Truth in Lending

Visit training.cuna.org and choose *Certificate & Certification Programs* for more information.

CUNA Regulatory and Compliance Training

Regulatory and compliance concerns are some of the most complicated and time consuming issues facing credit unions today. Learn how to tackle any rule or regulation with help from CUNA's training resources. Stay compliant on everything from frontline issues to complex bank secrecy act updates.

Choose from:

- Schools & Conferences
- Books
- Online courses
- Webinars
- Audio Conferences
- Certificate programs
- And more!

Visit training.cuna.org/compliance to learn more!





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