

Own the future

...where opportunity and philosophy meet.

OPPORTUNITY AV

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2010 Annual Meeting
April 22-24 • Myrtle Beach, SC



Join us!

Over the past few years, the financial industry has been filled with potholes and detours. Navigating the bumps in the road and knowing which direction to turn has proven to be an enormous challenge. With this experience under your belt and the South Carolina Credit Union League's critical guidance to credit unions across the state, the road to 2010 will be much smoother. Reflect on the past, map out your future, and join us for the South Carolina Credit Union League Annual Meeting. Attend educational sessions led by the most experienced financial industry guides and take advantage of networking events that will give you direction for the year ahead. Plan your route to own the future. We'll see you here — where opportunity and philosophy meet.

NEW this year!

Young Professional Initiative

Are you 40 or under? Is someone from your credit union already registered for this conference? If so, you can attend at our young professional rate — only \$75! See page 5 for more information.

South Carolina Credit Union League Annual Meeting
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EDUCATIONAL SESSIONS

Own the Future

Love Collins, III

We have the opportunity to take control of our situations and own the future, despite very challenging times and exponential changes. Love adopted, and applied, this theme throughout his life and has achieved numerous accomplishments. Discover how awareness, attitude, and determination are central to overcoming challenges and changes, while accomplishing goals. The extraordinary life experiences of Love will help you understand how you too, can *Own The Future!*

Recovery From the Great Recession

Steve Rick

The deepest economic downturn in our lifetimes may be followed by a painfully slow recovery. When will credit markets loosen, unemployment rates decline, housing markets rebound, and sustained economic growth return? Steve Rick will discuss the slow recovery, the effect on the credit union industry, and the opportunities available to you.

■ Social Media and Other Successful Marketing Strategies

Matt Davis

Learn how to use online social media tools such as blogging, video logging, podcasting, Facebook, and Twitter. These tools can create numerous marketing opportunities if you leverage them correctly. In addition, you can reinforce your brand, differentiate yourself from the competition, and build a community of trust. With budget always being a challenge, what better way is there to enhance your brand than these virtually free online channels?

■ Meaningful Credit Union Collaboration

Many credit unions are finding ways to collaborate and better serve the low income member, provide business services, improve operational efficiency, and much more. Which “best practice” principles can be learned from your credit union peers?

• Part 1: Ideas at Work

Brent Dixon

Attend this session and examine the research the Filene Institute has done on credit union collaboration. Also, discuss a number of examples and ideas from the credit union movement.

• Part 2: Action Plan and Next Steps

Matt Davis and Brent Dixon

To further expand on the success of these collaborations, this session will explore how to implement these ideas to ensure sustainability and success.

■ Ever-Changing Compliance Challenges

David Reed

This session will discuss the dynamic regulatory environment and its impact on your credit union operations. In this interactive session, you will also explore the important compliance responsibilities, brainstorm how your credit union is managing those responsibilities, and discuss actionable solutions.

■ Due Diligence, Analyzing Risk in Your Credit Union, and Possible Partners

Steve Miller

An appropriate due diligence plan that considers the needs of the credit union’s board, employees, regulators, and community is crucial. We will discuss how to maximize the effectiveness of your plan while ensuring the efficiency that is required to meet deadlines. In addition, we will focus on the steps credit unions should consider when analyzing risk in the portfolios of possible partners in today’s environment.

■ Promoting Credit Unions’ Positive Image

Julie Ferguson

We are currently experiencing unprecedented times with the number of bank failures and the long and painful economic recovery. Credit unions have experienced challenges as well, but overall, have proven to be a safe and sound financial choice for consumers. The opportunities to tell consumers about the credit union advantage are endless. Learn how you can take advantage of your positive image through marketing and business development and hear success stories from credit unions that are already reaping the rewards!

■ Increased Expectations and Responsibilities for Boards

David Reed

With the current challenges facing credit unions and tighter regulations looming, the role of the credit union board member will be forced to evolve. Get the perspective of a credit union industry expert on how you can prepare for this evolution and what you need to do to protect the safety and soundness of your credit union.

■ The Current Mortgage Environment: Risks and Opportunities for Credit Unions

William Fanning

The recent past for the mortgage market has been anything but positive and many economists are predicting more challenges ahead. This session will discuss the current status of the mortgage market and what recent indicators say about the future. An industry expert will also examine the various programs available that can deepen your relationships with current members, while reducing risk. There are more options to help your members than you may think!

■ Young Professionals Group: Developing an Implementation Plan for Your Credit Union

Take this opportunity to discuss the ideas gained from this valuable training opportunity while sharing ideas with peers on implementation. An industry expert on Filene Research Institute’s i3 initiatives will lead the discussion and help you take the next step.

YOUNG PROFESSIONAL INITIATIVE

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SCHEDULE

THURSDAY

6:30 – 9:30 a.m.	Breakfast
7:15 a.m.	Golf Tournament <i>Arcadian Shores Golf Club</i>
1:00 – 5:00 p.m.	Registration
4:00 – 7:00 p.m.	Welcome Reception <i>Exhibit Hall</i> <i>Hosted by</i> <i>CUNA Mutual Group</i>

FRIDAY

Capital Club Day

6:30 – 9:30 a.m.	Breakfast
7:30 a.m. – 3:30 p.m.	Registration
7:30 – 8:30 a.m.	Exhibit Hall Open
8:30 – 8:45 a.m.	Welcome
8:45 – 9:45 a.m.	Own the Future <i>Love Collins, III</i>
9:45 – 10:00 a.m.	Refreshment Break
10:00 – 11:00 a.m.	Recovery from the Great Recession <i>Steve Rick</i>
11:00 a.m. – 12:30 p.m.	Legislative Update
12:30 - 2:00 p.m.	Lunch <i>Exhibit Hall</i>
12:30 - 2:00 p.m.	First Carolina Corporate Credit Union Appreciation Luncheon <i>(by invitation)</i>
2:00 – 3:00 p.m.	Breakout Sessions <ul style="list-style-type: none"> • Social Media and Other Successful Marketing Strategies <i>Matt Davis</i> • Meaningful Credit Union Collaboration - Part 1: Ideas at Work! <i>Brent Dixon</i> • Ever-Changing Compliance Challenges <i>David Reed</i> • Due Diligence, Risk in Your Credit Union, and Possible Partners <i>Steve Miller</i>

FRIDAY (CONTINUED)

3:00 – 3:15 p.m.	Refreshment Break
3:15 – 4:15 p.m.	Breakout Sessions <ul style="list-style-type: none"> • Promoting Credit Unions' Positive Image <i>Julie Ferguson</i> • Increased Expectations and Responsibilities for Boards <i>David Reed</i> • Meaningful Credit Union Collaboration - Part 2: Action Plan and Next Steps <i>Matt Davis and Brent Dixon</i> • The Current Mortgage Environment: Risks and Opportunities <i>William Fanning</i>
4:15 p.m.	CUMAC Board Meeting
4:30 – 5:15 p.m.	Young Professionals Group: Developing an Implementation Plan for Your Credit Union <i>Brent Dixon</i>
4:45 – 6:30 p.m.	Closing Reception <i>Exhibit Hall</i> <i>Hosted by First Carolina Corporate Credit Union</i>

SATURDAY

7:00 - 10:00 a.m.	Breakfast
8:00 – 9:00 a.m.	Delegate Registration/Check-in
9:00 – 10:30 a.m.	Annual Business Meeting <i>Pete Crear, Keynote Speaker</i>
10:45 a.m. – 12:00 p.m.	Delegate Reception <i>Hosted by S.C. Service Corporation & Palmetto Cooperative Services, LLC</i> <i>All registered participants and registered guests are invited.</i>

*Schedule and speakers are subject to change.

FEATURED SPEAKERS

■ **Love Collins, III**, is the executive vice president for Institutional Advancement at Benedict College. He began his professional career in 1976 as an officer in the United States Army. After that, Love held senior management positions with the Federal Reserve Bank of Atlanta and BellSouth Corporation. As a loaned executive from BellSouth Corporation, he served as the deputy managing director over all operations for the 1996 Atlanta Committee for the Olympic Games. After the Olympics, Love quickly launched an extensive career in fundraising for museums, colleges and universities. For the last 14 years he has been employed as a fundraising executive raising tens of millions of dollars for some of the nation's most prestigious institutions.



■ **Pete Crear** is president and chief executive officer of World Council of Credit Unions (WOCCU). Headquartered in Madison, Wisconsin, WOCCU is the leading international trade association and development agency for credit unions. Worldwide, 54,000 credit unions in 97 countries serve 186 million people. The regional and national credit union and financial cooperative associations affiliated with WOCCU represent 51 countries around the globe. Pete directs the activities of the World Council, whose goal is to develop "Quality Credit Unions for Everyone," enabling millions of people to gain access to affordable financial services.



■ **Steve Rick** is the senior economist for CUNA's Economics & Statistics Department. He has been with CUNA since January, 1992. He conducts economic research, teaches and lectures at various credit union schools and conferences across the country, and internationally, and writes articles for CUNA publications. Steve facilitates strategic planning sessions for credit union board of directors. He has also authored a textbook on asset-liability management for credit union executives.



REGISTER TODAY!

Visit training.sccul.org and choose *Event Calendar*. Or complete the enclosed annual meeting registration form and submit it by fax to 803-732-2645 or mail to Conferences & Training, PO Box 1787, Columbia, SC 29202. The registration deadline is **March 29, 2010**.

REGISTRATION INFORMATION

The 2010 Annual Meeting is open to officers and employees of member credit unions, their guests, and invited guests of the League and Affiliates. Registered credit union delegates, officers, staff, and guests are welcome at all educational sessions, the opening ceremony and business meeting, refreshment breaks, exhibit hall, all hospitality events, and the delegates' reception. There is no fee for credit union delegates or guests who plan to attend only the Saturday, April 24 League Annual Business Meeting. All registrants receive nametags for admission to events.

■ Registration Fees

Participants \$385

(CUs with less than \$2 million in assets pay \$190 per registrant)

Young Professional Rate \$75

Guest Program \$100

Golf \$115

■ Guest Program

Registered guests may attend the educational sessions, exhibit hall, all hospitality events, and the delegates' reception. The registration fee is \$100.

■ Golf Tournament

The first tee-off time is 7:15 a.m. on Thursday morning, April 22, 2010 at the Arcadian Shores Golf Club. The fee per person including cart is \$115. To register, complete the enclosed golf tournament form and forward it with the fees by Monday, March 29, 2010.

■ Cancellation Policy

Cancellations received in writing (via fax 803-732-2645 or e-mail to CUDD@sccul.org) before the end of business on Friday, April 16, 2010 are eligible for a refund of the amount paid minus a \$75 administrative fee. No refunds will be granted for cancellation requests received after April 16, 2010. Substitutions are accepted anytime prior to the start of the program at no additional cost. Fax the event and contact information, listing the new participant and who they will be replacing.

■ Questions?

Please contact the Conference & Training Department at CUDD by e-mail (CUDD@sccul.org) or phone (800-235-4290 or 803-781-5400).

YOUNG PROFESSIONAL INITIATIVE

Are you 40 or under? Is someone from your credit union already registered for this conference? If so, you can attend at our young professional rate — only \$75! We need young professionals (like you!) to advance the credit union movement. We're extending this offer in hopes that you can — and will — take advantage of this opportunity to further your professional development. Best of all, you'll attend a special session to develop techniques and an action plan to approach senior management with your ideas. Contact Barbara Lehew-Bickley at 803-781-5400, ext. 419 or blehew@sccul.org with questions.

HOTEL INFORMATION

Embassy Suites Hotel at Kingston Plantation

9800 Queensway Boulevard
Myrtle Beach, SC 29572
Reservations: 800-876-0010 or
843-449-0006

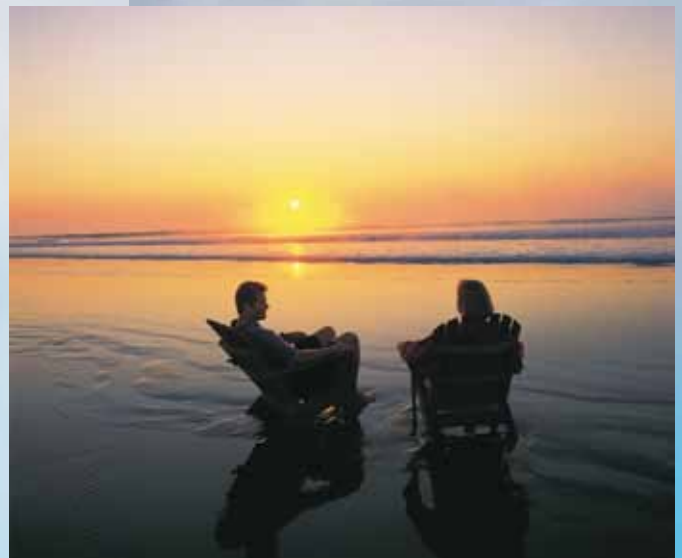
Fax: 843-497-1219

Reserve lodging by March 29, 2010

Embassy Suites (single/double)	\$179
1 Bedroom Villa (plantation)	\$139
2 Bedroom Villa (plantation)	\$178
3 Bedroom Villa (plantation)	\$208
2 Bedroom Condo (high rise)	\$214-\$249

To reserve rooms, call 800-876-0010 or complete the enclosed reservation request form. The group code is CUL. Rooms may be sold out prior to the lodging deadline, so make your hotel reservations early.

Credit unions making reservations by phone or establishing master accounts to cover room, tax, and incidental charges will need to provide a credit card. Credit unions mailing in reservations and not providing a credit card should include a one-night's deposit per room with the reservation request. To qualify for exemption from state, local and accommodations taxes, federally chartered credit unions must submit the enclosed Affidavit of Exemption to the hotel. The hotel will provide a refund only for rooms cancelled three days prior to arrival.



**Kingston Plantation**



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Register online today!

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