

**Marketing Management School: Year 3**  
**April 28 – May 3, 2012 • Las Vegas, NV**

Year 3 – Innovate, Strategize, Lead  
 Lead Facilitator – Jeff Rendel

| Sunday  | Monday   | Tuesday  | Wednesday  | Thursday  |
|---|--|--|--|---|
| Noon-1:00 p.m.<br><i>Pre-conference Workshop Registration</i><br><br>1:00-5:00 p.m.<br><b>Pre-conference Workshop: Marketing Compliance</b> | 7:00-8:15 a.m.<br><i>Registration &amp; Breakfast</i><br><br>8:15-10:00 a.m.<br><i>Welcome &amp; Opening Session</i><br><br>10:15-11:00 a.m.<br><b>Opening Session Debrief</b> | 7:00-8:00 a.m.<br><i>Breakfast</i><br><br>8:00-11:00 a.m.<br><b>Market Research: The Keys to Understanding and an Improved Bottom Line</b> | 7:00-8:00 a.m.<br><i>Breakfast</i><br><br>8:00-11:45 a.m.<br><b>Future Trends in Marketing</b> | 7:00-8:00 a.m.<br><i>Breakfast</i><br><br>8:00-11:45 a.m.<br><b>One Percent Living – Designing and Carrying Out Your Strategy for an Elite Life</b> |
|   | 11:45 a.m.-1:00 p.m.<br><i>Lunch on Your Own</i>   | 11:00 a.m.-1:30 p.m.<br><i>See Your Ideas in a New Light Networking Lunch</i>  | 11:45 a.m.-1:00 p.m.<br><i>Lunch on Your Own</i>   |   |
|   | 1:00-2:30 p.m.<br><b>Creating Innovative Credit Union Offerings</b><br><br>2:30-4:00 p.m.<br><b>Master Mind Innovation</b>   | 1:30-4:00 p.m.<br><b>Developing Marketing Strategies that Flow From Your Strategic Plan</b>  | 1:00-4:00 p.m.<br><b>Leading for Marketing Success</b>   | 1:00-4:00 p.m.<br><b>Turn Marketing Management School Ideas in to Action</b>  |
|   | 4:30-5:30 p.m.<br><i>Networking Reception</i>  | <b>Evenings Free</b>   |  |   |

Schedule is subject to change.

**FOR MORE INFORMATION**  
 Visit [training.cuna.org/mms3](http://training.cuna.org/mms3)

**PROGRAM CONTENT:**      **REGISTRATION INFORMATION:**  
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