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VIRTUAL CONVENTION

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July 28-31, 2020

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AGENDA

(Please note that the schedule is subject to change. To confirm the program schedule, please visit www.culeaders.com)

Tuesday, July 28 – Pre-Conference Workshops

1:00 PM EDT

Pre-Conference Hot Topic Workshop

Hot Topic #1: Think Big, Act Small – How to Succeed as an Innovative and Entrepreneurial CU

Jeff Rendel

Pre-Conference Hot Topic Workshop

Hot Topic #2: Do it Like a Pro – How to Decipher Your CU's Financial Statements in 2-1/2 Minutes

Tim Harrington

Wednesday, July 29 – Conference Day 1

10:00 AM EDT

Virtual Exhibit Hall Opens

Trade Show

11:00 AM EDT

Keynote Session

Lone Survivor, Marcus Luttrell: A Tribute to Courage, Honor and Leadership

Marcus Luttrell

11:45 AM EDT

General Session

2020 Outlook from the Credit Union Movement's Chief Regulator

Rodney Hood

12:15 PM EDT

General Session

5 x 5 - Five speakers share their innovative solutions in five minutes or less

Patrick Adams, Victor Miguel Corro, Jeff Fromm, Tim Harrington, Andrew Downin

12:45 PM EDT

Virtual Exhibit Hall & Mid-Day Stretch

1:30 PM EDT

Breakout Sessions

Leadership	Financial Management	Human Resources	Marketing	Member Business Lending	Cybersecurity	Lending
4 Alternative Funding Vehicles That Can Improve Income During These Challenging Economic Times	Bill Hampel's Economic Outlook for 2021 & Beyond	Commitment to Change: Credit Unions Unite Against Racism	Digital Marketing Multiplied – 6 Simple Steps to Maximize Your Digital Growth Potential	Making the Transition from MBL to MBS: A 5 Step Strategy to Greater Profitability	The Rise of the Planet of the Apps: The Battle for Members in a Mobile-Centric World Continues	Will Indirect Auto Finance Save Your Portfolio: 5 Ways to Build a Successful Indirect Program
Andy Roquet	Bill Hampel	Renee Sattiewhite	James Robert Lay	Jim Devine	Dave DeFazio	Don Bader, Jon Patton

2:00 PM EDT

Breakout Sessions

Leadership	Cybersecurity	Member Business Lending	Financial Management	Marketing	Lending	Human Resources
Digital Banking: Innovative Ideas to Convert to Your CU's Operations for the "New Normal"	Emerging Cyber Risks: Practical Strategies to Guard Against Real-Time Threats	Helping Main Street Move Forward with Efficient Small Loan Programs	Judgment Day: How to Win the Ultimate Financial Battle for Core Deposits, Better Technology & Economy of Scale	Marketing While in a Majority-Minority Shift: A 4 Step Cultural Segmentation Model	Solved Mysteries of Your Loan Portfolio: 5 Key Strategies to Unlock Your Data Insights	The Boomer's Guide to Managing & Working with Millennials
Tim Harrington	Derek Laczniak, Carlos Molina	Michael Mucilli	Peter Duffy	Victor Miguel Corro	Derrick Wiemer	Flynt Gallagher, John Moreno

2:30 PM EDT
Breakout Sessions

Member Business Lending	Marketing	Financial Management	Lending	Human Resources	Leadership
4 Steps to Leverage PPP and Find Growth Opportunities Jim Pond	From Marketing to Branding: How to Build a Brand that Creates Value for You & Your Members Amanda Thomas	It's Just Lunch: Finding the Perfect Merger Glenn Christensen	Lending Strategies in a Pandemic World: How to Adapt and Pivot in Uncertain Times Brian Waldron, Patrick Zarifian	Resiliency: 5 Tools for Leaders to Manage Stress & Anxiety in Chaotic Times Josh Allison	Women & Leadership: How To Set Yourself Up for Success Val Mindak

3:00 PM EDT
Opening Day Reception & Virtual Exhibit Hall -Including Magician & Mentalist Harrison Kramer!

Thursday, July 30 – Conference Day 2

10:00 AM EDT
Private
Breakfast of Champions - Idea Sharing (Available to the first 300 paid attendees)
Dennis Sullivan

Virtual Exhibit Hall Opens

11:00 AM EDT
Keynote Session
Atomic Habits: How to Get 1% Better Every Day to Make a Big Impact
James Clear

11:45 AM EDT
General Session
Marketing In A Post Virus Economy
Mark Arnold

12:15 PM EDT
Breakout Sessions

Cybersecurity	Financial Management	Marketing	Lending	Financial Management	Leadership
Cyber-Fraud and Cyber-Security: Bridging the Gap to Protect Your CU & Your Members	Opportunities, Tips, Tricks, Secrets and Pitfalls of Loan Participations	Re-Imagining Space: Designing Your Branches and Home Office for a Digital Age	Rev up your Auto Loan Profitability	Subordinated Debt: A Tool For Growth — is it Right for Your Credit Union?	Top 10 Emerging Trends Every CU Leader Must Know in a COVID-19 Economy
Alex Hernandez	Ryan McCarroll, William D. Paton	Jim Caliendo	Matt Roe	Lawrence Spaccasi	Elliot Eisenberg

12:45 PM EDT
Virtual Exhibit Hall & Mid-Day Stretch

1:30 PM EDT
Breakout Sessions

Financial Management	Leadership	Marketing
Interactive Financial Forum - Share & Learn Best Practices	Interactive Leadership Forum - Share & Learn Best Practices	Interactive Marketing Forum - Share & Learn Best Practices
	Andy Roquet	James Robert Lay

2:00 PM EDT
Breakout Sessions

Lending	Human Resources	Leadership	Cybersecurity	Marketing	Member Business Lending
20 Tactics that can DOUBLE Your Direct Auto Loan Volume	CU Case Study: Keys to Create a Culture of Engaged Employees (Part 1)	Merger Mania: Practical Guidance for Every CU Leader in the New M&A Market	Penetrating Testing: Top 5 Hot Spots Every CU Must Know to Ensure Compliance	Purpose Driven Innovation & Driving Brand Love	Risk Tolerance: How to Target Your MBL So You Get the Deals that are Best for Your CU
Brett Christensen	Lisa Sutton	Lawrence Spaccasi	Andrew Hay	Jeff Fromm	Ancin Cooley

2:30 PM EDT

Breakout Sessions

Leadership	Human Resources	Marketing	Member Business Lending	Lending
"Okay Boomer!" "Okay Zoomer!" "How to Bridge the Great Generational Divide"	Focus on Your Strengths – Not Your Weaknesses: Keys to Create a Culture of Engaged Employees (Part 2)	From PFI to Engagement: Best Practices Marketers Can Use to Get Members to Choose Your CU First	MBL Panel: Winning Tactics from America's Leading Commercial Lenders	Re-imagine Mortgage Lending: One Thing Any CU Can Do to Compete with the Big Banks -- and Win!
Renee Sattiewhite	Stosh D. Walsh	Andrew Downin	Sam Burns, Brendan Wiechert	Brandy Phillips

3:00 PM EDT

Virtual Exhibit Hall & Reception

Friday, July 31 – Conference Day 3

10:00 AM EDT

Virtual Exhibit Hall Finale

Trade Show

11:00 AM EDT

Keynote Session

How to Run a Values-Led Business & Make Money, Too

Jerry Greenfield

11:45 AM EDT

Breakout Sessions

Cybersecurity	Human Resources	Lending
Interactive Cybersecurity Forum - Share & Learn Best Practices	Interactive HR Forum - Share & Learn Best Practices	Interactive Lending Forum - Share & Learn Best Practices

12:15 PM EDT

General Session

The Big Four: Strategies for Growth Beyond 2020 with the Convention's All-Time Favorite, Patrick Adams

Patrick Adams

12:45 PM EDT

Conference Concludes