



July 28-31, 2020 | Available anywhere | www.CULeaders.com

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

Credit Union Outlook in a COVID-19 World

TBA

12:15 PM EDT

General Session

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

TBA

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
TBA

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
TBA	Andy Roquet	James Robert Lay

2:00 PM EDT
Breakout Sessions

Human Resources	Leadership	Cybersecurity	Marketing	Member Business Lending
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
Lisa Sutton	Lawrence Spaccasi	Andrew Hay	Jeff Fromm	Ancin Cooley

2:30 PM EDT
Breakout Sessions

Leadership	Lending	Human Resources	Marketing	Member Business Lending	Lending
"Okay Boomer!" "Okay Zoomer!" "How to Bridge the Great Generational Divide"	20 Tactics that can DOUBLE Your Direct Auto Loan Volume	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	Brett Christensen	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	Marketing
Interactive Cybersecurity Forum - Share & Learn Best Practices	Interactive HR Forum - Share & Learn Best Practices	Interactive Lending Forum - Share & Learn Best Practices	Marketing In A Post Virus Economy
			Mark Arnold

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