

Join the nation's most innovative credit union leaders at the...



LEADERSHIP CONVENTION

AUGUST 12-15 2025, CAESARS PALACE

Las Vegas

DISCOVER.
EXPERIENCE.
GROW.

Featuring 3 inspiring and thought-provoking keynote speakers...



NFL Legend
Joe Theismann

Challenge of Change



Humorist & AI Expert
Janelle Shane

What AI Can Do - and Can't



Organizational
Change Expert

Dr. James Pogue

Leadership in the Face of Chaos



60+ SPEAKERS

63 SESSIONS

9 BREAKOUT SUMMITS

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AUGUST 12-15 2025, CAESARS PALACE

Las Vegas

DISCOVER.
EXPERIENCE.
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YOU'RE
INVITED!

Previously known as the Directors & CEO Conference, the country's leading event for Directors, CEOs and C-suite level leaders is now the CU Leadership Convention.

For 48 years, the conference has delivered the best content, packed with practical guidance and innovative solutions from the country's leading SMEs, CEOs, executives, directors and consultants willing to share what's working – and what's not.

This year is no exception! Join us in Vegas to share ideas, network and learn from the country's leading credit union experts.

This year's convention features:

- 63 sessions with real-world guidance from CEOs, directors and SMEs.
- 9 NEW Breakout Summits on today's hottest topics, including lending, HR, leadership, fintech and more. Pick and choose your favorite topics!
- 3 NEW Deep Dive Pre-Conference Workshops on big data, financial management, M&As and strategic planning.
- Expanded Breakfast of Champions idea exchange (limited to the first 300 paid attendees).
- NEW exhibit hall featuring 50+ solution providers.
- Opening night entertainment and reception.

Since we are not an association or a CUSO, we deliver unbiased perspectives from the industry's leading thought leaders, so you have the information you need to better serve your communities, your members and your employees.

This commitment to top-quality content and thought-provoking speakers – all while in America's most exciting city – makes the CU Leadership Convention a must-attend event for any credit union leader. We look forward to seeing you in Vegas!

Dennis J. Sullivan,
Convention Chairman



I will forever be changed for the better as a board member! I feel invigorated and motivated to share the ideas and content I discovered at the CU Leadership Convention."

Grace Lowe, Board Member, CU SO CAL

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KEYNOTE SPEAKER

JOE THEISMANN

**Champion Quarterback, Accomplished
Broadcaster, and World-Class Entrepreneur**

Joe Theismann is an entrepreneur and the former star quarterback for the Washington Redskins. Most recently, he spent the last 2 decades working for ESPN and the NFL Network as an NFL analyst.

Joe graduated in 1971 from the University of Notre Dame, where he received All-American honors in both Football and Academics. That same year, he was runner up to Jim Plunket for the Heisman Trophy balloting. Joe chose to begin his career with the Toronto Argonauts of the Canadian Football League after being drafted by the Miami Dolphins and Major League Baseball's Minnesota Twins.

A 12-year NFL veteran, Joe played in 163 consecutive games from 1974-1985 for the Washington Redskins and holds Redskin records for passing yardage (25,206), completions (2,044) and attempts (3,602). He was a two-time Pro Bowl selection and Pro Bowl MVP leading the Washington Redskins to a 27-17 victory over the Miami Dolphins in Super Bowl 17.

Joe was selected as the NFL's Man of the Year in 1982 for his community service and dedication to the health and welfare of children. In 1983, he won the league's Most Valuable Player Award, leading the Redskins to a second consecutive Super Bowl appearance.



Joe Theismann's career ended abruptly in 1985 after sustaining a badly broken leg during a Monday Night Football game against the New York Giants on national television. In 2003, he was inducted into the College Football Hall of Fame and in 2013 received the Walter Camp Football Foundation "Distinguished American" Award.

With every chapter of his life, Mr. Theismann evolved from athlete to the ultimate businessman. An Emmy award winning analyst, entrepreneur and athlete, he utilizes his gifts, talent and high energy to share his strategies for handling unforeseen change.

Joe's book "How to Be A Champion Everyday" was released in June of 2020



KEYNOTE SPEAKER

JANELLE SHANE

Artificial Intelligence Speaker, Humorist
What AI Can Do - and Can't

AI is making headlines and disrupting banking. But what IS artificial intelligence, and what is it good at?

AI expert Janelle Shane takes a weird and humorous approach to a complex topic and talks about the kinds of problems where AI will succeed, fail, or succeed at solving the wrong problem entirely.

She has been featured on the main TED stage, in the New York Times, The Atlantic, WIRED, Popular Science, All Things Considered, Science Friday, and Marketplace, as well as being Futurist in Residence at the Smithsonian.

Her book, “You Look Like a Thing and I Love You: How AI Works, Thinks, and Why It’s Making the World a Weirder Place” uses cartoons and humorous pop-culture experiments to look inside the minds of the algorithms that run our world, making artificial intelligence and machine learning both accessible and entertaining.

Shane was named one of Fast Company’s 100 Most Creative People in Business, and an Adweek Young Influential.



Janelle Shane’s AI humor blog, Alweirdness.com, looks at the strange side of artificial intelligence. She has been featured on the main TED stage, in the New York Times, The Atlantic, WIRED, Popular Science, All Things Considered, Science Friday, and Marketplace, as well as being Futurist in Residence at the Smithsonian.

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She also works as a research scientist in Colorado, where she makes computer-controlled holograms for studying the brain, and other light-steering devices. She has only made a neural network recipe once and discovered that horseradish brownies are about as terrible as you might imagine.



KEYNOTE SPEAKER

DR JAMES POGUE

**Champion Quarterback, Accomplished
Broadcaster, and World-Class Entrepreneur**

Dr. James Pogue is the President & CEO of JP Enterprises, dedicated to helping organizations enhance leadership, strategy, and culture.

With over 15 years of experience working with global businesses, he provides expert guidance through keynotes, executive coaching, and customized training programs. His work empowers leaders to make strategic decisions that attract, engage, and retain top talent.

As the creator of the Connection Quotient™ and The No Nonsense Experience™, Dr. Pogue delivers research-based tools that help organizations assess and improve their culture.

His programs challenge professionals to step outside their comfort zones, building confidence and skills to navigate today's leadership challenges.



A combat military veteran and national martial arts champion, Dr. Pogue brings a unique and dynamic perspective to leadership development. His passion for fostering inclusive, high-performing teams is reflected in his data-driven insights and engaging training sessions.

Dr. James Pogue will be delivering his keynote, The Connection Quotient: Elevating the Industry Experts to A Leadership Powerhouse, at the CU Leadership Convention.



ONE TICKET = ALL SESSIONS!

See an incredible line-up of speakers!



Featuring 9 NEW! Breakout Summits

with 63 thought-provoking sessions from dozens of new thought leaders... plus, our returning all-star speakers! ONE ticket gives you an ALL-ACCESS pass to ALL Breakout Summits.

Pick and choose from dozens of terrific sessions:

- Leadership Summit
- Lending Summit
- Fintech Summit
- Financial Summit
- Human Resources Summit
- Marketing & Branding Summit
- AI Summit
- Trending Summit
- Growth Summit



JOIN US AS WE HONOR THE 2025 NEOTERIC CHANGEMAKER!

**Nominations are now open for the Neoteric Changemaker Award for 2025.
Winner(s) will be announced at the 48th CU Leadership Convention.**

Named after the first recipient of the award, Renée Sattiewhite, CEO and President of the African-American Credit Union Coalition, this national award recognizes those who have demonstrated personal perseverance, advanced the cause of “people, helping, people,” advocated for relevant ideation, and created positive programming for leaders.

The unique name of the award was selected because it represents the literal meaning of the word neoteric: A modern person who advocates for new ideas.

Anyone may submit a nomination for the Renée Sattiewhite Neoteric Changemaker Award. Nominations must clearly document why the candidate or team should be considered, above all others, for this distinguished award. More details and nomination instructions can be found at www.CULeaders.com

Recipient(s) will receive an award with their name engraved, which recipient(s) may keep. Each recipient(s) will also receive two complimentary registrations to the 2026 CU Leadership Conference.





It's time to indulge and treat yourself while learning and networking at the 48th CU Leadership Convention.

Play, dine and unwind like royalty at Caesars Palace Las Vegas: the remarkable, palatial, center-strip resort. From luxurious hotel rooms to world-class entertainment, it's time to experience a trip that's one for the books.

Hotel bookings are now open!



Phone reservations:
1.866.227.5944



Reservation Contact:
Lynn Taggart | ltaggart@flamingolasvegas.com





Caesars Palace Las Vegas, 3655 Las Vegas Blvd S, Las Vegas, NV 89109, 866-227-5944



All convention registrants also get these exclusive benefits as guests at Caesars Palace:

- Unlimited local phone calls
- Two (2) admissions per day to Fitness Center
- In-room internet access to include two (2) devices per room per day

It is Property's standard policy to require a credit card or cash deposit from individual attendees upon check-in for incidental charges. Hotel check in time is 4:00pm. Check out time is 11:00 am. Any departures after 11:00 AM are subject to the full day charge. Each guestroom must have at least one registered guest twenty-one (21) years of age or older.

All reservations must be guaranteed with a deposit for the first night's guestroom and tax charge. If reservation is guaranteed to a credit card, the first night's guestroom and tax charge, per guestroom, will be billed immediately to the cardholder's account. Any reservations made via the telephone call center will be assessed a fee of \$15.00 plus current sales tax, per reservation. This fee will not apply to reservations made via the internet.

Property allows individual attendee cancellations without penalty up to seventy-two (72) hours prior to the attendee's scheduled arrival date. Property will charge the individual attendee one night's guestroom rate plus tax for cancellations within seventy-two hours (72) hours of the scheduled arrival date or failure of the individual attendee to check-in on the scheduled arrival date (each a "no-show").



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MIND-BLOWING ENTERTAINMENT:

Award-Winning Mentalist Frederic Da Silva

Get ready for an afternoon of astonishing mind reading, mesmerizing illusions, and pure wonder as we bring world-renowned mentalist Frederic Da Silva to the CU Leadership Convention 2025!

Voted Best Mentalist in Europe and celebrated as the #1 Magic Show in Las Vegas, Frederic Da Silva has captivated audiences around the world with his jaw-dropping mental magic, elegant humor, and undeniable charm. His hit show, PARANORMAL, blends mystery, hypnosis, and mind reading, leaving even the most skeptical guests speechless.

Imagine him predicting what's in your pocket, stopping a watch at the exact time you visualize, or revealing the name of the person you're secretly thinking about. Is it an illusion? A special power? Or something beyond explanation? The only thing you'll know for sure is that you'll never forget this performance.

All attendees and registered guests are invited to the opening night entertainment.



SPONSORS & EXHIBITORS

The ALL-NEW 48th CU Leadership Convention will be **BIGGER, BETTER & BOLDER** than ever with more innovative & thought-provoking speakers . more world-class entertainment ... and more practical guidance uniquely designed to solve your toughest challenges & inspire you to achieve more

5 BENEFITS OF GETTING IN FRONT OF OUR DECISION-MAKER ATTENDEES:

- 1 → Showcase your company's solutions to solve credit union challenges
- 2 → Generate highly-qualified decision-maker leads through unique branding opportunities
- 3 → Boost your firm's presence at the industry's most top-rated, well-attended convention
- 4 → Ensure your solution becomes a valuable asset in credit unions nationwide
- 5 → Close the deal by networking with key decision-makers & Chairman of the Board

1 OUT OF 12
CREDIT UNIONS IN ATTENDANCE

60+ SPEAKERS
SHARING BEST-PRACTISES
AND PRACTICAL SOLUTIONS

1,400+ CU EXECS,
DIRECTORS & KEY DECISION-MAKERS

67% C-SUITE
EXECS/VPS

For more information contact Jimmy Kurtovic:

 jimmy.k@culeaders.com  (646) 356-4504

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CEO REGISTRATION | SAVE UP TO \$225

~~Full Price \$745~~

Early Bird **\$520**

30%
OFF!

GENERAL DELEGATE REGISTRATION | SAVE UP TO \$340!

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20%
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SPECIAL GROUP PRICING FOR DELEGATES

Save per attendee with our group discounts!

Contact our Customer Service Team at 866-620-5937 for more information.

Guest Registration

\$745

Pre-Conference
Workshop Registration
(additional registration required)

\$425

✓ YES! SIGN US UP FOR THE 48TH CU LEADERSHIP CONVENTION

We understand that the registration fee includes admittance to all sessions, continental breakfasts, luncheons, refreshment breaks, and working materials and any entertainment hosted by the convention.

We also understand that the guest experience package includes admittance to:

2 Continental breakfasts, 2 Luncheons, 1 Buffet breakfast, 1 Guest experience tour, Refreshment breaks, Any entertainment hosted by the convention. Guest registration is necessary to attend one or all of these events and must be received prior to the event to ensure space.

QUESTIONS?

866-620-5937 | Customer service team available M-F, 9:00am - 5:00pm Eastern

100% Money-Back Guarantee

We're so confident that the CU Leadership Convention will meet your credit union needs that we are offering our 100% Money-Back Guarantee. If you don't return to your credit union with the strategies needed to contribute to the growth of your organization, write us and we will promptly return your entire registration fee—no questions asked.

Cancellations and Substitutions

Our cancellation and substitution policy are as follows: If you're unable to attend, you're welcome to send a substitute. Or, if you cancel in writing by Thursday, May 1, 2025, you may get a full refund. After that date, there is no refund, but you may use your registration fee at next year's CU Leadership Convention. Registrants who do not cancel and do not attend are liable for the full conference fee. Cancellations via phone will not be accepted.

CONVENTION SCHEDULE

AUG 12-15, 2025, CAESAR'S PALACE, LAS VEGAS

- Leadership Summit
- Growth Summit
- Trending Summit
- HR Summit
- FinTech
- Branding Summit
- Lending Summit
- Financial Summit
- AI Summit

TUESDAY, 12 TH OF AUGUST	
Registration	10:00am
Pre-Conference Workshops (additional registration fee required for pre-conference workshops)	1:00 - 4:00pm
Deep-Dive Hot Topic Workshop #1: Pete Duffy, Managing Director of Merger Advisory Services, SRM M & A - Strategic Considerations for Member Focused CUs	1:00 - 4:00pm
Deep-Dive Hot TopicWorkshop #2: John Janclaes, President & CEO, Nymbus CUSO Staying on Strategy: Applying Your Strategic Plan into Your Operations and Culture	1:00 - 4:00pm
Deep-Dive Hot Topic Workshop #3: Tim Harrington, President, TEAM Resources Leadership: Best Practices for CU Directors	1:00 - 4:00pm

WEDNESDAY, 13 TH OF AUGUST	
Registration	7:00 - 5:00pm
Exhibit Hall Grand Opening & Continental Breakfast	7:00 - 8:45am
Opening Keynote Joe Theismann, NFL Legend Keynote Presentation: The Challenge of Change	9:00 - 9:45am
5 x 5 Samuel Jones, PhD, Founder, Transform Now, Inc.; Tim Harrington; Matt Maguy and Jim Pond, JXM; 5 speakers share their one best strategy that will have the biggest impact on CUs in just 5 minutes or less	10:30 - 11:00pm
Networking Break in Exhibit Hall	11:00 - 11:45am
Lunch	11:45 - 12:45pm
Networking/Dessert in Exhibit Hall	12:45 - 1:15pm
Leadership Summit	1:15 - 1:40pm
Marketing & Branding Summit Matt Maguy and Jim Pond Open a Can of Whoop Ads: Practical Steps to Grab Attention & Deliver a Killer ROI	1:15 - 1:40pm
FinTech Summit	1:15 - 1:40pm
Lending Summit	1:15 - 1:40pm
HR Summit	1:15 - 1:40pm
Trending Summit Paul Dionne, Chief Strategy Officer & Lead Consultant, Quantum Governance, L3C Succession Planning: How to Craft a Plan that Supports Your CU's 5-Year Strategy	1:15 - 1:40pm
Growth Summit	1:15 - 1:40pm
Transitional Break	1:40 - 1:50pm
Leadership Summit Tim Harrington Digital Partnerships -- How CUs Can Gain a Competitive Advantage to Acquire More Members & More Loans	1:50 - 2:20pm
Marketing & Branding Summit Andrew Downin, CEO, O Bee CU What makes your CU Unapologetically Unique?	1:50 - 2:20pm

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AUG 12-15, 2025, CAESAR'S PALACE, LAS VEGAS


FinTech Summit Nick Evens, President & CEO, Curql Collective Fintech Partnerships: A Blueprint for Credit Union Success	1:50 - 2:20pm
Lending Summit Maria Matinez, President & CEO, Border FCU; Jeff Ivey, President & CEO, River City FCU Go small to go BIG! How CUs are growing loan portfolios with niche marketing	1:50 - 2:20pm
HR Summit Tamra Gaines, Founder, Tamra Gaines & Associates Top Strategies for Effective Succession Planning in the C-Suite	1:50 - 2:20pm
Trending Summit John Iannarelli, Founder, FBI John Top Cybersecurity Challenges Facing CUs Today & How to Respond	1:50 - 2:20pm
Growth Summit Pete Duffy, Managing Director of Merger Advisory Services, SRM; Mark Lovewell, EVP & CFO California CU; Jared Freeman, President/CEO, OnPath CU M&A Panel Discussion: A No-Holds Barred Conversation about the Good, the Bad and the Ugly	1:50 - 2:20pm
Transitional Break	2:20 - 2:30pm
Leadership Summit Samuel Jones, PhD Momentum Now: A Proven System to Lead with Confidence in Your Credit Union	2:30 - 3:00pm
Marketing & Branding Summit Brandon Michaels, President & CEO, OneAZ Cu Shifting to a New Value Proposition to Drive Your CU Forward	2:30 - 3:00pm
FinTech Summit Steve Bone, Panel Discussion Leveraging AI	2:30 - 3:00pm
Lending Summit Armand Parvazi, CU Collaborate Leveraging Data Analytics to Grow Your Loan Portfolio	2:30 - 3:00pm
HR Summit Sandra McDowell, Founder, eLeadership Academy The Neuroscience of Trust & CUs Can Empower their Employees	2:30 - 3:00pm
Trending Summit Lynn Heckler, Chief Culture Officer, Bluepact Strategy Group Building a High-Trust, Member-Centric Culture	2:30 - 3:00pm
Growth Summit Bill Butler, CEO of Kachinga; Deena Otto, Ops Officer, SVP / Stanford FCU Reaching the “Unreachable”: How to Grow by Appealing to Millennials and Gen Z’ers	2:30 - 3:00pm
Happy Hour in Exhibit Hall	3:00 - 4:00pm
Opening Night Entertainment with Award Winning Mentalist Frederic Da Silva	7:30 - 8:30pm (Doors open 7:00pm)

THURSDAY, 14 TH OF AUGUST		
Breakfast of Champions Idea Exchange (Available to first 200 registrants)	7:30 - 8:45am	
Exhibit Hall Open	7:30 - 9:00am	
Opening Day Keynote Janelle Shane, AI Speaker & Humorist What AI Can Do -- and Can't	9:00 - 9:40am	
Keynote James Pogue, PhD, CEO, JP Enterprises The Triple Win: A People-First Approach to CU Mergers	9:40 - 10:20am	
Neoteric Changemaker Award	10:20 - 10:30 am	
Transitional Break	10:30 - 10:45am	
Leadership Summit	10:45 - 11:15am	
Marketing & Branding Summit	10:45 - 11:15am	
AI Summit	10:45 - 11:15am	
Lending Summit	10:45 - 11:15am	
HR Summit	10:45 - 11:15am	
Trending Summit Dan Stoltz, CEO, Blaze CU The Triple Win: A People-First Approach to CU Mergers	10:45 - 11:15 am	
Tech Demo	10:45 - 11:15am	
CU Connect Maria Kell and Tyler Moore, Kelmore & Associates, LLC What's Your Philosophy About Executive Benefits?	10:45am - 12:30pm	
Networking Break in Exhibit Hall	11:15 - 11:45am	
Leadership Summit Teresa Freeborn, President (ret.), Kinecta FCU and author of Suits and Skirts - Game On! The Battle for Corporate Power. Suits and Skirts - Game On!	11:45am - 12:30pm	
Marketing & Branding Summit Tansley Stearns, President & CEO, Community Financial CU Marketing your CU in the Joyful and Dark Moments in Your Members' Lives	11:45am - 12:30pm	
AI Summit Vizo Financial Engaging Members: From Smiling Faces to AI Interfaces	11:45am - 12:30pm	
Lending Summit Tyler Valentine, President & CEO, StagePoint FCU Bridging Gaps: Empowering Communities with Non-Prime Auto Lending Solutions	11:45am - 12:30pm	
HR Summit Val Mindak, President & CEO, Park City CU Succession Planning: Best Practices for Building Leaderss and Developing Engagement Among Employees	11:45 am - 12:30pm	
Trending Summit Heath Renfrow, Co-Founder & Chief Information Security Officer Latest Threat Actor Trends & Your Most Important Security Control	11:45 am - 12:30pm	
Financial Summit	11:45am - 12:30pm	
Luncheon	12:30 - 1:15pm	
Networking Break in Exhibit Hall, Exhibit Hall Finale	1:15 - 1:45pm	
Guest Experience	2:00 - 4:30pm	

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Leadership Summit John Janclaes The Parternship Advantage: How Strategic Partnerships Can Revitalize Your CU	1:45 - 2:15pm
Marketing & Branding Summit Steph Sherrodd, President & CEO, Sunward CU Re-branding: Effective Practices to Reinvent Your CU in a Dynamic Market	1:45 - 2:15pm
AI Summit	1:45 - 2:15pm
Lending Summit Tonita Webb, President & CEO, Verity CU Best Practices to Grow Your Loan Portfolio Profitability	1:45 - 2:15pm
HR Summit Jackson Kerchis, Co-founder & Partner, Happiness Means Business The Serious Business of Happiness: Proven Principles for High Performance	1:45 - 2:15pm
Trending Summit Brian Lee, President & CEO, Landings CU Catering to Niche Markets: How One CU Serves Members and Families with Dementia	1:45 - 2:15pm
Financial Summit	1:45 - 2:15pm
CU Connect	1:45 - 3:00pm
Transitional Break	2:15 - 2:30pm
Leadership Summit Milton Hunt, Founder, MiltonHunt.net Resilience in Times of Uncertainty	2:30 - 3:00pm
Marketing & Branding Summit Dohnia Dorman, CEO & Co-founder, Omnia Exec, LLC Break Free from Collaboration Chaos: Reimagine Strategically-Aligned Teamwork for Marketing Success	2:30 - 3:00pm
AI Summit	2:30 - 3:00pm
Lending Summit	2:30 - 3:00pm
HR Summit Rob Hoyle Leveraging Tech to Turn Managers into Leaders	2:30 - 3:00pm
Trending Summit Jim Morrell, President & CEO, Penninsula Community CU Growth By Focusing on Community: Real World Tactics Every CU Should Know	2:30 - 3:00pm
Financial Summit	2:30 - 3:00pm
After-party	TBD

FRIDAY, 15 TH OF AUGUST		
Buffet Breakfast	7:30 - 9:00am	
Underground Collision Susan Mitchell, President, Mitchell Stankovic & Associates; April Clobes, President & CEO, MSU FCU Underground Collision Does the Future of Credit Unions Makes You Want to CUSS!	9:00 - 9:40am	
2-minute spotlight Jackson Kerchis, Tansley Stearns 4 Speakers Have Just 2 Minutes to Deliver their Most Powerful Idea for CUs Today	9:40 - 9:50am	
General Session w/ Closing Keynote	9:50 - 10:10am	
General Session w/ Closing Keynote	10:15 - 11:00am	

SPEAKERS



ANDREW DOWNIN
CEO, O Bee CU

What makes your CU
Unapologetically Unique



BRANDON MICHAELS
President & CEO, OneAZ Cu

Shifting to a New Value Proposition to Drive
Your CU Forward



DAN STOLTZ
CEO, Blaze CU

The Triple Win: A People-First Approach
to CU Mergers



DOHNIA DORMAN
CEO & Co-founder, Omnia Exec, LLC

Break Free from Collaboration Chaos:
Reimagine Strategically-Aligned Teamwork



HEATH RENFROW
Co-Founder & Chief Info Security Officer

Latest Threat Actor Trends & Your Most
Important Security Control



JIM MORRELL
President & CEO, Peninsula Community CU

Growth by Focusing on Community: Real
World Tactics Every CU Should Know



JOHN JANCLAES
President & CEO, Nymbus CUSO.

Staying on Strategy: Applying Your Strategic
Plan into Your Operations and Culture



MARIA KELL
Kelmore & Associates, LLC

What's Your Philosophy About
Executive Benefits?



MILTON HUNT
Founder, MiltonHunt.net

Resilience in Times of Uncertainty



APRIL CLOBES
President & CEO, MSU FCU

Underground Collision: Does the Future of
Credit Unions Makes You Want to CUSS!



BRIAN LEE
President & CEO, Landings CU

Catering to Niche Marketings: How One CU
Serves Members and Families with Diemntia



DEENA OTTO
Ops Officer, SVP / Stanford FCU

Reaching the "Unreachable": How to Grow
by Appealing to Millennials and Gen Z'ers



DR SAMUEL JONES
Founder, Transform Now, Inc.

5 Speakers share their one best strategy
that will have the biggest impact on CUs



JARED FREEMAN
President/CEO, OnPath CU

M&A Panel Discussion: A No-Holds Barred
Conversation about the Good, the Bad and
the Ugly



JOHN IANNERELLI
Founder, FBI John

Top Cybersecurity Challenges Facing CUs
Today & How to Respond



LYNN HECKLER
Chief Culture Officer,
Bluepact Strategy Group

Building a High-Trust,
Member-Centric Culture



MATT MAGUY AND JIM POND
JXM

5 speakers share their one best strategy
that will have the biggest impact on CUs
in just 5 minutes or less

SPEAKERS

**NICK EVENS**

President & CEO, CurqI Collective

FinTech Partnerships: A Blueprint for Credit Union Success

**ROB HOYLE**

Senior VP of HR, Vantage West CU

Leveraging Tech to Turn Managers into Leaders

**STEPH SHERRODD**

President & CEO, Sunward CU

Re-Branding: Effective Practices to Reinvent Your CU in A Dynamic Market

**TAMRA GAINES**

Founder, Tamra Gaines & Associates

Top Strategies for Effective Succession Planing in the C-Suite

**TERESA FREEBORN**

President (ret.), Kinecta FCU and author of Suits and Skirts - Game On! The Battle for Corporate Power

Suits and Skirts – Game On!

**TONITA WEBB**

President & CEO, Verity CU

Best Practices to Grow Your Loan Portfolio Profitability

**TYLER VALENTINE**

President & CEO, StagePoint FCU

Bridging Gaps: Empowering Communities with Non-Prime Auto Lending Solutions

**PAUL DIONNE**

CSO & Lead Consultant, L3C

Succession Planning: How to Craft a Plan that Supports Your CU's 5-Year Strategy

**SANDRA MCDOWELL**

Founder, eLeadership Academy

The Neuroscience of Trust & CUs Can Empower their Employees

**SUSAN MITCHELL**

President, Mitchell Stankovic & Associates

Underground Collision: Does the Future of Credit Unions Makes You Want to CUSS!

**TANSLEY STEARNS**

President & CEO, Community Financial CU

Marketing Your CU in the Joyful and Dark Moments in Your Members' Lives

**TIM HARRINGTON**

President, TEAM Resources

Leadership: Best Practices for CU Directors

**TYLER MOORE**

Kelmore & Associates, LLC

What's Your Philosophy About Executive Benefits?

**VAL MINDAK**

President & CEO, Park City CU

Succession Planning: Best Practices for Building Leaders and Developing Engagement Among Employees