

2015 LEADERSHIP CONFERENCE

Would you like fries with that?

CU*ANSWERS LEADERSHIP CONFERENCE

Would you like fries with that?

Why do fast-food joints ask that question? Because they know if they anticipate the next thing you're likely to want, you're more likely to buy it. Like a restaurant knows that people love fries with burgers, you as a credit union know what your members are likely to want next.

Join us for this year's Leadership Conference, where CEOs and senior leaders from all CU*BASE credit unions will explore how our network can anticipate the next move in every interaction with members.



June 16 - 18, 2015

Register Online:

LC2015.CUANSWERS.COM

Deadline: Friday, June 4

CU*ANSWERS

Schedule

TUESDAY, JUNE 16

J.W. Marriott - 235 Louis St NW, Grand Rapids, MI 49503

2:30pm - 3:45pm Xfactor 2015

For all participants attending this year's events. In the pop music scene, the X-Factor is that little extra something that transforms ordinary into superstar. While we might not be able to get you a recording contract, Xtend can be that X-Factor that makes your credit union a superstar in the eyes of your members. Join us for an informative session where we'll explain how Xtend could provide that missing something you need to put you over the top with your members. Learn why so many of your peers have already tapped into Xtend and discover how you can put their "X-Factor" to work for you!

4:00pm - 4:30pm Xtend Annual Stockholder Meeting

For CEOs and/or Board Chairs of Xtend owners only. Hear about the CUSO's performance over the past year, and look ahead to the coming year. This meeting is also the official election to fill any open seats on the Xtend Board.

4:30pm - 7:30pm Xtend Cocktail Reception

Reception for all participants attending the CU*Answers Annual Leadership Conference events, hosted by Xtend, Inc.



WEDNESDAY, JUNE 17

J.W. Marriott - 235 Louis St NW, Grand Rapids, MI 49503

7:00am - 8:00am Vendor Registration & Set-up

8:00am - 9:00am Attendee Registration & Breakfast

Enjoy a light continental breakfast before the day's events. 

9:00am - 4:30pm Leadership Conference **Lunch provided**

Designed for CEOs and senior credit union leaders from all CU*BASE clients, the CU*Answers Leadership Conference provides a unique opportunity to get together with your peers and hear CU*Answers' vision for our partnership during the coming year.

4:30pm - 6:30pm Free Time

Meet with CU*Answers and Xtend team members or explore our great city. There are many great restaurants in downtown Grand Rapids for dinner.

6:30pm - 7:00pm CU*Answers Stockholder Reception

7:00pm - 8:00pm CU*Answers Stockholder Dinner

8:00pm - 9:00pm CU*Answers Stockholder Meeting

For CEOs and/or Board Chairs of CU*Answers owners only. Hear from the Board Chair and the CFO about the CUSO's performance over the past year, and look ahead to the coming year with a quick report to owners from the CEO. This meeting is also the official election to fill any open seats on the Board of Directors.

***Remember that this year we're also voting on a few changes to the bylaws, one of which requires two thirds majority vote of all shareholders. Please make sure to vote!**

THURSDAY, JUNE 18

Saskatoon Golf Club - 9038 92nd St SE, Alto, MI 49302

8:30am CU*Answers 24th Annual Golf Outing

This fun-filled golf scramble is held at the Saskatoon Golf Club (www.saskatoongolf.com). Check in at 8:30am with a shotgun start at 9:30am. Pig roast and awards ceremony will begin around 2:30pm.

Hotel Accommodations *

The J.W. Marriott Grand Rapids

235 Louis Street NW
Grand Rapids, MI 49503

The J.W. Marriott Grand Rapids, situated in the heart of downtown, is meticulously designed for both business and pleasure. The J.W. has 340 smoke-free rooms and suites on 23 floors. Guest services include on-call housekeeping and a 24-hour Fitness Facility with steam rooms. The Executive Business Center offers 24-hour faxing, copying, printing, and shipping services. Enjoy inspired dining at the JW's signature restaurant, six.one.six, and our stylish cosmopolitan lounge, Mixology.

Reserve your hotel online at:

<https://open.itsme247.com/lc2015hotel>

or call 877-901-6632.

If you need assistance contact **Stephanie Hufford** at stephanie.hufford@cuanswers.com or (800) 327-3478, x511

Hotel Rates:

**\$209/night
+ taxes**

(this special rate expires May 18!)

Hotel Guests
\$13/day self park
or \$19/day valet

Visitors
\$14/day transient
or \$15/day valet

Attire: Please dress casually for all events. If you want to explore Downtown Grand Rapids during lunch on Wednesday, wear comfortable walking shoes. Check out Experience GR for some tips.

Transportation & Directions

Rental car services for all of the major rental car agencies are available at the Gerald R. Ford International Airport. All conference locations and restaurants are within an easy drive of the airport and hotel, and maps can be provided upon request. J.W. Marriott does not offer shuttle service. If you do not wish to rent a car, we can also recommend several area taxicab services. The ride from the J.W. Marriott to the airport runs about \$35.



Calder City Cab
616-454-8080



Metro Cab
616-827-6500



Yellow Cab
616-459-4646

For information on directions please visit the Leadership Conference website at lc2015.cuanswers.com to view maps and download directions.

lc2015.cuanswers.com



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Vendor Exhibits ✨

At Wednesday's Leadership Conference at the J.W. Marriott, vendor exhibits will be set up so that you can meet representatives from the following CU*Answers partners:

Add-On Technologies

AuditLink

Chatter Yak!

Client Services & Education

Disaster Recovery/Business Continuity

Earnings Edge

eDOC Innovations

Fulview Films

Imaging Solutions

Internal Audit

iPay

Lender*VP

Lender*VP Collections

McQueen Financial Services

Neighborhood Mortgage Solutions

Network Services

Payveris

ProForma

SAGE Direct

SettleMINT EFT

Web Services

Xtend

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