

CU*ANSWERS



LEADERSHIP CONFERENCE

REDEFINING EVERYTHING CREDIT UNION

JUNE 21 - 23, 2016

CU*ANSWERS LEADERSHIP CONFERENCE

ONLINE RETAILING 2.0
REDEFINING EVERYTHING CREDIT UNION

If tomorrow there were no credit unions and you could start all over, what would you do differently when rebuilding the industry from ground up? How would you redefine credit unions, branches, board members, and owners? How would you change the reality to speak to today?

Join us for this year's Leadership Conference, where CEOs and senior leaders from all CU*BASE credit unions will explore how to build, deliver, and redefine what credit unions will mean to future generations while holding on to our roots.

**REGISTER
ONLINE:**

LC2016.CUANSWERS.COM

**DEADLINE:
FRIDAY, JUNE 3**

SCHEDULE

TUESDAY, JUNE 21

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

2:00pm - 3:45pm **What's the Buzz?**

For all participants attending this year's events. What's the Buzz? is that little extra something that will transform your hive into a colony. While you might not be able to do everything on your own, Xtend can be the bee that helps your credit union see the honey. 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 bees 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 - 7:00pm **Cocktail Reception sponsored by cuasterisk.com**

Reception for all participants attending the CU*Answers Annual Leadership Conference events.

WEDNESDAY, JUNE 22

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.

THURSDAY, JUNE 23

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

8:30am **CU*Answers 25th 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:

open.cuanswers.com/lc2016hotel

or call 877-901-6632.



Hotel Rates:

**\$189/night
+ taxes**

(this special rate
expires May 23!)



Visitors

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

Hotel Guests

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

open.cuanswers.com/lc2016hotel

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



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 taxi 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 lc2016.cuanswers.com to view maps and download directions.

lc2016.cuanswers.com



Uber is also available in Grand Rapids! Just download the Uber app and sign up for a ride!

Attire: Please dress casually for all events. Use your free time to explore our great city and enjoy some amazing food.

A dining guide of Grand Rapids restaurants can be found here: <http://open.cuanswers.com/diningmap>

**REGISTER
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LC2016.CUANSWERS.COM



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:

AuditLink

Chatter Yak!

Clear Choice

Collections

Disaster Recovery/Business Resumption

Earnings Edge

eDOC Innovations

Education & Client Services

Fulview Films

Imaging Solutions

Internal Audit

iPay

Lender*VP

McQueen Financial Services

My Virtual Strong Box

Neighborhood Mortgage Solutions

Network Services

Payveris

Relevant Solutions

SAGE Direct

SettleMINT EFT

**Web Services & Internet Retailer
Support Center**

Xtend