

CU\*ANSWERS

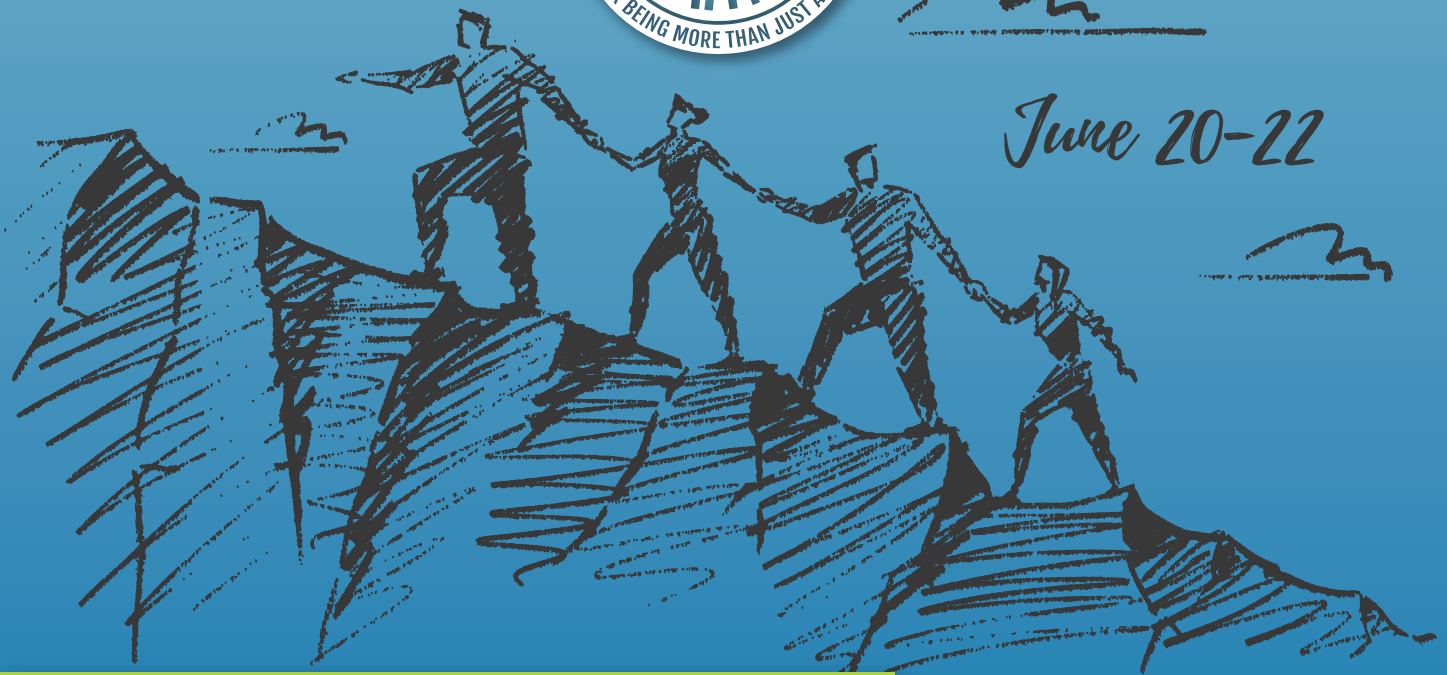
# LEADERSHIP *Conference*

20

17



*June 20-22*



## *It's a Cooperative Thing*

**COOPERATIVE BUSINESS CHARTERS ROCK  
FOR BEING MORE THAN JUST A BRAND.**

Being a cooperative is as much a way of being as a state of mind. It's an environment that fosters teamwork and collaboration as well as a commitment to self. You are an "owner" of your credit union. You have a direct say on the direction your credit union is going to take. How do you pay your customer-owners, drive for great prices, and take the lead?

Join us for this year's Leadership Conference, where CEOs and senior leaders from all CU\*BASE credit unions will go in depth on what it means to be a cooperative.

*Register Online:*

**CUANSWERS.COM/LC2017**

**Register Deadline: June 9**

# Schedule

## TUESDAY, JUNE 20

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

### 2:15pm - 3:15pm **Member Reach: The Direct Impact of Effective Communication**

With the millions of member communications Xtend has managed for our partner clients over the years, someone better be paying attention to what members are saying and doing, and how we can make those interactions better. In the past year, Xtend has helped our partner credit unions communicate over 8.5 million times with their members. We answered your member service and loan line calls, ran hundreds of targeted member campaigns, sent millions of member communications and analyzed the success of the hundreds of member communication channels. Be it daily member communication, campaign management and analytics, or simply educating members regarding products, security or operations, Xtend has been there to do it for you. Join us while we share where we've been, where we are, and where we are going to help credit unions effectively communicate with their members.

### 3:30pm - 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 21

**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.

### 9:00am - 4:30pm **Leadership Conference** Lunch will be in the Ambassador Ballroom at the Amway.

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 22

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

### 8:30am **CU\*Answers 26<sup>th</sup> Annual Golf Outing**

This fun-filled golf scramble is held at the Saskatoon Golf Club ([www.saskatoongolf.com](http://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.

## 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/LC2017HOTEL**  
**OR CALL 877-901-6632.**

## Hotel Rates:

**\$194/NIGHT + TAXES**

(this special rate expires May 22!)

**HOTEL GUESTS:** \$13/day self park or \$19/day valet

**VISITORS:** \$14/day transient or \$15/day valet

**\*Alternate hotel information is available online at [cuanswers.com/2017](http://cuanswers.com/2017) under the 'Accommodations' tab.**

If you need assistance contact Stephanie Underwood at [stephanie.underwood@cuanswers.com](mailto: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 [cuanswers.com/lc2017](http://cuanswers.com/lc2017) to view maps and download directions.

**CUANSWERS.COM/LC2017**



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



**Lyft is now also available in Grand Rapids!**  
**Just download the Lyft 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>



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**Register Deadline: June 9**



## 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

BOOT CAMP: BUILDING SOLUTIONS AS A CO-OP

BOOT CAMP: WHAT MAKES DATA VALUABLE

CHATTER YAK!

CLIENT SERVICES & EDUCATION

COLLECTIONS

DEVELOPERS HELP DESK

DISASTER RECOVERY BUSINESS RESUMPTION

EARNINGS EDGE

EDOC INNOVATIONS

FULVIEW PRODUCTIONS

IMAGING SOLUTIONS

INTERNAL AUDIT

INTERNET RETAILER SUPPORT CENTER

LENDER\*VP

MCQUEEN FINANCIAL

MY VIRTUAL STRONGBOX

NEIGHBORHOOD MORTGAGE SOLUTIONS

NETWORK SERVICES/ADVANTAGE CIO

OPSENGINE

PAYVERIS

PROFITSTARS

RECORDS INFORMATION MANAGEMENT

SAGE DIRECT

SETTLEMINT

TRUST EXCHANGE

WEB SERVICES & MARKETING

XTEND



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