

WE NEED A HERO!

How are your members achieving the impossible every single day?

Whether it is our employees or our members, how can we inspire people to step up and save our organizations? Sometimes we believe we know better than our members, but we have an army of motivated, passionate, and active owners who show up every day to say "you will not take this away from me!"

Owners are our heroes. These are the people who will save us. These are the members we need to identify, encourage, and most importantly we need to showcase to our cooperative!



SCHEDULE

TUESDAY, JUNE 26

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

2:15pm - 3:15pm **Xtend – The Network Effect**

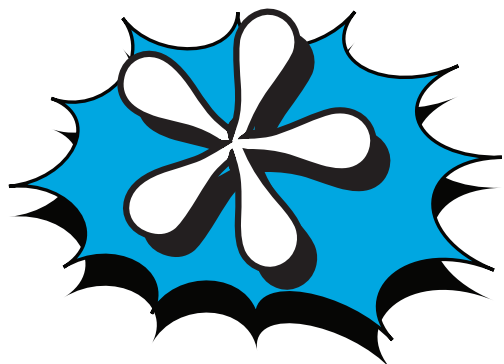
With the millions of member communications Xtend has managed for our partner clients over the years, someone better be paying attention to what members are saying and doing, and how we can make those interactions better. In the past year, Xtend has helped our partner credit unions communicate over 15 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 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 27

DeVos Convention Center: Ballrooms A & B
303 Monroe Ave 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 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**

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

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

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

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

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

For CEOs 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 28

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

8:30am **CU*Answers 27th 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.

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://aws.passkey.com/e/49412914>
 OR CALL 877-901-6632.

HOTEL RATES:

\$204/NIGHT + TAXES

(this special rate expires May 28!)

HOTEL GUESTS: \$19/day self park or \$24/day valet

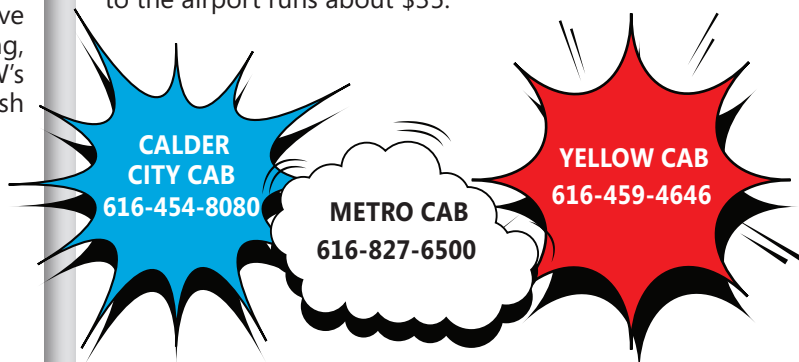
***Alternate hotel information is available online at cuanswers.com/lc2018 under the 'Accommodations' tab.**

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.



For information on directions please visit the Leadership Conference website at cuanswers.com/lc2018 to view maps and download directions.

CUANSWERS.COM/LC2018



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: <https://www.experiencegr.com>

REGISTER ONLINE:

CUANSWERS.COM/LC2018

Registration Deadline : June 15

VENDOR EXHIBITS

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

ADVANTAGE CIO
AUDITLINK
ASTERISK INTELLIGENCE
CLIENT SERVICES & EDUCATION
COLLECTIONS
CONVERSIONS
DEVELOPER'S HELP DESK
DISASTER RECOVERY & BUSINESS RESUMPTION
EARNINGS EDGE
EDOC INNOVATIONS
FULVIEW PRODUCTIONS
IMAGING SOLUTIONS
INTERNAL AUDIT
INTERNET RETAILER SUPPORT CENTER

LENDER*VP
MCQUEEN FINANCIAL
NEIGHBORHOOD MORTGAGE SOLUTIONS
NETWORK SERVICES
OPSENGINE
PAYVERIS
PROFITSTARS
RECORDS INFORMATION MANAGEMENT
SAGE DIRECT
SETTLEMINT
WEB SERVICES & MARKETING
XTEND

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