WELCOME!

Free wi-fi access:

CU Round Table
Password: cuanswers
Thank you!

As always, I want to thank my fellow Board members for another great year, and for all their hard work.
A hint on the final 2020 numbers

- Declared 2020 Patronage Dividends:
  - $2,250,000 Standard Patronage Dividend
  - $4,750,000 Bonus Patronage Dividend
  - $7,000,000 Ownership Dividend
  - $920,000

  **$7,920,000**

- Projected Stock Dividend: **4.00%**

- Projected Increase in Stock Equity: **7.97%**

All are projections, to be finalized by our CPA in December
Let’s get the conversations started!
Making Lemonade in the Era of COVID

TODAY’S AGENDA:

<table>
<thead>
<tr>
<th>When</th>
<th>What</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00a - 11:30a</td>
<td>Introduction</td>
</tr>
<tr>
<td>11:30a - 12:15p</td>
<td>Topic #1</td>
</tr>
<tr>
<td>12:15p - 1:00p</td>
<td>Topic #2</td>
</tr>
<tr>
<td>1:00p - 1:45p</td>
<td>Topic #3</td>
</tr>
<tr>
<td>1:45p - 2:00p</td>
<td>Wrap-up</td>
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Today we have a very small group...and a real opportunity

We’re going to brainstorm on three topics, in search for some insights that CU*Answers can report on to your peers who couldn’t be here today

The scribes will record the ideas...
I just want you to get creative and let yourselves go

Above all, HAVE FUN and enjoy being in each other’s company!
Here’s how it will work

- **3 topics**, 45 minutes each
  - 5 minute-intro by Randy, then
  - 40 minutes to talk amongst yourselves (feel free to visit other tables if you like!)

- You have a worksheet for each topic in your packet
  - We’ll make copies of your completed worksheets and compile them

- Scribes will also take notes for your group
  - All notes will be posted online in a week or so
# Post-COVID Predictions and Business Responses

## Topic #1

These are just my ideas, things that CU*Answers is talking about ...

What are your thoughts?

<table>
<thead>
<tr>
<th>Period in 2021</th>
<th>Part A: What will COVID do to us all?</th>
<th>Part B: What will you do in response to COVID?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan – Apr</td>
<td>The world continues to live via the balance between lockdowns and day-to-day life</td>
<td>Inventory emergency responses; choose which ones I would elect as part of my long-term evolution</td>
</tr>
<tr>
<td>May – Aug</td>
<td>Vaccines and a diminishing fear of COVID set the stage for optimism about the future</td>
<td>Promote 2-3 proofs of concept related to your 2020 COVID response as the future for your organization</td>
</tr>
<tr>
<td>Sept – Dec</td>
<td>An emerging sense of what we’ve learned and how to take valuable lessons forward</td>
<td>Make some radical changes, funded through your income statement and committed to by your team – be seen as a change agent</td>
</tr>
</tbody>
</table>
Review the 20.11 Release document

Brainstorm on features you will **headline** in your 2021 business plans

Shoot for 3 headlines related to a strategy where the tools fit an exciting future

- **Example:** “Database lending changes everything”
- **Example:** “Reemphasize what we know about members and their character”
- **Example:** “Make the computer our #1 order-taker”
CU Operational Challenges for Our Network to Consider

- List three headaches your organization has that you want our CUSO to address
- Organize your nominations
  - A CEO headache
  - A CU executive headache
  - A credit union line staff headache
- Put us to work

Topic #3

It doesn’t have to be something you think we can address...just give us a problem to think about

Do we really need another hundred changes to our accounting software, or should we figure out new businesses to start?
## Conclusion

We’re planning a grand opening for our Las Vegas Innovation Center next November.

We’re going to think radically and encourage all of you to **join us in Vegas** for next year’s CEO Strategies event!
Thanks for the day!