## SCHEDULE AT A GLANCE

**WEDNESDAY, MAY 13, 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 AM - 4:00 PM</td>
<td>Georgia Credit Union Marketing Council</td>
<td>WESTIN HOTEL</td>
</tr>
<tr>
<td>9:00 AM - 6:30 PM</td>
<td>Welcome Center Open</td>
<td>WESTIN HOTEL</td>
</tr>
<tr>
<td>10:00 AM - 5:00 PM</td>
<td>CUPAC Golf Tournament Tee Off at 11:00</td>
<td>GOLF COURSE</td>
</tr>
<tr>
<td>4:30 PM - 6:30 PM</td>
<td>Exhibitor Hosted Reception</td>
<td>WESTIN HOTEL</td>
</tr>
<tr>
<td>6:30 PM - 8:30 PM</td>
<td><strong>Dinner On Your Own</strong></td>
<td></td>
</tr>
<tr>
<td>8:30 PM - 10:00 PM</td>
<td>Catalyst Member Appreciation Dessert Reception</td>
<td>WESTIN HOTEL</td>
</tr>
</tbody>
</table>

**THURSDAY, MAY 14, 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 AM - 8:30 AM</td>
<td>Expo Open - Continental Breakfast</td>
<td>TRADE CENTER</td>
</tr>
<tr>
<td>7:00 AM - 10:30 AM</td>
<td>Welcome Center Open</td>
<td>WESTIN HOTEL</td>
</tr>
<tr>
<td>8:30 AM - 10:15 AM</td>
<td>General Session</td>
<td>TRADE CENTER</td>
</tr>
<tr>
<td></td>
<td>Opening Ceremony &amp; Keynote Speakers</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>&quot;Why We Do It&quot;</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mike Mercer, CEO, GCUA</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>“It’s Just What We Do”</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Doug Fecher, CEO, Wright-Patt CU</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>“We Gotta Do It...Unite for Good”</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Jim Nussle, CEO, CUNA &amp; Affiliates</td>
<td></td>
</tr>
<tr>
<td>10:15 AM - 10:45 AM</td>
<td><strong>Reception for NCUF Herb Wegner Memorial Award for Lifetime</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Achievement Winner, Mike Mercer</td>
<td></td>
</tr>
</tbody>
</table>
(THURSDAY, MAY 14, 2015 CONTINUED)

10:45 AM - 11:30 AM  General Session ............................................................. TRADE CENTER | 2nd FLOOR

"Life is Not a Dress Rehearsal- It’s Showtime!"
Bill Stainton, 29 Time Emmy Award Winning Producer

11:30 AM - 1:00 PM  Expo Open - Lunch Served .......................................................... EXHIBIT HALL

12:00 PM - 1:00 PM  Welcome Center Open ............................................................... WESTIN HOTEL | HARBOR B

1:00 PM - 2:15 PM  Education Sessions .......................................................... TRADE CENTER | 1st FLOOR

Professional Development .......................................................... R 100/101
“Unlocking Your Creative and Innovative Smarts”
Bill Stainton, Executive Producer, Speaker and Author

Lending .......................................................... R 102/103
“Keep the Motor Running: An In-Depth Look at Trends Impacting Auto Lending”
Marshall W. Abercrombie, III, Vertical Account Executive – Credit Unions
U.S. Consumer Information Services, Experian
Ralph Jones, President, CULS

Financial Literacy Training and Certification for Board Members ........ R 105/106
“Key Financial Information Every Board Member Should Know”
Tim Gardner, Sales Executive, CUNA Mutual Group

2:15 PM - 2:30 PM  Break

2:30 PM - 3:45 PM  Education Sessions ............................................................. TRADE CENTER | 1st FLOOR

Marketing .......................................................... R 100/101
"Charismatic Branding™- Leveraging the CU Identity"
Matt Purvis, CEO, Purvis Management

Compliance and Regulation .......................................................... R 102/103
“How to Get In Front of Your Upcoming Exam”
Alonzo Swann, Credit Union Strategist, Federal Home Loan Bank

Mobile Innovation .......................................................... R 105/106
“Embracing Mobile Strategies to Meet Members’ Needs”
Brett Wooden, Co-Founder, Wooden Consulting
(THURSDAY, MAY 14, 2015 CONTINUED)

4:00 PM - 6:00 PM
Expo Open - Reception ............................................. TRADE CENTER | EXHIBIT HALL
Drinks & Hors d’oeuvres

4:00 PM - 6:00 PM
Welcome Center Open .............................................. WESTIN HOTEL | HARBOR B

Evening On Your Own

FRIDAY, MAY 15, 2015

7:30 AM - 8:30 AM
Breakfast ............................................................... TRADE CENTER | ROTUNDA

7:00 AM - 1:00 PM
Welcome Center Open .............................................. WESTIN HOTEL | HARBOR B

8:30 AM - 2:00 PM
Companion Tour & Lunch
“Hot Dishes of the South!”
Guided Tour of Historic District
Lunch at Brockington Hall, a historic Savannah mansion
Tour of Congregation Mickve Israel
Departs Westin Lobby at 9:00 a.m.

8:30 AM - 9:45 AM
General Session .............................................. TRADE CENTER | OGLETHORPE

“Perspective on Regulation”
Lucy Ito, President and CEO, National Association of State Chartered Credit
Union Supervisors
Buddy Gill, Senior Strategic Communications and External Relations Advisor to
the Chairman, National Credit Union Administration

9:45 AM - 10:00 AM
Break

10:00 AM - 11:15 AM
Education Sessions ..................................................... TRADE CENTER | 1ST FLOOR

Risk Management .......................................................... R 100/101
“Enterprise Risk Management in the Board Room”
Diane Reed, President of CU Doctor

Professional Development .................................................. R 102/103
“Coaching Strategies...Keys to Long Term Success”
Corlinda Wooden, Co-Founder, Wooden Consulting

Payments ................................................................. R 105/106
“Serving Members’ Payment Needs In A Crowded Payments Environment”
Suzanne Galvin, Senior Vice President of Product of Management, Élan
Financial Services
11:15 AM - 1:30 PM  
**Lunch On Your Own**

11:15 AM - 1:30 PM  
**GCUF Sponsored Small Credit Union Luncheon ($50 million and under)**  

- “Best Practices to Help Small Credit Unions Level the Playing Field”  
  James Tuggle, CEO, Transtar FCU

- “Top 5 Things Every Small Credit Union Must Do for Risk Protection”  
  Diane Reed, President of CU Doctor

1:30 PM - 2:00 PM  
Delegate Registration  

TRADE CENTER | ROTUNDA

2:00 PM - 3:30 PM  
Business Meetings  

TRADE CENTER | OGLETHORPE  
GCUL  
CSI  
GCUF

3:30 PM - 4:00 PM  
Board Organization Meetings  

R 204/205

5:30 PM - 6:00 PM  
Reception  

WESTIN HOTEL | GRAND BALLROOM FOYER

6:00 PM - 10:00 PM  
Moses C. Davis Awards Dinner & CUPAC Silent Auction  

WESTIN HOTEL | GRAND BALLROOM

Dinner  
Awards Program  
CUPAC Silent Auction

**Entertainment:**  
**The Andrews Brothers, Dueling Pianos**

---

SATURDAY, MAY 16, 2015

8:30 AM - 10:00 AM  
General Session and Closing Breakfast  

WESTIN HOTEL | GRAND BALLROOM  

“The Sensei Leader: Leadership for Maximum Engagement”  
Jim Bouchard, Speaker and Author of THINK Like A BLACK BELT and The Sensei Leader

---

**Head Home ... Have a Safe Trip!**