

Directors' Conference Directors' Conference Directors' Conference Directors' Conference Directors' Conference
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Directors' Conference



October 15 & 16, 2010

Osthoff Resort
Elkhart Lake



Directors' Conference

Friday, October 15

8:30 - 9:00 am

Registration

9:00 - 9:15 am

Welcome & Opening Remarks

9:15 - 10:15 am

The League Update with Facilitated Roundtable
Brett Thompson, President & CEO, The League
Brett will provide an update on the latest developments taking place statewide and nationally. This is also your opportunity to discuss topics of interest with your credit union peers. If desired, please send topic suggestions in advance to: jesser@theleague.coop.

10:15 - 10:30 am

Break

10:30 am - Noon

Wake-Up! Times Have Changed!
Jason Boles, CEO, Fans Created
The credit union environment has changed. The days of intense member loyalty, single sponsor support, and healthy, consistent growth are all but distant memories for many credit unions. The way you run the credit union, and the strategies you implement, must evolve to keep up with the rapid rate of change. Simply put, it doesn't matter what you did to be successful yesterday – those days are over. It only matters what you will do to be successful into the future. Prepare yourself for a glance into the future and discover what you will need to do to be ready for tomorrow's challenges.

Noon - 1:00 pm

Networking Lunch

1:00 - 2:15 pm

Credit Union Growth Strategies
Jason Boles, CEO, Fans Created
Today's credit union will need to be prepared to face tomorrow's challenges. Gone are the days of easy and automatic growth. For future success, credit unions will have to be innovative and open to new ideas. This will require a different way of thinking and a different approach to running the business. Be prepared to explore new and innovative concepts to help your credit union grow and thrive during these unprecedented economic times.

2:15 - 2:30 pm

Break

2:30 - 3:30 pm

Director Liability
Jane E. Hans, CPCU, RPLU, Corporate Property & Casualty Specialist, CUNA Mutual Group
In today's litigious society, even inadvertent error or unintentional oversight can result in costly legal action against you or your credit union. Trends such as loan defaults, foreclosures, rising unemployment, and a focus on corporate governance increase this exposure. In this session, learn about the duties of a Director, including "duty of care" and "duty of loyalty." Ms. Hans will also share the Top 10 Essentials credit unions need to protect themselves from lawsuits due to management liability.

3:30 - 5:00 pm

Break Time - On Your Own

5:00 - 6:00 pm

Reception

6:00 - 7:00 pm

Group Dinner

7:00 pm

The World's Most Bizarre Criminals
Barry Thompson, Thompson Consulting Group
This entertaining evening program examines those who should have never attempted a life in crime. Discover the bizarre attempts to rob financial institutions using such disguises as cross-dressing, duct tape, and one robber who dressed as a Christmas tree. Even the ATM isn't spared as crooks have used items from sledgehammers to dynamite to try to break into these electronic boxes with hilarious results.

This session covers criminal greed, marketing mistakes and just plain humorous events in the supposedly stogy world of finance.

8:00 pm

Adjourn

Guests – (Friday & Saturday)

Rest, Relax, and Explore ...

On Friday and Saturday, while the conference participants are enhancing their skills as a credit union leader we invite you to enjoy the many amenities at the Osthoff Resort and the interesting mix of eclectic shopping experiences in The Village of Elkhart Lake. During your stay at the Resort, enjoy the serene setting and bring a book to read or relax in a whirlpool. Treat yourself to a massage at the Aspira Spa, they offer a complete range of treatments to soothe the mind, body and soul. Have fun inside or out. You'll find all the amenities you'd expect, and some you might not, at the Osthoff Resort.

Directors' Conference

Saturday, October 16

8:30 - 9:00 am

Group Breakfast

9:00 - 10:15 am

Social Engineering

Barry Thompson, Thompson Consulting Group

This fast moving program on preventing losses will focus on the information the identity thieves have before they contact your credit union. You will learn how criminals target your credit union and more particularly staff when trying to obtain information and financial rewards.

Today Social Engineers work for organized crime, gangs or their own benefit. This program will focus on the exact information they want from your Credit Union. We will demonstrate several successful attacks showing how even you in your everyday life can lose your identity to a skilled Social Engineer.

10:15 - 10:45 am

Break - Check-Out Time is 11:00 am

10:45 am - Noon

A Rundown of the Highest Priority Compliance Issues Facing Credit Unions

Paul Guttormsson, Legal Counsel, The League

In this session, Legal Counsel, Paul Guttormsson will discuss the key areas of compliance that impact credit unions in 2010.

Noon - 12:45 pm

Lunch

12:45 - 1:30 pm

"I Knew Something Was Wrong" ~ Instilling a Culture of Ethics

Barry Thompson, Thompson Consulting Group

How often have you heard staff state when fraud losses are discovered: "I knew something was wrong!"

When fraud losses occur, no matter the type, internal or external, some staff felt the warning signs didn't need to be reported. The ethical reasons for these lapses are many: fear of being wrong, fear of being ridiculed and reporting someone who might be innocent. How do we train staff to report those internal warnings that could have saved our institution thousands of dollars?

In this session, learn vital new skills and insights in educating staff to report their gut feelings when some thing might be wrong. Using new training methods your staff will report what they feel is wrong if you establish the proper framework.

1:30 pm

Closing Remarks

Speakers

Jason Boles



Jason Boles - is CEO of Fans Created, an innovative results-oriented speaking, training, and consulting services firm specializing in creating internal and external fans for organizations nationwide. Jason has built a solid reputation as an energetic, entertaining, and thought-provoking speaker, trainer, and consultant. Blending his skills and experience in both stand-up comedy and the business world, Jason combines his knowledge and humor to deliver meaningful and entertaining sessions for audiences nationwide. Holding management positions in both the hospitality and financial services industries, and serving as executive vice president of premier consulting firm Counter Intelligence Associates, Jason has successfully taught his "down-to-earth" business approach to organizations coast-to-coast.

Paul Guttormsson



Paul Guttormsson - as Legal Counsel for the The League, Paul helps Wisconsin credit unions understand the many legal issues that can affect their operations. He regularly consults with credit union personnel, updates The League's "Important Information Releases," and speaks at League seminars. After graduating with honors from UW-Eau Claire in 1985, Paul worked as a newspaper editor for several years before attending the University of Wisconsin Law School, where he graduated with honors in 1994. He practiced with the Milwaukee law firm Godfrey & Kahn before joining The League in 2001.

Jane Hans



Jane E. Hans, CPCU, RPLU - is a Corporate Property & Casualty Specialist for CUNA Mutual Group. She is responsible for providing technical expertise and training for many of the smaller credit unions for their Fidelity Bond and Corporate Property and Casualty Insurance coverage underwritten by CUMIS. Jane also provides assistance in the sale and retention of these products. She is licensed in all 50 states, and supports 27 states on a regular basis. Jane joined CUNA Mutual in 1986, working primarily in training or within the Credit Union Protection division. Prior to her current position, positions she has held include: Training Manager, Premium Collections Manager, Underwriting Manager, and Product Support. She graduated from the University of Wisconsin - Madison with a Bachelor's Degree in Education. She has also earned a MBA degree, as well as a Master degree in Education. Jane has several insurance designations: a Chartered Property and Casualty Underwriter (CPCU), a Registered Professional Liability Underwriter (RPLU), and is currently pursuing her Certified Risk Manager (CRM) and Management Liability Insurance Specialist (MLIS) designations. Jane works out of the CUNA Mutual Group offices in Madison, Wisconsin.

Barry Thompson



Barry Thompson - has worked in the financial services industry for over three decades, holding the positions of security officer, compliance officer, treasurer, senior vice president, and executive vice president. He is the only fraud educator in our industry who has worked in senior management positions, which affords him unique insight into financial institutions. During his career, Barry has handled over 900 security cases. He has been involved with investigations and prosecutions on the federal, state, and local levels, and has testified before grand juries, county courts, bankruptcy courts, family courts, and the New York State Supreme Court. He has put his knowledge and expertise to use as an instructor for both CUNA's Security Institute (2000-2008), and for the Vanderbilt University's "Graduate Banking School" held by the Tennessee Bankers Association (2005-present). Barry is also a writer who contributes to Bankers' Hotline, Bankersonline.Com and other industry publications. He is the security and compliance "guru" for Bankersonline.Com, and he has been interviewed by Newsweek, Computer World, and other national and regional publications.

Lodging

Osthoff Resort

101 Osthoff Avenue
Elkhart Lake
(800) 876-3399

Sleeping room rate: \$124.00 single/double

Release Date: September 14, 2010

Cancellation/Substitution Policy

Cancellations and refund requests made eight or more days prior to the conference date must be in writing or faxed to (262) 549-7722 and are subject to a \$35.00 service charge. No refunds will be granted if a cancellation is received seven days or less before the conference date. Substitutions are accepted any time before the conference begins, but The League must be notified.

Room Conditions

Attendees will also want to bring a light sweater or jacket, as room temperatures vary.

Tuition

\$399.00 Early Bird, per Participant. (On or before September 14). Includes all materials, presentations and meals.

\$429.00 per Participant. (After September 14). Includes all materials, presentations and meals.

Guest Options

\$85.00 per Guest. Includes reception, dinner, evening presentation, and Saturday breakfast. *(Please note: Friday & Saturday lunch is on your own).* **OR**

\$140.00 per Guest. Includes **Friday lunch**, reception, dinner, evening presentation, **Saturday breakfast and lunch.**

Tuition does not include lodging.

Registration

All registrations postmarked by October 1 will receive a confirmation letter and map.

Website

Check out Education & Training on our website at www.theleague.coop



October 15 & 16, 2010

Registration Form

Directors' Conference

To: The Wisconsin Credit Union League - Education & Training
N25W23131 Paul Road, Suite 500, Pewaukee, WI 53072-5779
(262) 549-0200 or (800) 242-0833, Ext. 6020, Fax (262) 549-7722
or Judy Phillips at jphillips@theleague.coop

Need Special Assistance? If you are a person with a special dietary or other special need, please let us know in time for us to make any necessary accommodations for you.

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<input type="checkbox"/> Authorized \$ _____ Amount to be charged to your	<input type="checkbox"/> VISA	<input type="checkbox"/> MasterCard
Charge Card # _____		
CID Number _____		Expiration Date _____
Name on Card _____		Card Address _____

<input type="checkbox"/> Make direct withdrawal for \$ _____ via ACH debit entry to # _____
CU Routing/Transit # _____ out of Account # _____
CU Authorized Signature _____

<input type="checkbox"/> Our check/draft for \$ _____ made payable to The Wisconsin Credit Union League is enclosed.
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Participant/Guest <i>(Please type or print)</i>	Guest Dinner & Breakfast Only	Guest All Meals	Email
_____	✓	✓	_____
_____			_____
_____			_____

Credit Union Name _____ City/State _____

Zip _____ Phone _____ Ext. _____