

CEO FORUM

FOR HIGH ASSET CREDIT UNIONS

August 12th - 14th, 2009

*The Broadmoor
Colorado Springs, Colorado*

Welcome

CEO FORUM

FOR HIGH ASSET CREDIT UNIONS

Raddon Financial Group welcomes you to the 2009 Credit Union CEO Forum.

This period represents the single greatest opportunity in credit union history. The big banks are suffering from an image crisis, government intervention and mass consolidations. Credit unions have a unique opportunity to emerge from this current economic crisis as the preferred financial institution of consumers and small businesses.

To this end, RFG has lined up a unique agenda of keynote speakers starting with branding expert, Bruce Philp, co-author of *The Orange Code: How ING Direct Succeeded by Being a Rebel with a Cause*. Bruce will discuss how credit unions can link their branding and corporate culture to something more: not simply a business, but a cause.

Additionally, we're proud to offer interactive group discussion among your credit union peers during our CEO Panel Discussion and timely presentations from industry-leading speakers, including: Rory Rowland, former credit union CEO and founder of Rowland Consulting; Peter Duffy of Sandler, O'Neill and Partners; and Bill Handel, RFG's vp of research and product development.

The forum focuses on the future of large credit unions and is specifically designed for chief executives and directors of credit unions with assets of \$500 million or more.

Crystal Performance Award Winners!

We are pleased to recognize our Crystal Performance Award winners. The Crystal Performance Award is presented annually and recognizes credit unions for achieving a top 10 ranking in performance based on the RFG Performance Index, a balanced scorecard measurement of growth, income, efficiency and margin management.

RFG recognizes two asset groups for this award: credit unions with assets greater than \$500 million and credit unions with assets less than \$500 million. We look forward to your participation as we recognize their achievement during the Crystal Performance Awards Dinner on Thursday, August 13, 2009.

Agenda at-a-Glance

Wednesday, August 12th

- 3:00-4:00 PM: Registration
- 4:00-6:00 PM: **CEO Panel Discussion**
- 6:30-7:15 PM: Welcome Reception (*Guests Included*)
- 7:15 PM: Dinner (*Guests Included*)

Thursday, August 13th

- 8:00-9:00 AM: Breakfast (*Guests Included*)
- 9:00-9:10 AM: Opening Remarks, Bob Dye
- 9:10-10:45 AM: **Strategic Branding for the New Future in Financial Services**, presented by Bruce Philp
- 10:45-11:00 AM: Morning Break
- 11:00-12:30 PM: **The Credit Union Business Model in the "New Age of Turmoil"**, presented by Peter Duffy
- 12:30-1:30 PM: Lunch (*Guests Included*)
- 1:30-3:00 PM: **20 Strategies to Control Costs**, presented by Rory Rowland
- 3:00-3:15 PM: Break
- 3:15-4:45 PM: **Key Traits of High Performing Credit Unions**, presented by Bill Handel
- 4:45-5:00 PM: Closing Remarks, Bob Dye
- 6:30-7:15 PM: Reception (*Guests Included*)
- 7:15 PM: Crystal Performance Awards Dinner (*Guests Included*)

Friday, August 14th

- 7:00 AM: Optional Round of Golf at The Broadmoor Golf Club (*Guests Included*). Tee Times begin at 7:00 am and will extend through the late morning based on availability. Please contact Dan McGowan to join us for a round of golf.

Agenda

Wednesday, August 12th

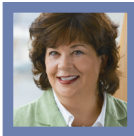
3:00-4:00 PM: **Registration**

4:00-6:00 PM: **CEO Panel Discussion**

Bob Dye will lead our panel of four credit union veterans through a discussion of the industry's most pressing challenges and brightest opportunities, from responding to the current financial and regulatory environment to merger and acquisition concerns and executing strategies for growth in this period of unique opportunity.



Moderator: Bob Dye, General Manager and COO
Raddon Financial Group
Lombard, Illinois



Catherine Tierney, President and CEO
Community First Credit Union
Appleton, Wisconsin
Assets: \$1.17 Billion



Jeff Disterhoft, President and CEO
University of Iowa Community Credit Union
Iowa City, Iowa
Assets: \$850 Million



Gordon Dames, Retired President and CEO
Mountain America Credit Union
West Jordan, Utah
Assets: \$2.8 Billion



Dennis Dollar, Former NCUA Chairman & Principal Partner
Dollar Associates, LLC
Birmingham, Alabama

6:30-7:15 PM: **Welcome Reception (Guests Included)**

7:15 PM: **Dinner (Guests Included)**

Thursday, August 13th

8:00-9:00 AM: **Breakfast (Guests Included)**

9:00-9:10 AM: **Opening Remarks, Bob Dye**

9:10-10:45 AM: **Strategic Branding for the New Future in Financial Services**

Bruce Philp



A world leader in branded marketing, Bruce Philp has worked with many Fortune 500 companies, but it is his work with one company, ING Direct, that we find so relevant to the credit union industry. With ING Direct CEO Arkadi Kuhlmann, Bruce Philp is the co-author of the book, *The Orange Code: How ING Direct Succeeded by Being a Rebel with a Cause*.

Bruce will share how branding, corporate culture and the role of the enterprise can be shifted from being simply about a business to being something more -- a cause.

10:45-11:00 AM: **Morning Break**

Agenda

Thursday, August 13th (Continued)

11:00-12:30 PM: The Credit Union Business Model in the “New Age of Turmoil”

Peter Duffy



With adversity comes opportunity ... What is your credit union's *state of readiness*? This session will explore the impact that consumer behavior, the evolving economy and regulation continue to have on credit union growth and earnings with an emphasis on the factors conspiring to limit performance:

- Traditional versus appropriate performance metrics (ROA versus ROE, loan to share versus market share, capital ratio versus efficiency ratio).
- The regulatory imbalance that leads to the continued deterioration of financial competitiveness.
- The role (potentially) massive regulatory reform will play on competitiveness.

Mr. Duffy will examine the *state of readiness* of credit unions and lead a discussion regarding the financial market turmoil and its possible impact for credit unions. He will discuss *what counts* for increasing financial competitiveness and market share in what has become a commoditized balance sheet.

A look at performance ratios of top financial institutions and a practical discussion on why they are “top performers” will be shared, including a discussion of the performance differences between top banks and credit unions. Mr. Duffy will also provide an update on merger/acquisition trends with suggested next steps for building market share and financial competitiveness.

12:30-1:30 PM: Lunch (Guests Included)

1:30-3:00 PM: 20 Strategies to Control Costs

Rory Rowland



Rory Rowland is a been-there, done-that speaker. He has successfully turned around a failing financial institution. Within two years it rocketed from the bottom 10 percentile to become a top 10 performer in the state of Missouri.

Rory knows the challenges you face everyday, with being asked to do more with less. Rory has helped thousands of professionals clearly define what great leadership is, how to be one of the best bosses, and how to listen for results. Rory's proven methods, collected from a lifetime of achievement and interviews with hundreds of top performers, will be discussed during this powerful presentation on cost control strategies.

3:00-3:15 PM: Afternoon Break

Agenda

Thursday, August 13th (Continued)

3:15-4:45 PM: Key Traits of High Performing Credit Unions

Bill Handel



A consistently highly-rated speaker, Bill will share his insights on credit union performance.

Since joining Raddon Financial Group in 1990, Bill has developed several unique programs to assist credit union executives in managing their organizations. Bill has studied and consulted for over 1,000 credit unions across the United States. His assessment of credit union performance is currently used by over 500 credit unions, including many of the industry's largest, most-successful organizations.

4:45-5:00 PM: Closing Remarks, Bob Dye

6:30-7:15 PM: Reception (Guests Included)

7:15 PM: Crystal Performance Awards Dinner (Guests Included)

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Friday, August 14th

7:00 AM: Optional Round of Golf (Guests Included)

Join us for a round of golf at one of the finest championship golf courses in the world. RFG has tee times available at the West Course and the challenging East Course, home to the 2008 U.S. Senior Open and the 2011 U. S. Women's Open Championship.

Expert professional instruction, plus a quality selection of club rentals are available at The BROADMOOR Golf Club.

Tee Times begin at 7:00 AM and will extend through the late morning based on availability. Greens fees are \$195 (West Course) and \$230 (East Course). Please contact Dan McGowan if you will be joining us for a round of golf at 773.391.0164.

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Speaker Bios



Bruce Philp

**Chairman and CEO, GWP Brand Engineering &
Co-author of *The Orange Code: How ING Direct
Succeeded by Being a Rebel with a Cause***

Bruce Philp is a writer and branding consultant with nearly thirty years' experience in the field, working with some of the world's most well-known, valuable and loved consumer brands. Philp co-founded GWP Brand Engineering, ING Direct's agency of record since its beginning, where he is today Chairman and a working consultant. He also teaches and writes for a variety of publications and his branding blog, www.brandcowboy.com.

With 28 years of award-winning work, Bruce Philp holds perhaps the only truly agnostic point of view on what branding really is. Working in the ad agency world as a strategist for brands like Toyota and Tylenol, he quickly rose to become executive creative director at a major North American firm, a rare feat for a strategy person. In that role, he worked with 3M, Molson, McDonald's and Bank of Montreal, for whom he produced what Marketing Magazine called one of the landmark campaigns of the 20th century. In 1996, Philp co-founded GWP Brand Engineering to "invent what will replace the advertising agency". His key clients have included major "new economy" brands like Expedia, GroceryGateway.com and ING Direct, as well as established brands like Air Miles, Delta Hotels, Novartis Consumer Health and Ferrero.

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Speaker Bios



Peter Duffy

Associate Director

Sandler, O'Neill & Partners, L.P.

Peter Duffy works with credit unions and banks nationwide in competitive analysis, investment portfolio development, charter decisions, board meetings, loan portfolio sales and ALM.

Duffy is the former Chairman of the CUES Financial Suppliers Advisory Committee and has been a frequent speaker at credit union and bank conferences since 1993. Since 2000, Duffy has advised credit unions and discussed their business model in over 3,200 senior management meetings and over 150 board meetings. Duffy has been a guest speaker at more than 140 industry conferences, including 12 in 2009.

Duffy warned CUs about economic calamity in two CUES columns:

“How Consumer’s Debt Affects CUs,” December 2003

“... enabling consumption through the accumulation of record debt could have consequences across every facet of the US economy ... and globally.”

“We’ve Built a House of Cards,” November 2004

“I’m selling as much of my unsecured and questionable debt as possible ... once the debt story unfolds, it will be too late, you wont be able to get a bid ...we’re going to need more than low rates to bail us out of the next recession.”

And earlier this year in the March 18 issue of Credit Union Times:

“Time to Come to Grips With the CU Credit Problem,” March 2009

“Some folks would now have us believe that we have the capital resources to deal with the credit problem. This is why individual CUs must quickly do their own math on the size of the problem, and the probability of increased payments ... With the prospect for more payments to stabilize the system looking inevitable ... and especially as we watch banks raise capital by accessing private money, TARP or both ... for healthy CUs, the current crisis could be the market opportunity of a lifetime, but only if they take their destiny into their own hands.”

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