



# CEO/Directors' Forum

*August 1 - 3, 2007*

*The Ritz-Carlton  
Half Moon Bay, California*



## CEO/Directors' Forum

### *Table of Contents*

Page 3.....	Agenda
Page 4.....	Speaker Biographies
Page 11.....	Participant Directory
Page 15.....	Presentation Slides
Page 22.....	Company Overview



## Agenda

### *Wednesday, August 1*

- 5:00 - 6:15 pm **CEO/Directors' Forum Registration**  
 6:30 - 7:15 pm **Welcome Reception** (Guests Included)  
 7:30 pm **Dinner** (Guests Included)

### *Thursday, August 2*

- 8:00 - 9:00 am **Breakfast and Introductions of Participants**  
 9:00 - 9:30 am **Opening Remarks**  
 Gary Raddon, Founder  
 Raddon Financial Group  
 9:30 - 10:15 am **Managing Relationships in a Multi-channel World**  
 Terence Roche, Principal  
 Cornerstone Advisors  
 10:15 - 10:30 am **Break**  
 10:30 - 11:15 am **Credit Union Mergers**  
 Steve Winninger, CEO  
 NuUnion Credit Union  
 11:15 - 12:00 pm **Evaluating Credit Union Growth Opportunities**  
 Gary Raddon, Founder  
 Raddon Financial Group  
 12:00 - 1:00 pm **Lunch**  
 1:00 - 1:45 pm **Credit Union Industry Update**  
 Chip Filson, President  
 Callahan & Associates

- 1:45 - 2:30 pm **An Insider's Perspective - the Credit Union Movement in the Year 2020**  
 Dennis Dollar, Principal Partner, Dollar Associates LLC & Former Chairman, NCUA  
 2:30 - 2:45 pm **Break**  
 2:45 - 3:45 pm **Credit Unions: Organizing, Staffing & Acquiring Tools for Enterprise Wide Risk Analysis & Fraud Control**  
 Charles Thiel, CFE, CIA, CEO & Robert Goldfinger, CAMS, Vice President, Focus Technology Group  
 3:45 - 4:45 pm **Interactive Group Strategic Discussion**  
 Moderated by Dennis Dollar  
 4:45 - 5:00 pm **Concluding Remarks**  
 Bob Dye, COO and General Manager  
 Raddon Financial Group  
 5:00 pm **CEO/Directors' Forum Adjourns**  
 6:30 pm **Dinner** (Guests Included)

### *Friday, August 3*

- Optional Round of Golf at The Ritz-Carlton Golf Course** (Guests Included)  
 7:45 am Meet in the lobby  
 8:40 am Tee Times at **The Old Course**  
 Par 72 – 7,104 yards



## Speaker Biographies

### **Dennis Dollar, Principal Partner, Dollar Associates LLC & Former Chairman, NCUA**



Dennis Dollar is the principal partner in Dollar Associates, LLC, a full-service consulting group focusing on credit unions and the organizations that serve them.

Mr. Dollar's background is extensive in the credit union and public policy arenas.

Dennis Dollar was appointed by President George W. Bush to serve as Chairman of the National Credit Union Administration (NCUA) Board in 2001. Mr. Dollar had served on the

three-member Board since being confirmed by the U.S. Senate in 1997, having been a member of the NCUA Board during the most far-reaching period of legislative and regulatory change in the history of the American credit union movement. As part of the NCUA Board, Mr. Dollar oversaw the making of all regulations for federal credit unions and the administration of the federal insurance fund covering approximately 9,500 federal and state chartered credit unions in the United States.

In his capacity as NCUA Chairman, Mr. Dollar also served as Vice Chairman of the Federal Financial Institutions Examination Council (FFIEC). The FFIEC is charged by the U.S. Congress with the responsibility for coordinating the examination and supervision programs of the five federal financial regulatory agencies.

A former two-term member of the Mississippi House of Representatives, Mr. Dollar was elected at age 22 to the House in 1975, at that time the youngest legislator in the state and one of the youngest in history. During his eight years in the House of Representatives, he won

numerous awards for his leadership on issues ranging from open government to tax and education policy.

Immediately prior to being appointed to the NCUA Board, Mr. Dollar served from 1991 to 1997 as President and CEO of what is now the Gulf Coast Community Federal Credit Union, at that time the Gulfport Veterans Administration Federal Credit Union which was a \$32 million institution serving more than 12,000 members and 150 employer groups along the Mississippi Gulf Coast.

During his credit union career, his credit union won the national Dora Maxwell Social Responsibility Award from CUNA for its asset category and numerous local and state growth and service awards. Mr. Dollar was also a top five finalist for credit union CEO of the Year by Credit Union Times, a leading credit union industry publication, in 1994. His awards include a 2003 induction into the Mississippi Credit Union Hall of Fame and the Credit Union Executive Society (CUES) Hall of Fame, as well as receiving the prestigious 2004 Ambassador Award from the World Council of Credit Unions for his leadership in the international credit union movement.

Active in a number of civic organizations, Mr. Dollar has served, among others, on Boards of the March of Dimes, United Way, Boys and Girls Club and local Chamber of Commerce. He is a Baptist deacon and Sunday School teacher.

Mr. Dollar received his bachelor's degree from the University of Mississippi and is married with two children.

## Charles W. "Chip" Filson, President Callahan & Associates



Charles W. "Chip" Filson is an active leader in the credit union industry and a nationally recognized author, speaker and consultant for the credit union movement. As president of Callahan & Associates, Chip counsels many of the nation's largest credit unions.

Chip's expertise is drawn from a quarter century of government, financial institution and business experience. He served as Supervisor of the Illinois Credit Union Division before moving on to hold concurrent positions at the National Credit Union Administration (NCUA) as President of the Central Liquidity Facility (CLF) and Director of the Office of Examinations.

During his tenure at NCUA, Chip played an instrumental role in the deregulation of federal credit unions, the capitalization of the National Credit Union Share Insurance Fund, and the opening of the CLF to all credit unions.

In 1985, Chip co-founded Callahan & Associates, Inc. Under Chip's leadership Callahan has become one of the nation's leading sources of financial information for credit unions.

Chip graduated magna cum laude from Harvard University in 1966 with a degree in government. Awarded a Rhodes Scholarship, he attended Oxford University and earned a degree in Politics, Philosophy and Economics. Chip also holds a masters degree in management from Northwestern University's Kellogg School. He served in the U.S. Navy from 1969 to 1973 with tours of duty on the USS Windham County (LST-1170) and the Naval Supply Depot in Yokosuka, Japan.

## Steve Wwinner, CEO NuUnion Credit Union



Steve is President/CEO of NuUnion Credit Union in Lansing, Michigan. In the last 36 years, Steve has worked in 5 financial institutions, 4 of which have been credit unions, and he has been CEO in 2 of them. NuUnion Credit Union located in Lansing, Michigan has \$800 million in assets, serves 88,000 members from 14 offices in mid-Michigan. Additionally Steve is

Chairman of Mortgage Center, LLC, a CUSO owned by 5 credit unions serving another 60 Michigan credit unions in mortgage origination and servicing a billion dollar portfolio. He also serves as Chairman of The Payments Authority Board as well. He represents NuUnion in several other national credit union related organizations.

NuUnion Credit Union has been successfully using Policy Governance® since 2001 and has worked with several consultants to learn and refine the model. Steve has been trained as a consultant in Policy Governance by John and Miriam Carver.



## Terence Roche, Principal Cornerstone Advisors



Terence Roche brings to his position as Principal at Cornerstone Advisors more than 25 years of experience in bank operations and consulting.

Prior to founding Cornerstone, Terence was a Managing Director at M ONE, where he built the firm's highly successful vendor selection

practice. Before M ONE, Terence served as Senior Vice President of Systems and Technology at Bay View Federal Bank in San Francisco. Prior to that, Terence was Manager of Retail Banking Sales and Branch Administration after a stint supervising Human Resources and Facilities groups.

Terence is an expert in bank systems and technology, and he displays his far-reaching knowledge as a frequent contributing author on [\*GonzoBanker\*](#) and [\*CUES Tech Port\*](#). He is a contributing author to Cornerstone's benchmarking and best practices publications: *The Mid-Size Bank Study 2002*, *The Cornerstone Report: Benchmarks and Best Practices for Mid-Size Banks 2003 and 2005* and *The Cornerstone Report: Benchmarks and Best Practices for Credit Unions 2006*.

Terence has been published in numerous industry periodicals, including *American Banker*, *Bank Technology News* and *Credit Union Management (CUES)*. His dynamic and thought-provoking presentations are highly sought after for industry conferences and vendor user group meetings.

Terence holds a BA from the University of California at Berkeley. He has taught at the BAI and ACB schools of banking and is a faculty member of the University of Wisconsin Graduate School of Banking.

## Charles Thiel, CFE, CIA, CEO Focus Technology Group



Charles Thiel is a recognized audit and fraud control expert. He is the founder of Focus Technology Group, Inc. (FTG), a leader in providing fraud detection, AML and audit software products to the financial services industry. Over 300 banks and credit unions use FTG's products. Customers range from de Novos to the largest institutions including the U.S.

Dept of Defense, Bank of America, IBM Corporation, Savings Bank Life Insurance, Countrywide Bank, and Toronto Dominion Bank.

Before forming FTG, Charles held senior executive positions with several of the largest financial institutions including Metropolitan Life Insurance, American Express and Citicorp. In each company, Charles was selected to develop, staff and direct departments responsible for world-wide audit, operational risk analysis, and fraud detection and protection.

As the Director of American Express Corporate Audit and Fraud Analysis, Charles managed a team of fifteen auditors, systems engineers, and consultants and traveled extensively within the U.S., Europe, and the Far East. His principal responsibilities involved operational risk analysis, auditing, and evaluation of all existing and developing company

businesses and operations including Credit Card, International Banking, Travel, Money Order and Travelers Cheques for the purpose of implementing system controls, E&O improvements and fraud controls. While with Citicorp, Charles was selected to startup and direct a profit center responsible for providing audit and fraud control consulting services to banks.

Charles has been a frequent speaker at professional organizations and seminars on the subject of auditing and fraud analysis and taught internal auditing at New York University. Charles is a Certified Fraud Examiner (CFE), a Certified Fraud Specialist (CFS), and a Certified Internal Auditor (CIA).

## **Robert Goldfinger, CAMS, Vice President Focus Technology Group**



Mr. Goldfinger is Vice President of Business Development for Focus Technology Group a software solutions company for AML, fraud detection, BSA compliance and audit in financial institutions.

Robert is a retired law enforcement executive having served as the Commander of Criminal Investigations for the Rochester, New York Police Department. He is a certified Anti-Money Laundering Specialist (CAMS) and a Certified Fraud Specialist (CFS).

Robert has held positions with Liberty Enterprises as the Senior Director of Security Services, Carreker Corporation as Senior Director of Fraud/AML programs and Coastal Federal Credit Union as the Director of Risk Management.

He has been a featured speaker for international and national conferences on the topics of fraud investigation, identity theft, Anti – Money Laundering/Terrorist Financing and other enterprise risk management issues pertaining to financial institutions. He presently operates Goldfinger Enterprise Risk Management a consulting practice located in North Carolina.

## Gary Raddon, Founder Raddon Financial Group



Gary received his Masters degree in Business Administration from Brigham Young University in 1965. From 1966 through the early 70's he worked with Continental Illinois Bank in Chicago as Special Assistant to the Chairman and later as Marketing Manager of the Commercial Loan Department. In 1974 he graduated from Stonier Graduate School of Banking.

In 1983, Gary formed the Raddon Financial Group (RFG), a strategic marketing research and consulting firm.

Today, RFG is a database research company that provides financial institutions with research solutions, strategic solutions and marketing solutions. The firm specializes in consumer research, new product development, profitability analysis, and business intelligence. RFG currently works with many of the leading financial institutions in the nation and over 1,000 financial service firms nationwide.

RFG clients appreciate our unique combination of methodology and applied practical know-how achieved through years of industry experience.

Working with RFG provides institutions with product solutions that balance market share growth and earnings performance.

Gary has been a frequent speaker and writer for various industry trade and professional associations. He has also served on the faculty of several state banking schools and is the author of *Developing New Financial Products*.



## *Participant Directory*

### **1st United Services Credit Union**

Location: Pleasanton, CA  
Assets (in millions): \$720  
Web site: [www.1stuscu.org](http://www.1stuscu.org)

#### **Participant(s):**

Greg Pulliam, CAO  
Victoria D. Pipkin, CFO

### **Addison Avenue Federal Credit Union**

Location: Palo Alto, CA  
Assets (in millions): \$1,981  
Web site: [www.addisonavenue.com](http://www.addisonavenue.com)

#### **Participant(s):**

Benson Porter, President and CEO  
John Weidert, Chairman of the Board  
Dotty Hayes, Director  
Jeff Hank, Director  
Becky Nelson, Chief Marketing Officer  
Paula Hoelker-Williams, IT Manager  
Mo-Lan Chan, Controller

### **Affinity Plus Federal Credit Union**

Location: Saint Paul, MN  
Assets (in millions): \$1,122  
Web site: [www.affinityplus.org](http://www.affinityplus.org)

#### **Participant(s):**

Dave Larson, Director Branch Services  
Sarah Mason, VP of Relationship Management

### **Altura Credit Union**

Location: Riverside, CA  
Assets (in millions): \$901  
Web site: [www.alturacu.com](http://www.alturacu.com)

#### **Participant(s):**

Mark Hawkins, President/Chief Executive Officer

### **America First Credit Union**

Location: Ogden, UT  
Assets (in millions): \$3,947  
Web site: [www.americafirst.com](http://www.americafirst.com)

#### **Participant(s):**

Rick Craig, President/CEO

### **American Airlines Federal Credit Union**

Location: Fort Worth, TX  
Assets (in millions): \$4,285  
Web site: [www.aacreditunion.org](http://www.aacreditunion.org)

#### **Participant(s):**

John Tippetts, President & CEO  
Eli Vazquez, SVP-Financial Services

### **Arizona Federal Credit Union**

Location: Phoenix, AZ  
Assets (in millions): \$1,736  
Web site: [www.azfcu.org](http://www.azfcu.org)

#### **Participant(s):**

Ron Westad, President/Chief Executive Officer  
Cathy Gleason, Chairman

### **Bay Federal Credit Union**

Location: Capitola, CA  
Assets (in millions): \$557  
Web site: [www.bayfed.org](http://www.bayfed.org)

#### **Participant(s):**

Carrie Birkhofer, President & CEO  
Dana Sales, Chair, Board of Directors  
Duane Smith, Director  
Cameron Haste, EVP & Chief Operations Officer  
Jim Boyle, EVP/COO  
Tonee Picard, VP, Marketing

### **Callahan & Associates, Inc.**

Location: Washington, DC  
Web site: [www.callahan.com](http://www.callahan.com)

#### **Participant(s):**

Chip Filson, President

**CommunityAmerica Credit Union**

Location: Lenexa, KS  
Assets (in millions): \$1,512  
Web site: [www.cacu.com](http://www.cacu.com)

**Participant(s):**

Michael Patrick, President & Chief Operating Officer

**Contra Costa Federal Credit Union**

Location: Martinez, CA  
Assets (in millions): \$442  
Web site: [www.contracostafcu.org](http://www.contracostafcu.org)

**Participant(s):**

David Green, President/CEO

**Cornerstone Advisors, Inc.**

Location: Scottsdale, AZ  
Web site: [www.crnstone.com](http://www.crnstone.com)

**Participant(s):**

Terence Roche, Principal

**Dollar Associates, LLC**

Location: Birmingham, AL  
Web site: [www.dollarassociates.com](http://www.dollarassociates.com)

**Participant(s):**

Dennis Dollar, Principal Partner

**EECU**

Location: Fort Worth, TX  
Assets (in millions): \$613  
Web site: [www.eecu.org](http://www.eecu.org)

**Participant(s):**

Lonnie Nicholson, President/CEO

**Ent Federal Credit Union**

Location: Colorado Springs, CO  
Assets (in millions): \$2,240  
Web site: [www.entfederal.com](http://www.entfederal.com)

**Participant(s):**

Charles Emmer, President & CEO

**F&A Federal Credit Union**

Location: Los Angeles, CA  
Assets (in millions): \$827  
Web site: [www.fafcu.org](http://www.fafcu.org)

**Participant(s):**

Richard Andrews, President & CEO

**First Community Credit Union**

Location: Houston, TX  
Assets (in millions): \$525  
Web site: [www.fccu.org](http://www.fccu.org)

**Participant(s):**

Ron Downing, CEO

**Focus Technology Group**

Location: West Peabody, MA  
Web site: [www.focustechnologygroup.com](http://www.focustechnologygroup.com)

**Participant(s):**

Charles Thiel, CEO  
Robert Goldfinger, VP  
Janet Dickson, SVP

**Los Angeles Federal Credit Union**

Location: Los Angeles, CA  
Assets (in millions): \$637  
Web site: [www.lafcu.org](http://www.lafcu.org)

**Participant(s):**

John Dea, EVP & COO

**Memphis Area Teachers Credit Union**

Location: Memphis, TN  
Assets (in millions): \$512  
Web site: [www.matcu.com](http://www.matcu.com)

**Participant(s):**

Carlos Webb, President/CEO  
Fred Rauch, Chief Financial Officer

### **New England Federal Credit Union**

Location: Williston, VT  
Assets (in millions): \$515  
Web site: [www.nefcu.com](http://www.nefcu.com)

#### **Participant(s):**

David Bard, President & CEO  
Geoff Akiki, Chairman

### **NuUnion Credit Union**

Location: Lansing, MI  
Assets (in millions): \$802  
Web site: [www.nuunion.org](http://www.nuunion.org)

#### **Participant(s):**

Stephan Winger, President/CEO

### **NuVision Federal Credit Union**

Location: Huntington Beach, CA  
Assets (in millions): \$ 799  
Web site: [www.nuvisionfinancial.org](http://www.nuvisionfinancial.org)

#### **Participant(s):**

Roger Ballard, President/CEO

### **Open Technology Solutions, LLC**

Location: Englewood, CO  
Web site: [www.open-techs.com](http://www.open-techs.com)

#### **Participant(s):**

Mike Atkins, COO

### **Orange County's Credit Union**

Location: Santa Ana, CA  
Assets (in millions): \$ 870  
Web site: [www.orangecountyscu.org](http://www.orangecountyscu.org)

#### **Participant(s):**

Judy McCartney, President & CEO

### **PSECU**

Location: Harrisburg, PA  
Assets (in millions): \$2,746  
Web site: [www.psecu.com](http://www.psecu.com)

#### **Participant(s):**

Greg Smith, President

### **Randolph-Brooks Federal Credit Union**

Location: Universal City, TX  
Assets (in millions): \$2,619  
Web site: [www.rbfcu.org](http://www.rbfcu.org)

#### **Participant(s):**

Randy Smith, President/Chief Executive Officer

### **San Francisco Federal Credit Union**

Location: San Francisco, CA  
Assets (in millions): \$591  
Web site: [www.sanfranciscofcu.com](http://www.sanfranciscofcu.com)

#### **Participant(s):**

Wooly Wolverton, President & CEO

### **Sandia Laboratory Federal Credit Union**

Location: Albuquerque, NM  
Assets (in millions): \$1,033  
Web site: [www.slfcu.org](http://www.slfcu.org)

#### **Participant(s):**

Christopher Jillson, President & CEO

### **School Employees Credit Union Of Washington**

Location: Seattle, WA  
Assets (in millions): \$587  
Web site: [www.secuwa.org](http://www.secuwa.org)

#### **Participant(s):**

Gary Walcott, VP Marketing

### **Spokane Teachers Credit Union**

Location: Liberty Lake, WA  
Assets (in millions): \$871  
Web site: [www.stcu.org](http://www.stcu.org)

#### **Participant(s):**

Tom Johnson, Vice President Administration

**Star One Credit Union**

Location: Sunnyvale, CA  
Assets (in millions): \$3,359  
Web site: [www.starone.org](http://www.starone.org)

**Participant(s):**

Jack McElravey, 1st Vice Chairman  
Carol Safberg, EVP Member Operations/COO  
Bill Lewis, Treasurer  
John Palochak, Secretary

**Technology Credit Union**

Location: San Jose, CA  
Assets (in millions): \$1,316  
Web site: [www.techcu.com](http://www.techcu.com)

**Participant(s):**

Ken Burns, President & Treasurer

**Travis Credit Union**

Location: Vacaville, CA  
Assets (in millions): \$1,656  
Web site: [www.traviscu.org](http://www.traviscu.org)

**Participant(s):**

Lila Dressen, EVP  
Curt Newland, Chair, Board of Directors  
Barry Nelson, VP Finance/CFO

**Utah Community Credit Union**

Location: Provo, UT  
Assets (in millions): \$555  
Web site: [www.uccu.com](http://www.uccu.com)

**Participant(s):**

Jeff Sermon, President/CEO

**Wescom Credit Union**

Location: Pasadena, CA  
Assets (in millions): \$3,919  
Web site: [www.wescom.org](http://www.wescom.org)

**Participant(s):**

Darren Williams, President & CEO



























## Company Overview

**Raddon Financial Group (RFG) was founded in 1983**

**Executive Management** Gary H. Raddon, Founder  
Roswell (Ross) M. Curtis, President  
Robert L. Lawhead, General Manager  
Bob Dye, Chief Operating Officer &  
General Manager  
Bill Handel, Vice President, Product  
Development

**Location:** Lombard, Illinois

**Web site:** [www.raddon.com](http://www.raddon.com)

**Primary Business:** Research-based solutions for the  
financial services industry

**Clients:** Over 1,000 financial service firms

**Solutions:** National consumer research  
Member surveys  
Profitability analysis  
Market analysis  
Branch performance analysis  
Direct marketing solutions  
MCIF solutions

**Contact Information:** Dan McGowan, Marketing Director  
800.827.3500 ext. 330  
[dmcgowan@raddon.com](mailto:dmcgowan@raddon.com)

**Parent Company:** Open Solutions Inc.

## About RFG

At RFG, we arm financial industry decision-makers with objective data gained through our innovative research techniques and unique database resources. We offer far more than data. We provide strategic guidance and tactical solutions to meet the challenges of the continually changing financial services arena.

RFG has provided research, analysis strategic counsel and marketing solutions to hundreds of financial institutions across the nation. Because we specifically serve financial institutions, we clearly understand the market and recognize critical issues that shape the industry.

RFG clients appreciate our unique combination of methodology and applied practical know-how achieved through years of industry experience.

Working with RFG provides institutions with product solutions that balance market share growth and earnings performance.

## About Our Parent Company

Open Solutions Inc was founded by professionals with in-depth experience in financial services, enterprise data management and Web-based technologies. The Open Solutions team envisioned a better way for institutions to operate using relational database technology to promote more dynamic customer relationships. Our enabling platform can provide new avenues for cost savings opportunities to diversify products and offer new ones. Our relational technologies give financial institutions the ability to offer new products and services to better compete in today's ever-changing market environment.

Open Solutions Inc. offers a fully-featured strategic product platform that integrates core data processing applications built on a single centralized Oracle relational database, with Internet banking, cash management, CRM/business intelligence, financial accounting tools, imaging, Check 21, digital document, interactive voice response, network services, Web

hosting and design, and payment and loan origination solutions. Open Solutions' full suite of products and services allows banks, thrifts, credit unions and financial service providers to better compete in today's aggressive financial services marketplace and expand and tap their trusted financial relationships, client affinity, community presence and personalized service.

Our enterprise applications are structured around the functional processes of your institution to improve customer/member relationship management, reporting, technology integration and operations. With our single integrated platform, an institution's clients are represented as people, not numbers, so personnel can see the entire relationship at a glance and offer seamless, real-time transactions and service through all access channels.