

EXCITED.
EDUCATED.
GET ENLIGHTENED.
ENGAGED.
ENTERTAINED.

INVOLVE2011 GIVES YOU ACCESS TO KEY INSIGHTS ON THE MOST RELEVANT TOPICS, AND ALL THE INFORMATION YOU NEED TO PROVIDE STAND OUT SERVICE TO YOUR MEMBERS.

From inspiring General Sessions, to our exclusive CEO Session and a wide range of engaging Breakout Sessions, CSCU is bringing together top leadership from across the industry to share the trends, tools and strategies you need to succeed today and grow tomorrow.

GENERAL SESSIONS

INDUSTRY GAME-CHANGERS PANEL DISCUSSION

Moderator: Robert Hackney, President, CSCU

Hear the industry's top experts share their perspectives on the real world impact of legislative changes on fees, product portfolios, network relationships and more.

INNOVATE TO SUCCESS

Denise Gabel, Chief Innovation Offer, Filene Research Institute

Bernard LaChance, Musician

Denise and Bernard teach us how far we can go when we believe in ourselves, and remind us that the path to success can start anytime and anywhere.

PEER DISCUSSION

Moderator: Bill Lehman, VP of Portfolio Consulting Services, CSCU

Hear first-hand from your credit union peers how the development and execution of a strong electronic payment strategy can help your credit union maximize revenue and post phenomenal results during an unprecedented time in the history of our industry.

DISNEY INSTITUTE: BEHIND THE MAGIC

Pre-Registration Required - \$129 per ticket

You'll also have an opportunity to take part in a 3-hour behind-the-scenes walking tour with **The Disney Institute**, where you'll learn the core Disney business philosophies used by more than half of all Fortune 100 companies. Tickets for the **Disney Institute "Behind the Magic" Tour are only \$129.**

INVOLVE2011 SESSIONS CONTINUED ON NEXT PAGE

INVOLVE2011 SESSIONS CONTINUED

EXCLUSIVE CEO SESSION

MAKING BIG PLANS

Moderator: Chip Filson, Founder and Chairman, Callahan & Associates

An interactive discussion for C-level executives led by Chip Filson, founder and president of Callahan & Associates, to discuss the economic shifts occurring within the credit union industry, the role of the cooperative movement and what it all means at the market level.

BREAKOUT SESSIONS

LEAD WITH LOYALTY

Bob Legters, VP of Loyalty, FIS

Roger Brooks, VP of Loyalty Marketing, FIS

Acquisition strategies that lead with loyalty retain more accounts and grow relationships faster. During this interactive panel session, we will uncover the full potential of loyalty strategies that focus on building relationships, driving cross-sales and adoption of other solutions that increase the lifetime value of your members.

CREDIT CARD PROFITABILITY

Portfolio Consulting Services, CSCU

The credit card industry has been the brunt of unparalleled changes over the past few years, making the management of your credit card program's profitability more difficult than ever. This session will help you understand what drives revenue, losses and expenses so that you can manage your program with greater success.

MAXIMIZING TBS FUNCTIONALITY

Jeff Carelli, VP of Credit Conversions and Implementations, FIS

Do you have an operational question that you have been waiting to ask? Did you recently face a challenge and think, "There must be a simple answer?" Bring your operational questions, challenges and discussion topics to this interactive session. This will also be a forum for you to provide feedback into future TBS development efforts as well as general functionality.

EMERGING TECHNOLOGIES IN THE PAYMENT INDUSTRY

Patricia Hewitt, Director, Debit Advisory Services, Mercator Advisory Group

Newly emerging consumer payment technologies stand to significantly impact the future of the payments industry. Credit Unions must overlay their technology strategies with the diverse and rapidly changing needs of their members. Come learn how these important advances in innovation can drive revenue to you and create a stronger bond with your members.

INVOLVE2011 SESSIONS CONTINUED

MERCHANT SERVICES - 3 ESSENTIAL ELEMENTS TO RISK-FREE REVENUE

FIS

This session covers revenue potential and how merchant servicing can open doors at your credit union. A merchant program allows you to strengthen the relationships with your business members through flexible, efficient, easy-to-manage and profitable merchant processing options.

NAVIGATING EFT NETWORK ROUTING RULES

Will Peirce, VP, NYCE Payments Network, FIS

Attend this session to learn how NYCE is positioned to maximize the performance of your debit card portfolio and reduce ATM expense. You'll learn about the nationwide NYCE Network, its history and proven track record of delivering superior value to its credit union participants.

DRIVING GROWTH IN DEBIT

CSCU Portfolio Consulting Services

The new Interchange legislation has changed the debit landscape forever, challenging us to manage our debit programs more effectively and efficiently in order to be profitable. In this session, we will discuss how you can integrate cost-effective strategies and efficiently manage the various levers that stimulate debit card growth and profitability.

ROUNDTABLE SESSIONS

Moderated by senior leadership from CSCU, FIS and Visa, engaging Roundtable Discussions will give everyone an opportunity to share their ideas, vision and experiences. Attend and let your voice be heard.

Topics include:

- Card Marketing Strategies
- Small Business
- Merchant Processing
- Platform Functionality
- Social Marketing
- Network and ATM Channels
- Rewards Programs
- Lending
- Prepaid Solutions
- Mobile Platforms
- Fraud Solutions

Building relationships. Strengthening credit unions.

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CARD SERVICES FOR CREDIT UNIONS