



Maine Credit Union League

AGENDA (may be subject to change)

Thursday, May 16, 2019

- 9:30 A.M.
Annual Credit Union Golf Tournament
Belgrade Lakes Golf Club, Belgrade

Friday, May 17, 2019

- 7:15 to 8:00 A.M.
Breakfast – State of Maine Ballroom
- 8:00 A.M. to 6:00 P.M.
Registration – Lobby
- 8:00 A.M. to 3:00 P.M.
Exhibits Open – Casco Bay Room
- 9:00 to 10:30 A.M.
Welcome and Opening Session
- 10:45 to 11:30 A.M.
Education Sessions
- 11:00 A.M. to 5:30 P.M.
Silent Auction Open for Bidding
- 11:30 A.M. to 1:00 P.M.
Attendee Lunch · Exhibit Hall
- 11:30 A.M. to 1:00 P.M.
81st Annual Delegates' Meeting
and Luncheon
- 1:00 to 1:45 P.M.
Education Sessions
- 2:00 to 3:00 P.M.
CU Management/Vendor Networking
Exhibit Hall
- 2:00 to 2:45 P.M.
Education Session
- 3:15 to 4:00 P.M.
Synergent Update
- 3:30 to 6:00 P.M.
Commuters Recharge Lounge
- 6:00 to 7:00 P.M.
Social Hour and Auction Cash-Out
- 7:00 to 8:00 P.M.
Dinner
- 8:00 to 8:30 P.M.
Awards Program
- 8:30 to 10:30 P.M.
Entertainment

Saturday, May 18, 2019

- 8:00 to 9:00 A.M.
Breakfast – State of Maine Ballroom
- 9:00 to 10:00 A.M.
Closing Session

Opening Session · Friday, May 17

DISRUPTIVE THINKING: HOW TO SPARK TRANSFORMATION IN YOUR BUSINESS · 9:00 to 10:30 A.M.

Successful companies operating in mature industries that embrace incremental change find themselves on a path that gets narrower and narrower. Eventually, they reach the end of the path, and by then, their customers have forsaken them for a new offering that nobody saw coming. In cases where companies do take disruptive risks, it's often because they're backed into a corner and there's no other choice. But companies that try to differentiate themselves by focusing on incremental innovation instead of game-changing, disruptive innovation will differentiate themselves right out of business. They cannot afford to wait until they get backed into a corner. Companies need to be consistently making bold moves, even at the very peak of their success. It is an essential skill for anyone in business, from a small start-up to a global corporation, with the desire to transform organizational processes and behaviors, and ask, "Why hadn't we ever thought about our business and industry this way before?"



Speaker: Luke Williams

Luke Williams is one of the world's leading business thinkers on innovation strategy. He has worked with leading companies across the globe and is a dynamic and sought-after management speaker, having lectured in 21 countries and addressed the United Nations General Assembly and the World Innovation Forum. Luke is Professor of Innovation at NYU Stern School of Business; Founder and Executive Director of the W.R. Berkley Innovation Labs; and a Fellow at Frog Design, one of the world's most influential product strategy and design firms. He is the inventor of 30+ U.S. patents and has designed more than 100 products in industries ranging from transportation to finance, and healthcare to consumer electronics. His views are regularly featured in media ranging from Bloomberg *BusinessWeek* and *Fast Company* to *The Wall Street Journal* and *The Economist*. He is the author of the international bestseller, *Disrupt: Think the Unthinkable to Spark Transformation in Your Business*.

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Closing Session · Saturday, May 18

NEVER GIVE UP—THE SURVIVOR WAY · 9:00 to 10:00 A.M.

Holly Hoffman was the last remaining member of the Espada Tribe and the last woman standing on Season 21 of CBS' hit reality show *Survivor Nicaragua*. From this experience, and others throughout her life, Holly was inspired to speak around the country about what she learned about herself and surviving life's challenges. Holly will share her belief that difficult times allow us to step out of our comfort zone and push ourselves above and beyond our own self-limitations. How we choose to overcome challenges is what makes us who we are, and our strength in times of difficulty proves our character and self-worth. Get a behind the scenes look at her *Survivor* experience and explore what true survival skills are in this inspirational closing session.



Speaker: Holly Hoffman

Born and raised in Eureka, South Dakota, Holly shares her message of positivity, determination and confidence with business leaders, teachers, and students across the nation. Now an accomplished motivational speaker and the author of *Your Winner Within*, Holly offers encouragement, optimism and a roadmap for self-discovery and enlightenment.

Education Sessions

FRAUD TRENDS IN MAINE AND NEW ENGLAND

Two Sessions: 10:45 to 11:30 A.M. for Credit Union Volunteers
1:00 to 1:45 P.M. for Credit Union Volunteers

Get a first-hand account of the fraud trends that law enforcement officials are seeing here in Maine and New England including senior financial abuse, data breaches, social media and email account scams.

Presenters: Task Force Agent **Joel Loranger** and Special Agent **Andy Drewer**, FBI Boston Field Office, District of Maine

ZAP THE GAP! FROM THE TRADITIONAL GENERATION TO THE LINKSTERS

Two Sessions: 10:45 to 11:30 A.M. for Credit Union Volunteers
1:00 to 1:45 P.M. for Credit Union Management

Developing optimal multigenerational relationships among the staff and with your members is critical to your credit union's success. These differences can wreak havoc or they can be a source of incredible energy and creativity. In this humorous and participatory presentation, Meagan outlines the positive signs and opportunities that exist to meet the evolving needs of each generation. You will learn to build upon generational strengths and discover that people are actually more alike than different.

Presenter: **Meagan Johnson**, author, speaker and generational humorist



Since 1997, Meagan Johnson has entertained and educated thousands of audience members. She has written a variety of articles about the multiple generations and has been interviewed for many publications and audio programs. Meagan and her Baby Boomer father, Larry Johnson, are the authors of *Generations, Inc. – From Boomers to Linksters, Managing the Friction Between Generations at Work*.

INNOVATE AND DOMINATE: THINK BIGGER!

Two Sessions: 10:45 to 11:30 A.M. for Credit Union Management
2:00 to 2:45 P.M. for Credit Union Volunteers

Break the mold and reinvent what you do and how you do it to stand out among the crowd. Whether you are with a small or larger credit union, this session will give you the motivation to create and implement the changes needed to take your credit union to the next level.

Presenter: **Stacie VanDenBerghe**, CEO, CU Innovate

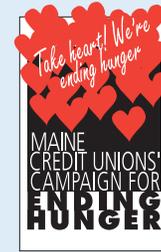


Stacie has spent the last 18 years working in credit unions to help develop, enhance and maximize credit union growth. Stacie has a wide variety of experiences in consulting, leadership, marketing, training and HR with significant business acumen and a unique ability to address a myriad of credit union issues. Stacie speaks at credit unions through CUNA events and credit union leagues, and consults throughout the country.

DATA FOR DECISION MAKING: SYNERGENT BUSINESS INTELLIGENCE

3:15 to 4:00 P.M. · Audience: Credit Union Management

Attend this session and learn more about Synergent's latest innovative offering for analyzing your credit union's important data: Synergent Business Intelligence (BI). This platform is a hosted, web-enabled, secure platform that provides meaningful data insights pulled from industry sources while integrating your credit union's data. This update will bring you up to speed on this exciting new development.



SILENT AUCTION EXTENDED HOURS

Friday
11:00 A.M. to 5:30 P.M.

This auction is a huge success each year! Bid on items donated by credit unions and

exhibitors with all proceeds to benefit the 30th annual Maine Credit Unions' Campaign for Ending Hunger.

Entertainment



PLUSH

Plush is a new ten-piece Maine band, comprised of musicians with over 90 years of combined experience performing a wide range of music with the Bob Charest Band and many other well-known groups. In 2018, a few key players had the bright idea to form Plush and bring their passion for performing together to a new level. The band's extensive song list covers the decades and the genres from Way Back When (1950's and 60's) to the 2000's and through today. You will definitely hear your favorites while we dance the night away!

Silent Auction: Extended Bidding Time

Due to strong interest in the annual Silent Auction, an extended bidding time has been added. All Silent Auction items will be available for viewing and bidding throughout the day, beginning at 11:00 A.M. and ending at 5:30 P.M. Payment by winning bidders will take place from 6:00 to 7:00 P.M.

CONVENTION FEES

Make check payable to:

Synergent
P.O. Box 1236
Portland, Maine 04104

Complete the Registration Form and return to Member Services by mail, fax (773-0957) or e-mail to Susan Erlandson at serlandson@mainecul.org. **Registrations submitted electronically will be billed in May.**

Banquet Seating

Seating for the evening banquet and entertainment will be assigned on a "first registered, first seated" basis. Meals and seating assignments cannot be guaranteed for individuals not registered by April 19, 2019. Please plan ahead to avoid problems. Individuals not registered by April 19 may not be seated with their credit union. The registration badge will be used to gain entrance into the exhibit area and banquet functions (including seating assignments). Attendance and seating at the evening festivities is for banquet and evening program registrants only.

CANCELLATION POLICY

No refund will be given after April 19, 2019. If a refund is necessary, please contact Linda Scott or Susan Erlandson at the League office prior to that date.

Note to Credit Unions:

Be sure to fill out the delegates' credentials form for your alternates and delegates in addition to this convention registration form.

Registration Form/Convention Pricing

2019 Maine Credit Union League Convention

All attendees will be charged a registration fee. Additional fees apply for the evening banquet/entertainment and breakfasts.

Please print or type. One registrant (or couple) per form.

Credit Union _____

Check box if applicable: Delegate Alternate

Badge Name _____

Registration Fee (includes lunch) **\$50**

Choose One Lunch Option:

Delegate Lunch Exhibit Hall Lunch Not Attending Lunch

I will also attend:

Friday Breakfast Buffet. \$20

Friday Night Banquet and Entertainment \$75

Saturday Breakfast Buffet. \$20

Total _____

Dietary Restrictions

Vegetarian Gluten Free

Other (please specify) _____

Spouse/Guest Badge Name _____

Registration Fee (includes lunch) **\$40**

Choose One Lunch Option:

Delegate Lunch Exhibit Hall Lunch Not Attending Lunch

Spouse/Guest will also attend:

Friday Breakfast Buffet. \$20

Friday Night Banquet and Entertainment \$75

Saturday Breakfast Buffet. \$20

Total _____

Dietary Restrictions

Vegetarian Gluten Free

Other (please specify) _____

Please return completed form prior to April 19, 2019

HOTEL REGISTRATION FORM

In addition to two rooms for each credit union at the Holiday Inn by the Bay, the following Old Port hotels have availability for convention dates.

CONVENTION ROOM BLOCK

The Westin Portland Harborview
157 High Street, Portland (0.2 miles)
855.811.0043

Rates: \$199 Thursday and Friday

Call: 855.811.0043 or use **this booking link** to the Maine Credit Union League Room Block

SPECIAL CONVENTION RATES

Special rates are available on a space available basis at these hotels, offering free shuttle service to the Holiday Inn by the Bay.

Courtyard by Marriott Portland Downtown/Waterfront

321 Commercial Street, Portland (0.4 miles)

Rates: \$159 Thursday, \$259 Friday

Contact: Lara Marshall or Shannon Vachon
Lara.Marshall@marriott.com
Shannon.Vachon@marriott.com
207.780.6000 ask for Lara or Shannon

Hampton Inn Downtown

209 Fore Street, Portland (0.6 miles)

Rates: \$189 Thursday, \$289 Friday

Contact: Kayla Geary
PortlandDTDOS@ih-corp.com
207.541.9756

OTHER AREA HOTELS

The Portland Harbor Hotel

468 Fore Street, Portland (0.4 miles)
207. 775.9090

Hyatt Place Old Port

433 Fore Street, Portland (0.5 miles)
207. 775.1000

The Portland Regency Hotel

20 Milk Street, Portland (0.6 miles)
207. 774.4200

The list above is not a League endorsement of these hotels.

Each credit union may reserve up to two rooms at the Holiday Inn By The Bay on a first-come, first-serve basis. In order to reserve rooms, please fill out the registration card below and mail or fax to Member Services at 773-0957 by the **March 8 deadline**.

More rooms may be available after March 8. These may be reserved by calling 207.775.2311 after March 8. Please note that on **April 16** any available rooms will be released to the general public and rates may be subject to change.

The card below is to be used on or before March 8, 2019.

Hotel Registration Form: Holiday Inn by the Bay 2019 Maine Credit Union League Convention

Please reserve accommodations from the Holiday Inn group reservation block as follows. *Note: Limit two rooms per credit union. One registration per form.*

Credit Union _____

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Single or Double: \$174.00 per night

**For Hotel
Use Only**

Arrival Date _____

Conf. # _____

Departure Date _____

Date Rec/Made _____

Number in Room _____

Person Sharing Room _____

Check-in time after 4:00 P.M. · Check-out time 12:00 P.M.

Cancellation policy: 48 hour notice, or full rate charged

Deadline: March 8, 2019

Credit Card No. _____ Exp. _____

Credit Union must provide hotel with copy of tax exempt certificate. Please include a copy with this registration card.

Any cancellations made with less than 48 hours notice will be charged the full room rate.

Contact Linda Scott, Member Services, at the League office if you have any questions at 1-800-442-6715 or lscott@mainecul.org.

Designation Form for Delegates and Alternates

2019 Maine Credit Union League Convention

Each member credit union is entitled to send two Delegates and two Alternate Delegates to the Annual Meeting of the Maine Credit Union League on Friday, May 17, 2019 at the Holiday Inn by the Bay, Portland Maine.

Please complete this form to designate your two Delegates and two Alternates. Have the Chairperson/President or Secretary of your credit union sign the designation form, and return with your other convention forms by April 19, 2019.

Note: In order to participate in all other convention activities (including breakfasts, evening banquet and entertainment), the Registration Form must be completed and fees submitted or billed.

Credit Union _____

Delegate _____

Delegate _____

Alternate _____

Alternate _____

Signature _____

Chairperson, President or Secretary

Please return completed form by April 19, 2019



Maine Credit Union League

800.442.6715 MAINECUL.ORG