



2022 VOLUNTEERS' CONFERENCE

OCTOBER 28-29

SAMOSET RESORT · ROCKPORT, MAINE



Maine Credit Union League

FRIDAY, OCTOBER 28

3:00 – 4:30 PM PRE-CONFERENCE SESSION: LEGISLATIVE ADVOCACY ENGAGEMENT

Speaker: Robert Caverly, Vice President of Advocacy and Outreach, Maine Credit Union League

The credit union movement does not exist without its legion of volunteers. Volunteers not only help advance their credit union, but through advocacy engagement, volunteers can help the entire movement. Come hear from fellow credit union volunteers about how they have applied their life experiences to improve their service to their credit union board, and how their credit union board service improved their public service outside the credit union.

6:00 – 7:00 PM SOCIAL AND HOST BAR · Vinalhaven Room

7:00 – 8:30 PM DINNER BUFFET · Knox County Ballroom

8:30 PM ENTERTAINMENT - RANDY JUDKINS



Randy Judkins is a Maine native and has performed his one person, multi-character Vaudeville Variety show since 1975. He instructed at the Ringling Brothers Barnum and Bailey's Clown College in Florida, and the Juilliard School of Drama in New York City. He performed with the Maine Hysterical Society and since 2017, he has towed a trailer through 35 states while performing at numerous (mostly outdoor) natural venues.

Please join us in extending a sincere thanks to the sponsors of the host bar and entertainment:



SATURDAY, OCTOBER 29

7:00 – 9:00 AM BREAKFAST BUFFET

Provided for attendees with a full or Saturday meal package

7:00 – 9:00 AM REGISTRATION

8:30 – 9:30 AM ISSUES ROUNDTABLE DISCUSSION

Todd Mason, President/CEO, Maine Credit Union League and Synergent

League President Todd Mason will facilitate a discussion on a number of topics of interest to credit union volunteers including an update on the latest legislative session.

9:30 – 11:00 AM BOARD DUTIES: AUTHORITY AND LIABILITIES

Speaker: David Reed, Reed & Jolly, PLLC

The existence of a voluntary Board of Directors elected from among the membership is one of the most essential elements of the movement. Today's Boards are faced with increasing pressure to stay informed of the complex regulatory and business realities of the financial services marketplace. There is always a risk that someone will attempt to hold Directors liable for actions they take on behalf of the credit union. This session will examine the basics of Board service with an emphasis on personal liability and governance concepts and how to best manage them.



11:00 AM – Noon THE BOARD CALIBRATION PROCESS: ALIGNMENT FOR HIGHER PERFORMANCE

Speaker: **Kevin Smith**, Team Resources

Alignment is not just for tires! Credit union Boards spend plenty of time in discussion and debate. It's familiar territory. But what if the Board could go through a regular alignment process that would reduce friction, increase performance and create a more efficient group? Through the calibration process, Boards can quickly and easily map out where members are in relation to each other on critical issues of governance and oversight, then have calculated conversations to make sure that everyone has the same vision and direction for the organization. In this session you will:

- Learn three evaluation approaches for creating alignment
- Review common obstacles to alignment and methods for avoiding them
- Discuss best practices for alignment maintenance

NOON – 1:00 PM LUNCH BUFFET · State of Maine Hall

Provided for all conference registrants and registered guests

1:00 – 1:45 PM EXECUTIVE COMPENSATION AND BENEFITS SURVEY SUMMARY

Speaker: **Bruce Lookwood**, Portland Research Group

The League conducted an executive compensation and benefits survey in August 2022. The results of the survey will be shared, highlighting insights and trends.

2:00 – 3:00 PM THE BOARD'S GUIDE TO THE BALANCED SCORECARD APPROACH TO CEO OVERSIGHT

Speaker: **Kevin Smith**, Team Resources

Gone are the days of an "annual" review for the CEO. Once a year just doesn't cut it; it's not fair to a CEO; it doesn't provide time to give context or to "right the ship." CEOs want regular, ongoing feedback to make sure the operations of the CU are in line with the vision of the board. This is all increasingly complex. The balanced scorecard can help you, as directors, to provide great guidance and will provide you great feedback and information for your oversight role. However, there's no one scorecard that is a perfect fit for credit unions. You must customize this using your values and goals to make it work. Kevin will provide you with the tools and options you need to assemble a balanced scorecard and a compensation philosophy that works for you. In this session, you'll learn how to:

- Organize your values for a scorecard
- Choose the factors that are most relevant
- Prioritize your options
- Weigh and balance your goals
- Discriminate between subjective and objective elements

3:00 PM WRAP UP AND ADJOURN

5:00 – 10:00 PM DINNER ON YOUR OWN

La Bella Vita Restaurant or Enoteca Lounge, Samoset Resort

Reservations are required and may be made prior to arrival by calling 800.341.1650 or you may make reservations when you arrive at the Samoset.

SUNDAY, OCTOBER 30

7:00 – 10:00 AM BREAKFAST ON YOUR OWN

La Bella Vita Restaurant · *Reservations suggested*

CONFERENCE SPEAKERS



ROBERT CAVERLY, VICE PRESIDENT, ADVOCACY & OUTREACH, MAINE CREDIT UNION LEAGUE

Rob Caverly leads the League's lobbying efforts in Augusta and manages relationships with Maine's congressional delegation. He works closely with the Credit Union National Association's (CUNA) legislative and regulatory affairs team on important policy issues impacting credit unions. Rob began working at the Maine State House in 2010, serving as the Senior Policy Advisor to Senate President Kevin Raye. As a policy advisor he worked closely with some of the legislature's most influential committees, including the Appropriations and Financial Affairs Committee. In 2014, he was promoted to serve as Chief of Staff for Senate President Michael Thibodeau.



TODD MASON, PRESIDENT/CEO, MAINE CREDIT UNION LEAGUE AND SYNERGENT

Todd began his duties as President/CEO of the Maine Credit Union League and Synergent in April 2017. Prior to his appointment, Todd served as Chief Strategy Officer for RouteOne, an indirect automotive lending technology company. Prior to this, he enjoyed a 19-year career with the Michigan Credit Union League and Affiliates, where he served in a variety of capacities ranging from Vice President of Technology, Education and Marketing to Chief Operating Officer for CU Solutions Group. He also helped launch the cooperative venture League *InfoSight*, where he served as its Chief Operating Officer.



DAVID REED, PARTNER, REED & JOLLY, PLLC LAW FIRM

Attorney, author, consultant and nationally recognized trainer, David A. Reed provides guidance to credit unions concerning a variety of matters including the establishment and revision of policies and procedures, organizational compliance, collections, security, contractual agreements, regulatory matters and corporate governance. In addition to his legal expertise, Mr. Reed is a Certified Fraud Examiner and Chairman of a Supervisory Committee. His engaging speaking style has garnered him status as a regular lecturer nationwide on a variety of topics. A former trial attorney and Vice President and General Counsel of Apple Federal Credit Union, Mr. Reed is particularly noted as an expert in the areas of credit union operations, governance, security, bankruptcy and collections.



KEVIN SMITH, CONSULTANT AND PUBLISHER, TEAM RESOURCES

Kevin Smith brings extensive experience in training, designing and implementing professional development resources to nourish the growth of leaders within the credit union industry. Kevin facilitates strategic planning processes, teaches Strategic Governance to Boards of Directors, and oversees the TEAM Resources board self-evaluation programs with credit unions nationwide. Kevin is co-author of *A Credit Union Guide to Strategic Governance*, a book that helps Governance teams become as effective as possible. Previously, Kevin spent 10 years at the Credit Union National Association (CUNA), in the Center for Professional Development as Director of Volunteer Education.



OVERNIGHT ACCOMMODATIONS

Three overnight rooms per credit union will be reserved immediately upon completion of the Room Reservations Form. This form must be forwarded to Member Services before **September 15**.

All remaining reservations for overnight rooms may be made beginning **September 19**. You may book online using the link below or call the Samoset Resort directly at 800.341.1650. Please mention the *Maine Credit Union League Volunteers Conference* to obtain the conference room rates of \$157, \$182, and \$205 for single/double, \$274 for Garden View Suites, and \$296 for Ocean View Suites. Reservations are made on a first-come, first-served basis. The cut-off date for discounted conference room rates is **October 7, 2022**.

Because overnight rooms sell out each year, **please confirm the number of rooms you will need BEFORE making your reservations**. Overbooking rooms and late cancellations prevent others from staying at the resort. **Please email Linda Scott with cancellations**. Any room canceled less than 72 hours prior to the conference will be charged one night's full room rate by the resort.

ONLINE RESERVATIONS

This online reservations link will not function until **September 19**. In the meantime, you may submit the Early Room Reservation Form.

EARLY ROOM FORM

REGISTRATION

Deadline for conference registration is **October 21**. In order to provide the Samoset with accurate meal counts, please complete this registration form for each individual conference attendee and his/her guest(s). **Special note: Seating will be assigned for the Friday evening banquet, so all adults and children attending must be registered.**

Credit Union: _____

Name: _____ Title: _____ Phone: _____

Email: _____

Spouse/Guest Name: _____

Check One: YES or NO I will attend the Pre-Conference Session on Friday afternoon, October 28.

PRICING

The program fee is **\$169**. No program refunds will be given after October 21. Meal packages are priced separately.

Please indicate the appropriate meal package(s) for conference registrant and all guest(s), including children, if applicable.

No meal package refunds will be given after October 14.

ADULT MEALS

Choose a full conference or Saturday-only meal package for each adult. Prices include all dining gratuities and taxes.

Full conference meal package: includes Friday evening banquet, Saturday full breakfast buffet and Saturday lunch.

Number of adults _____ x \$175 = _____

Saturday only meal packages: includes full breakfast buffet and lunch

Number of adults _____ x \$85 = _____

CHILDREN'S MEALS

Choose a two-day or Saturday-only meal package for each child.

Full children's package: includes Friday evening banquet, Saturday breakfast buffet, and Saturday lunch.

Number of children's packages _____ x \$65 = _____

Saturday children's package: includes Saturday breakfast buffet and Saturday lunch.

Number of Saturday children's packages _____ x \$35 = _____

FOR YOUR CONVENIENCE, SEND COMPLETED REGISTRATION FORMS BY:

FAX 207.773.0957 Attn: Member Services

EMAIL Email registration form to lscott@mainecul.org