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In Red"**
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Credit Union Services and Products (S&P Forum)

September 23 - 26, 2010
 Renaissance Seattle Hotel - Seattle, Washington

Thursday - September 23, 2010
Credit Union Services & Products Forum

| | |
|------------------------------------|---|
| 11:30 p.m. to 1:00 p.m. | Conference Registration |
| 1:00 p.m. to 1:15 p.m. | Introduction |
| 1:15 p.m. to 2:15 p.m. | Social Media Made Easy Mark Arnold Senior Vice President Neighborhood Credit Union |
| 2:15 p.m. to 2:30 p.m. | Networking/Refreshment Break |
| 2:30 p.m. to 3:30 p.m. | Take Back Your Website Jeff Hunt, Consumer Program Manager CUNA Mutual Group |
| 3:30 p.m. to 3:45 p.m. | Day in Review |
| 5:00 p.m. to 6:00 p.m.* | Welcome Reception *Your Registered Spouse or Guest is welcome at these events. |
| Friday - September 24, 2010 | |
| 8:00 a.m. to 9:00 | Sit-Down Breakfast |

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| a.m.* | |
| 9:00 a.m. to 9:15 a.m. | Introduction |
| 9:15 a.m. to 10:15 a.m. | <u>¿Se Habla Español? Developing A Hispanic Marketing Strategy</u> Mark Arnold Senior Vice President Neighborhood Credit Union |
| 10:15 a.m. to 10:30 a.m. | Networking/Refreshment Break |
| 10:30 a.m. to 11:30 a.m. | Executive Benefits Plans - After the Collapse John Moreno, Specialist, Executive Benefits CUNA Mutual Group |
| 11:35 a.m. to 12:35 p.m. | Kick Consultative Selling Up A Notch: Tailor your sales conversations to the life stage needs of your members Terri Bosley, President Monarch Performance Group, LLC |
| 12:35 p.m. to 1:30 p.m.* | Group Luncheon |
| 1:30 p.m. to 2:30 p.m. | Mortgage Lending In The New Financial World - How Credit Unions Can Capitalize on Changing Markets And Industry Practices Peter Fugaro, President Prymak, LLC |
| 2:35 p.m. to 3:35 p.m. | Smart Remarketing For Your Vehicles Layne Weber, Vice President/National Remarketing Sales CitiFinancial Auto |
| 3:30 p.m. to 3:45 p.m. | The Day in Review |
| Saturday - September 25, 2010 | |
| 8:00 a.m. to 9:00 a.m.* | Sit-Down Breakfast *Your Registered Spouse or Guest is welcome at these events. |
| 9:00 a.m. to 9:05 a.m. | Introduction |

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| 9:05 a.m. to 10:05 a.m. | Leverage Relationship Marketing As Your Competitive Advantage To attract New Members Pam Selker-Rak President CommuniTech, LLC |
| 10:05 a.m. to 10:20 a.m. | Networking/Refreshment Break |
| 10:20 a.m. to 11:20 a.m. | Newly Available Investment Capabilities For Credit Unions John Moreno, Specialist, Executive Benefits CUNA Mutual Group |
| 11:25 a.m. to 12:25 p.m. | Online Account Opening And Lending Gary Hess, President Gary Hess Consulting |
| 12:25 p.m. to 12:30 p.m. | Forum Wrap-Up |
| Sunday - September 26, 2010 | |
| | Travel Day... Please have a safe trip home! |
| * | Your Registered Spouse or Guest is welcome at these events. |
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