Register by March 31st and save!

2016 National Conference for Canada’s Credit Unions

MAY 1 – 4 / TCU PLACE / SASKATOON
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It’s time to picture a bigger, bolder way forward for Canada’s credit unions.

Canadians are ready for a different kind of relationship with the people who help them manage their money. How can Canada’s credit unions prepare to meet their many expectations in today’s rapidly evolving and increasingly competitive environment? It’s time for our leaders to envision a different way forward for Canada’s credit unions – one that builds on our unique differences and capacity for innovation to turn today’s challenges into new opportunities for growth and competitiveness.

Taking place in Saskatoon, our first national conference as the Canadian Credit Union Association (CCUA) brings together credit union leaders and directors from across Canada to explore and collaborate on key issues and opportunities that will define how we frame our future.
UnMarketing: Stop Marketing, Start Engaging.

The tried and true ways of marketing have turned into tired and old, not to mention ineffective. The ability to build relationships and be heard by your market has never been greater, but can be overwhelming when trying to determine what tools to use. This keynote presentation covers both online and offline methods of staying in front of your target audience, so when they have the need to buy, they choose you. From social media, to traditional local events, there are proven ways to connect more than ever before and after this presentation you will have the practical tools to implement the tactics right away.

Speaker profile: Scott Stratten is the President of Un-Marketing. He is an expert in Viral, Social, and Authentic Marketing which he calls Un-Marketing. Formerly a music industry marketer, national sales training manager and a Professor at the Sheridan College School of Business, he ran his “UnAgency” for a nearly a decade before solely focusing on speaking at events for companies like PepsiCo, Adobe, Red Cross, Hard Rock Cafe, Cirque du Soleil, Saks Fifth Avenue, Deloitte and Fidelity Investments when they need help guiding their way through the viral/social media and relationship marketing landscape. He now has over 175,000 people follow his daily rantings on Twitter and was named one of the top five social media influencers in the world on Forbes.com. He has written four best-selling business books, the newest being “UnSelling: The New Customer Experience” which was just named “Sales Book of the Year” by 1-800 CEOREAD.
Canada’s Economic Landscape and Outlook

Credit unions and our members are living through a protracted and significant economic adjustment caused and characterized by lower prices for oil and other commodities, a lower dollar, continued low interest rates, a shrinking resource sector, and declining commercial investment. On the other side, are signs of stronger global growth and closer to home federal and provincial governments that are anxiously eyeing opportunities for stimulus and diversification. Join this important examination of current economic trends, complete with insights and implications for credit unions.

**Speaker profile:** Pierre Cléroux was appointed Vice President, Research and Chief Economist at BDC in 2012. He is responsible for providing economic analysis and advice to the Senior Management Team, while helping interpret economic trends and their impact on businesses. His responsibilities also include all marketing and industry research activities. Mr. Cléroux has more than 25 years of experience as an economist, mainly in the public sector. Before joining BDC, he worked for the government of Saudi Arabia as Vice President, Business Analysis in the National Industry Clusters Development Program.
The Proven Path to Unstoppable Ideas: Better and Faster

Jeremy Gutsche is a New York Times bestselling author and award-winning innovation expert, one of the most requested keynote speakers on the planet, and the founder of TrendHunter.com, the world’s #1 most popular trend website, attracting over 2 billion views from 100,000,000 total visitors. Prior to Trend Hunter, Jeremy grew a $1 billion portfolio for a bank and today, over 300 brands, billionaires and CEOs rely on his unique expertise to find better ideas faster.

Speaker profile: Before his dot-com success, Jeremy studied innovation at Stanford, completed an MBA from Queen’s University, became a Chartered Financial Analyst, and graduated as a Chancellor Scholar from The University of Calgary, where he was later awarded Graduate of the Decade. He is routinely sourced by the media, including The Economist, CNN, Entertainment Tonight and The New York Times.

Why do smart people do dumb things with money? Financial journalist and television host Bruce Sellery is on a mission to help people get a handle on their money so they can live the life they want. In his talks, Bruce is an essential guide for those who – when it comes to managing their money – could use a spoonful of sugar to help the medicine go down.

Speaker profile: Bruce is the author of two bestselling books, including Moolala: Why Smart People Do Dumb Things with Their Money, and is the personal finance expert for the national lifestyle show Cityline. He also writes advice columns for Chatelaine, Today’s Parent and Moneysense Magazine. Bruce was the host of Million Dollar Neighborhood on OWN: Oprah Winfrey Network and spent ten years with CTV’s Business News Network, anchoring from both Toronto and New York City.
Thank you Sponsors
CCUA would like to thank all our sponsors for their generous support.

Thank you Exhibitors
CCUA would like to recognize our trade show exhibitors.

Sponsors and Exhibitors as of March 22, 2016
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<td>Emerging Trends</td>
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<td>The Evolving Credit Union System</td>
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<td>Credit Union Young Leaders Presentation</td>
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<td>Credit Union Social Responsibility</td>
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<td>Mission + Measurement = Meaning: Lessons from Canada’s Most Sustainable Companies</td>
<td>Green Room</td>
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<td>The Other Risk Management Strategy: Credit Union Social Responsibility</td>
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<tr>
<td>Sustainability Showcase: Credit Union Innovations That Do Good and Do Well</td>
<td>Green Room</td>
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<td>Green Room</td>
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Sunday May 1, 2016

Registration and Companion Tours/Activities, CU NEXTGEN™ Leadership Intensive, CUDA® Workshop, Trade Show and Welcome Reception

8:30 a.m. – 7:00 p.m.

Conference Registration
Main Floor Lobby, TCU Place

Gala Banquet and Awards Ceremony Seat Selection
Main Floor Lobby, TCU Place

Registrants must reserve banquet seats. A banquet seating desk will be open during registration hours until 5:00 p.m., Monday, May 2.

Companion Program Tours/Activities*
Main Floor Lobby, TCU Place

9:00 a.m. – 5:00 p.m.

Strategic Planning and Execution Amid Industry Uncertainty and Potentially Disruptive Technologies
CUDA® Director Training

Main Floor, Gallery A, TCU Place

Credit unions operate within an environment marked by volatility, uncertainty, complexity and ambiguity – “VUCA conditions”.

Join Professor Kevin E. Yousie, as he actively engages you in exploring the strategic planning/strategic execution implications associated with what has been termed the Fourth Industrial Revolution, a new technological revolution that is fundamentally changing the way we live. This is a new CUDA continuing education offering.

Click here to register directly or contact Client Solutions at 1.888.367.1386 or clientsolutions@ccua.com.

2:00 p.m. – 3:30 p.m.

Preparing Credit Unions for IFRS 9 requirements
Main Floor, Gallery C, TCU Place

Are the pending new International Financial Reporting Standards (IFRS 9) on your credit union’s radar yet? A national project has been launched by each of our provincial and regional centrals along with CCUA to support credit unions with their transition to the new standards. This project is being led by the centrals, a group of credit unions and is being supported by KPMG as subject matter experts. The new standards will impact how each credit union classifies and measures financial instruments, how it accounts for loan impairment and addresses hedging. Plan to attend this informative presentation and hear from members of the project team about the impact of IFRS 9, what support is planned and how your credit union can engage.

Monday May 2, 2016

Strategic Planning and Execution Amid Industry Uncertainty and Potentially Disruptive Technologies
CUDA® Director Training

Main Floor, Gallery A, TCU Place

DAY ONE: National Young Leaders Committee CU NEXTGEN™ Leadership Intensive

The Agile Leader: Insights and Innovation
TCU Place

Think differently. Embrace ambiguity. Move with confidence. Designed exclusively for young and emerging Credit Union leaders, this full throttle session will engage attendees in an Innovation Immersion to grow creative confidence and develop innovation leadership skills. Using hands on learning, attendees will deepen human empathy, gather insights, prototype solutions and explore the intersection of creativity and action. Attendees will leave understanding the innovation process, what it means to be an agile leader and how to inspire a culture of thinking differently.

Thank you to all our CU NEXTGEN™ sponsors for their generous support.

Preparation Day: National Young Leaders Committee
CU NEXTGEN™ Leadership Intensive

The Agile Leader: Insights and Innovation
TCU Place

Thank you to all our CU NEXTGEN™ sponsors for their generous support.
6:00 p.m. – 7:30 p.m.

Welcome Reception, Partner Exhibits and Silent Auction
Upper Floor Level, Grand Salon, TCU Place

Welcome Reception Sponsored by: Concentra®

Taste of Saskatchewan
Reconnect with friends and colleagues at the opening reception of the 2016 National Conference.
The 2016 Conference welcomes you with an unforgettable celebration of the rich heritage, culture, food and artistry of Saskatchewan.
TCU Place will be transformed into a dynamic cultural centre, featuring local food and cocktails as well as entertainment that exemplifies the beauty and grace of Saskatchewan.
The province’s hottest chefs will be dishing up their best. Chat with local artisans as you search the stalls for the perfect craft or art piece to commemorate your visit. We’ll start the evening with an authentic smudging ceremony and traditional hoop dance performance by Lawrence Roy Jr of Wanuskewin Heritage Park.
You won’t want to miss it!

Monday | May 2, 2016
Registration, CU NEXTGEN™ Leadership Intensive, AGM’s, Trade Show and Keynote Presentations

7:30 a.m. – 4:30 p.m.

Conference Registration
Main Floor Lobby, TCU Place

Gala Banquet and Awards Ceremony Seat Selection
Main Floor Lobby, TCU Place
Registants must reserve banquet seats. A banquet seating desk will be open during registration hours until 5:00 p.m., Monday, May 2.

CDF Silent Auction
Upper Floor Level, Trade Show – Grand Salon, TCU Place

7:30 a.m. – 8:30 a.m.

Continental Breakfast
Lower Floor Level, Centennial AB, TCU Place

8:30 a.m. – 12:30 p.m.

DAY TWO: National Young Leaders CU NEXTGEN™ Leadership Intensive

The Agile Leader: Insights and Innovation
TCU Place

Exclusive to young leaders aged 40 and under.
Think differently. Embrace ambiguity. Move with confidence. Designed exclusively for young and emerging Credit Union leaders, this full throttle session will engage attendees in an Innovation Immersion to grow creative confidence. Attendees will leave understanding the innovation process, what it means to be an agile leader and how to inspire a culture of thinking differently.

Thank you to all our CU NEXTGEN™ sponsors for their generous support.
### PROGRAM SCHEDULE

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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>Canadian Credit Union Association AGM</td>
<td>Upper Floor Level, Grand Salon BCD, TCU Place</td>
</tr>
<tr>
<td>10:00 a.m. – 10:30 a.m.</td>
<td>Networking Break, Partner Exhibit’s and Trade Show</td>
<td>Upper Floor Level, Grand Salon, TCU Place</td>
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<tr>
<td>10:30 a.m. – 12:00 p.m.</td>
<td>Concentra AGM</td>
<td>Upper Floor Level, Grand Salon BDC, TCU Place</td>
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<tr>
<td>12:00 p.m. – 1:00 p.m.</td>
<td>Luncheon</td>
<td>Lower Floor Level, Centennial AB, TCU Place</td>
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<tr>
<td>1:15 p.m. – 2:30 p.m.</td>
<td>National Conference Opening Remarks and Keynote Presentation</td>
<td>The tried and true ways of marketing have turned into tired and old, not to mention ineffective. The ability to build relationships and be heard by your market has never been greater, but overwhelming when trying to determine what tools to use. There are proven ways to connect more than ever before and after this presentation you have the practical tools to implement the tactics right away.</td>
</tr>
<tr>
<td>2:30 p.m. – 3:00 p.m.</td>
<td>Networking Break, Partner Exhibit’s and Trade Show</td>
<td>Upper Floor Level, Grand Salon BDC, TCU Place</td>
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<tr>
<td>3:00 p.m. – 4:15 p.m.</td>
<td>Keynote Presentation: Canada’s Economic Landscape and Outlook</td>
<td>Speaker: Pierre Cléroux, VP Research and Chief Economist at Business Development Bank of Canada (BDC) Upper Floor Level, Grand Salon BDC, TCU Place Credit unions and their members are living through a protracted and significant economic adjustment caused and characterized by lower prices for oil and other commodities, a lower dollar, continued low interest rates, a shrinking resource sector, and declining commercial investment. On the other side are signs of stronger global growth, and closer to home, federal and provincial governments that are anxiously eyeing opportunities for stimulus and diversification. Join this important examination of current economic trends, complete with insights and implications for credit unions.</td>
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**Conference Ends: 4:15 p.m.**
Tuesday May 3, 2016

Information and Companion Tours/Activities, Panel discussions, Workshops, and Trade Show

8:30 a.m. – 4:30 p.m.

Conference Information
Main Floor Lobby, TCU Place

Companion Program Tours/Activities*
Main Floor Lobby, TCU Place

CDF Silent Auction
Upper Floor Level, Trade Show – Grand Salon A, TCU Place

7:30 a.m. – 8:30 a.m.

Continental Breakfast
Lower Floor Level, Centennial AB, TCU Place

Sponsored by:

8:30 a.m. – 10:00 a.m.

Panel discussion: Payments Strategy: The Way Forward
Upper Floor Level, Grand Salon BDC, TCU Place

Hear the latest from system leaders involved in the CEO Payments Strategy and its various work-streams. Significant progress has been made in the last year. The direction will benefit all credit unions.

Sponsored by:

10:00 a.m. – 10:30 a.m.

Networking Break, Partner Exhibit’s and Trade Show
Upper Floor Level, Grand Salon BDC, TCU Place

Sponsored by:

10:30 a.m. – 11:45 a.m.

ROUND 1: Workshops A – F
Lower Floor Level, TCU Place

A Canada’s FinTech Disruptors: Fad, Foes or Friends?

In this session we will review the different types of disruptors in the market, assess their impact on credit union operations and explore different ways to work with, rather than against, these players. To make this presentation more participative, we propose including representatives from credit unions who have partnered with fintech disruptors, and potentially include one or more disruptive organizations who are looking to partner with credit unions to bring their products to market.

B Strategic Oversight: The Role of the Board in Strategy and Risk Management

After the selection of the CEO, the most important decision a board has to “vet”, is their organization’s strategy. Boards are told that they need to be constructively involved in helping to set their organization’s strategic direction. But what does that mean in practical terms? Just how involved should boards be? An organization’s strategic plan also generates a multitude of risks. Surely they can’t all be important and so to which ones should directors give their most attention? This session is designed to answer these questions and in so doing bring clarity to the chaos that most directors experience when they talk about strategy and risk.
Dr. Chris Bart will lead this session. He is the Founder, Lead Professor and Past Principal of the Directors College of Canada. A former university professor, professional speaker, business consultant and author, he is a world renowned authority on organizational mission and vision statements, and a governance guru on the roles and responsibilities of corporate directors particularly for the strategic governance of for-profit and not-for-profit organizations.

**C Compliance – Front and Centre**

Compliance is no longer a back office issue – it is a business imperative. With compliance now firmly established on the governance landscape, a robust compliance program is critical to managing credit union board and management accountability. What does 2016 hold for your compliance program? Hear from a panel of credit union compliance experts on the emerging issues and trends in compliance including Anti-money laundering (AML) developments, the looming Organization for Economic Cooperation and Development (OECD) Common Reporting Standards, privacy developments and best practices.

**D The Evolving Credit Union System**

The Canadian credit union system is rapidly evolving. Consolidations, mergers, restructurings and the potential advent of federal credit unions are just some of the forces driving new business models. This session will look at some of recent developments – merger models, federated approaches, bifurcation, and other collaborative models.

**E Credit Union Young Leaders Presentation**

The finalists of the National Young Leaders Award will present a workshop on a thought provoking topic – not to be missed!

**F Mission + Measurement = Meaning: Lessons from Canada’s Most Sustainable Companies**

An apple isn’t an orange. True, but a little imprecise, right? It’s the same with social responsibility. Today, companies are defined by the good they do, not just by the bad things they avoid doing. Join leaders from some of Canada’s most responsible companies for a practical discussion about the role directors, CEOs and every member of the team play to make environmental and social performance a key driver for market growth.

**11:45 a.m. – 1:00 p.m.**

**Luncheon and Presentation**

*Lower Floor Level, Centennial AB, TCU Place*

**Speaker: Michael Hoffort, P.Ag., President and Chief Executive Officer Farm Credit Canada (FCC)**

*Lunch Sponsored by: Concentra*

**1:00 p.m. – 2:15 p.m.**

**ROUND 2: Workshops G – L**

*Lower Floor Level, TCU Place*

**G Responding to Today’s Lending Challenges**

Commercial, agricultural and mortgage lending are the core business lines of credit unions in Canada. Credit unions have been successful in delivering these products in a profitable way and in a manner that serves our members effectively. However, in recent years, credit unions have had to respond to many challenges in each of these areas including increased regulatory scrutiny, new entrants such as peer-to-peer (P2P) and greater competition from long standing rivals (e.g. bank lending to agriculture). This session will focus on the key challenges credit unions are currently facing in the lending space and examine some of the strategies to successfully meet those challenges.
**H. Governing Innovation**

A decade’s worth of executive surveys on innovation highlights a significant gap between what executives say they want and what their organizations deliver. Over 80 per cent of executives surveyed believed innovation is important for their future success, but less than 30 per cent are satisfied with their current level of innovation. So why, despite all the talking, have the executives not given innovation the attention it requires and what is the role of boards to contribute to the process of governing innovation?

This presentation, based upon Dr. David Weiss’ co-authored book *Innovation Intelligence* (Wiley) explores the following questions: What is the innovation gap and its root causes? How can boards have an impact by governing innovation? What are the four key elements that boards should focus on to govern innovation intelligently?

**K. Leadership for Uncertain and Turbulent Times**

Our financial institutions operate within an environment marked by volatility, uncertainty, complexity and ambiguity – “VUCA conditions”. The importance of performing leadership fundamentals well has perhaps never been greater. In this session you will gain important insights on key themes such as the critical importance of engagement, understanding your people, building and sustaining trust, effective communication, holding people accountable and others.

Prof. Kevin Yousie, a faculty member at the Institute for Management & Innovation at the University of Toronto and President of the strategy consultancy Crosswater Partners will lead this engaging session.

**J. Launch of Mobile Pay: Collaboration in Action**

Mobile Payments for debit is launching in Canada in 2016. Credit unions are at the front of this payments revolution in Canada. In this session, you’ll learn more about how credit unions are positioning to add value to their members. Equally, the collaborative journey that credit unions and their partners have taken to deliver this solution will be discussed.

**L. The Other Risk Management Strategy: Credit Union Social Responsibility**

Climate change, resource scarcity, income and wealth inequality, and rising household debt aren’t just challenges for politicians. They are threats to business sustainability and growth. Increasingly, organizations are turning to sustainability as a risk management strategy. Join this panel presentation for a look into how credit unions can manage risk through more sustainable practices.

2:15 p.m. – 3:00 p.m.

Networking Break, Partner Exhibit’s and Trade Show Grand Prize Winner – Sponsored by Gardaworld.

Winner to be announcement, don’t miss it!

*Upper Floor Level, Grand Salon BDC, TCU Place*

*Sponsored by: TransUnion.*
3:00 p.m. – 4:15 p.m.

ROUND 3: Workshops M – R
Lower Floor Level, TCU Place

M Emerging Practices in Cyber Risk Governance
Reports of cyber-attacks on high-profile businesses have become a part of the regular news cycle. Regulators are increasing their scrutiny. Boards of directors and executives need to take cyber risk seriously and develop effective risk management plans. This session will tackle how your credit union can develop a cyber risk governance framework.

N The Diversity Challenge
Research has shown that a board of directors with highly qualified directors from diverse backgrounds is a driver of business success. Board diversity is both a governance and bottom line issue. European countries have passed mandatory quota legislation to increase the number of women on boards, and the Canadian Securities Administrators have proposed a comply-or-explain regime for public issuers. What is the credit union perspective? How can credit union boards ensure that they properly represent their diverse membership? This panel session will discuss the challenges and opportunities of board diversity.

O Shifting Federal Policy Environment
It’s been four years now since credit unions were given the option of becoming federal entities and so far, no credit union has completed the journey although at least one is close to making the move. At the same time, the federal government continues to review its broader financial sector policy framework, an exercise that will undoubtedly encompass its recent efforts to clarify federal and provincial jurisdiction over banking. Building on a similar event at last year’s annual meeting, a panel of experts from inside and outside the system will discuss the policy challenges – and opportunities – of taking up the federal option in the context of the federal government’s evolving attitude towards banking competition, especially between federally-regulated banks and provincially-regulated credit unions.

P Transforming Through Lean: The First West Journey
Razor-thin margins. Rising expense costs. Competition at all-time highs. Increased regulatory pressures. Never before have credit unions faced so many challenges to their profitability, membership growth and ability to bring value to the marketplace. Hear from First West Credit Union senior vice-president Loree Gray about First West’s Lean Journey. Adopting the Lean philosophy has transformed the credit union’s culture and is producing value for members by eliminating process waste, creating time-savings and boosting operational efficiency.
First West Credit Union is British Columbia’s third-largest credit union and the fifth largest in Canada. It operates 54 branches in B.C. under the Envision Financial, Valley First, Enderby and District Financial and Island Savings brands.

Q Mindful Leadership
This session will explore topics that support self-awareness and focus. Participants will learn how bias, mindset and distractions could be negatively impacting their performance as a leader, and how self-awareness and focus can increase effectiveness. Participants will take away an increased understanding of how to harness the brain for improved productivity, communication and overall well-being.
Presented by Sandra McDowell, VP Communications and Culture First Credit Union and 2005 Young Leader Award Winner. Sandra has been the driving force behind a leadership and coaching culture that has resulted in increased engagement and leadership capacity. She is a past recipient of the Credit Union Central of Canada’s National Young Leaders Award, and a World Council of Credit Union’s Young Leader Award.
Sustainability Showcase: Credit Union Innovations That Do Good and Do Well

B Corps. Impact investing. Living wage. Socially responsible GICs. Credit unions are leading the financial services sector in generating outcomes for people and planet, promoting market differentiation for credit unions and contributing to growth. This thought-provoking workshop shows off the latest exciting innovations to consider at your credit union.

Conference Ends: 4:15 p.m.

6:00 p.m. – 8:00 p.m.

Social Finance Special Evening Presentation

Delta Hotel – Adman Ballroom

For the past year, credit unions have been working hard to understand opportunities to provide members with retail impact investing options – investments that generate a positive impact and produce a financial return. Join the Credit Union Social Responsibility Committee’s special guest Purpose Capital to learn what’s new and at the forefront of impact investing for credit unions.

If you would like to attend this optional presentation please register by selecting this event when you are registering through our online registration system.

Wednesday May 4, 2016

Conference Information, Issues Forum, Closing Keynote Presentation, Reception, Gala Banquet and Awards Ceremony

8:30 a.m. – 4:30 p.m.

Conference Information

Main Floor Lobby, TCU Place

CDF Silent Auction

Upper Floor Level, Trade Show – Grand Salon A, TCU Place

This is the last day to bid on auction items. Delegates can pick up their auction items at the CDF auction desk.

8:00 a.m. – 9:00 a.m.

Continental Breakfast

Lower Floor Level, Centennial AB, TCU Place

9:00 a.m. – 10:30 a.m.

Issues Forum – Framing our Future: Picking Up the Pace

Upper Floor Level, Grand Salon BDC, TCU Place

We are in a time of increasingly rapid change. As a result, it is more critical than ever that we move swiftly to act as one system in an expanding universe of financial providers. There are a number of national initiatives already under way that have been designed to help Canadian Credit Unions be more competitive. Courageous action continues to be required to serve the needs of Canada’s credit unions.

In this highly interactive session, we will engage you and a diverse group of system contributors to “Frame our Future”. First, we will learn from our current successes to extract lessons we can apply to new projects. Second, we will explore several proposed initiatives designed to increase system efficiencies. Third, we will seek your suggestions on how credit unions can move faster and more boldly together.
The Issues Forum will be supported by our National Young Leaders, in whose hands the future of our system will be entrusted!

Facilitators: **David Gouthro**, President The Consulting Edge and **Alisdair Smith**, Principal Dare Communications.

**10:30 a.m. – 11:00 a.m.**

Networking Break  
*Upper Floor Level, Grand Salon BDC, TCU Place*

**11:00 a.m. – 12:30 p.m.**

Issues Forum Continued – Framing our Future: Picking Up the Pace  
*Upper Floor Level, Grand Salon BDC, TCU Place*

This session will be supported by members of the National Young Leaders Committee (a working committee of the CCUA who’s vision is to strengthen the credit union system by bridging generations of leadership.

**12:30 p.m. – 1:30 p.m.**

Luncheon  
*Lower Floor Level, Centennial AB, TCU Place*

Lunch Sponsored by:  
*BDC*

**1:30 p.m. – 3:00 p.m.**

National Conference Closing Keynote Presentation  
**Speaker: Jeremy Gutsche**  
*The Proven Path to Unstoppable Ideas: Better and Faster*  
*Upper Floor Level, Grand Salon BDC, TCU Place*

**Jeremy Gutsche** is a New York Times bestselling author and award-winning innovation expert, one of the most requested keynote speakers on the planet, and the founder of TrendHunter.com, the world’s #1 most popular trend website, attracting over 2 billion views from 100,000,000 total visitors. Prior to Trend Hunter,

Jeremy grew a $1 billion portfolio for a bank and today, over 300 brands, billionaires and CEOs rely on his unique expertise to find better ideas faster.

**Book Signing 3:00 p.m. to 3:30 p.m.:**  
*CCUA Trade Show Booth*  
*Upper Floor Level, Grand Salon E, TCU Place*

Sponsored by: **EVERLINK**

**6:00 p.m. – 6:45 p.m.**

Gala Reception  
*Upper Floor Level, Foyer, TCU Place*

**6:45 p.m. – 10:00 p.m.**

Gala Banquet, Awards Ceremony and Entertainment  
*Upper Floor Level, Grand Salon, TCU Place*

Sponsored by: **CUETS**

Join your peers in recognizing the achievements of the industry’s outstanding individuals and credit unions over the past year. The evening will conclude with entertainment by Saskatoon’s finest musical talent.

Dinner wine sponsored by: **Deloitte.**

See You in Saskatoon!
Register by March 31st and save $110.00!

Conference Venue
TCU Place, Saskatoon’s Arts and Convention Centre
April 30–May 4, 2016
35 22nd St E
Saskatoon, SK S7K 0C8
T: 306-975-7777

Who Should Attend
• Directors, CEO’s, General Managers, Senior Executives, Managers, Young and Emerging Leaders of member credit unions and Centrals.
• Employees of Canadian Credit Union Strategic Partners** and other co-operatives majority owned by the Canadian credit union system.

As a registered attendee, your registration includes:
• Welcome Reception
• All Keynote/Panel discussions and selected workshops
• Conference meal functions and networking breaks
• Access to Trade Show
• Gala Reception, Awards Ceremony, Banquet and Entertainment

Companion Registration:
The conference companion fee covers attendance at the following events:
• Welcome reception
• Gala Reception, Awards Ceremony, Banquet and Entertainment

Fee Structure
Early Bird ........................................ $995.00
(post-marked by March 31, 2016)
Member* ........................................... $1,105.00
(after March 31, 2016)
Young Leaders** ................................. $995.00
Companion ........................................ $285.00
* Exclusive to member credit unions and Centrals.
** Exclusive to registrants aged 40 and under from credit unions and Centrals only. Young Leaders must attend both the National Conference and CU NEXTGEN™ Leadership intensive, and must register and pay for both events separately.

Cancellation
Cancellations must be received in writing and emailed to:
conferences@ccua.com
• 100% refund for cancellations received by April 2, 2016
• Less 30% of total fee for cancellations received between April 3-17, 2016
• No refund after April 18, 2016; however delegate substitutions are permitted at this time

Register Online:
https://secure.ccua.com/CDNConf16

Registration/Information Desk:
Participants are invited to collect their Conference materials at the conference registration desk during the following times:
Registration Hours:
Sunday, May 1
8:30 a.m. to 7:00 p.m.
Monday, May 2
7:30 a.m. to 4:30 p.m.
Tuesday, May 3
8:00 a.m. to 4:30 p.m.
Wednesday, May 4
8:00 a.m. to 4:30 p.m.

Tour Program
The tour program is organized and operated by Living Skies Events and Tours. A tour registration desk will be available in the Main Lobby at the TCU Place. Hours of operation will be posted.

Air Travel
Air Canada is the official airline for the conference. Discounted air travel rates are available from Saturday, April 23, 2016 and ends Wednesday, May 11, 2016.
To book a flight with your promotion code CZXP96E1, access aircanada.com and enter your promotion code in the search panel.
If booking through another travel agent or through Air Canada’s toll free number 1-888-247-2262 be sure to quote CZXP96E1.
Conference Hotel Reservations

Hotel Information
Canadian Credit Union Association does not arrange attendee accommodations. All reservations must be made directly with our host hotels. Reservations for the hotel must be made by April 7th, 2016. Requests made after this date will be confirmed on a space available basis only. Reservations can be made by calling the hotel directly or by booking online. Be sure to mention the 2016 National Conference for Canada’s Credit Unions when making your reservation.

Delta Bessborough Hotel
Starting at $229
601 Spadina Crescent
Saskatoon, SK S7K 3G8
T: 1-800-268-1133
Damara Day Spa (Direct number) 1-306-649-2511

Radisson Hotel
(Young Leaders Host Hotel)
Starting at $199
Address: 405 Twentieth St E,
Saskatoon, SK S7K 6X6
T: 1-800-333-3333

Sheraton Cavalier Hotel
Starting at $229
612 Spadina Cres E,
Saskatoon, SK S7K 3G9
T: 1-800-325-3535

Hilton Garden Inn
Starting at $199
90 22nd St E,
Saskatoon, SK S7K 3X6
T: 1-877-782-9444

Hotel Fees and Taxes:
All rates are based on single/double occupancy. Each extra person sharing a room will be charged an additional $20.00 per night, plus service charges. Room rates are subject to the following fees and taxes. Destination Marketing Program 3%, Provincial Sales Tax 5%, and Federal Goods and Services Tax 5%.

Other Information:
Cancellation Policy
If notice of cancellation is not made by 4:00 p.m. the day of arrival, a charge of one full night’s stay plus tax will be processed. Please retain confirmation number provided.

Please Note: Check-in time is 3:00 p.m. Check-out time is 12 noon.

Conference Travel

Transportation
Canadian Credit Union Association does not arrange airport transportation to and from our host hotels. Below are a list of local taxi services.

Saskatoon Taxi Services:
• BlueLine Taxi: 306-653-3333
• United Cabs: 306-652-2222
• Prestige Car Service 306-657-7777 (Premium)

Bus Shuttle Service
The Conference will have a shuttle service running to and from the hotels and the TCU Place – Convention Centre. The Shuttle will be available on our website ccua.com

Conference Mobile App
Watch for the conference app coming in early April. The app will be available in the app store for download to get the most out of the conference. View our program, speakers, exhibitors, sponsors, NEXTGEN™, convention maps, and more. Complimentary Wi-Fi provided by Interac®.

Our Commitment to the Environment

CCUA is pleased to announce that the TCU Place recently became a member of “Green Stem”—powered by Tourism Saskatoon. TCU’s “Think Green” campaign focuses on four key areas: energy conservation, waste reduction, recycling and interior environment. Let’s all take a step in the right direction and do our part and make this conference a green event.

CCUA has selected a number of hotels that have won the Trip Advisor GreenLeaders Award. The GreenLeaders programme recognises hotels that engage in environmentally friendly practices, making it easier for travellers to find and book a greener stay.
Canadian Credit Union Association
151 Yonge Street, Suite 1000
Toronto, ON M5C 2W7
T: 416-232-1262
cceu.ca

Conference Contacts:
For additional information on the conference please contact:
Conference Information
T: 416-232-3431
conferences@ccua.com

Program subject to change without notice. Check for conference updates on Canadian Credit Union Association website ccua.com

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