

2019 NACUSO NETWORK CONFERENCE

San Diego

The **NACUSO Network Conference** will continue to excite and motivate the attendees to innovate and collaborate. **NACUSO** is at the crossroads of credit unions, innovators, entrepreneurs and regulators who will shape our future as an industry. Be on the “inside” and network with people who have already created CUSOs that generate alternative revenue streams, save substantial costs and employ top level expertise for their credit unions.



General Sessions

NACUSO's 2019 Network Conference offers an exciting lineup of Keynote Speakers to challenge, inspire and encourage you with their insights. Visit www.NACUSONetwork.com for more details on our sessions and speakers.

OPENING KEYNOTE

Sponsored by Mastercard

Emmitt Smith, Pro Football Hall of Fame Running Back, Businessman and Entrepreneur



Emmitt Smith is a professional football icon and one of the greatest to ever play the game. In his 15 seasons in the National Football League, Smith amassed many

records that still stand today, including the most career rushing yards and the most career rushing touchdowns. Smith's impressive resume includes three Super Bowl

championship rings and his induction into the Pro Football Hall of Fame in 2010.

Douglas Rushkoff, Author and Host of Podcast *Team Human*



Douglas Rushkoff is the host of the *Team Human* podcast and author of *Team Human* as well as a dozen other bestselling books on media, technology, and culture, including, *Throwing Rocks at the Google*

Bus: How Growth Became the Enemy of Prosperity. He is a research fellow of the Institute for the Future, and founder of the Laboratory for Digital Humanism at CUNY/Queens,

where he is a Professor of Media Theory and Digital Economics.

Jim Stickley, Founder, SoS (Stickley on Security) and Author



Jim Stickley is a cybersecurity expert with over 20 years in the industry. He is a published author and a frequent guest on NBC's Today Show. Stickley can be seen through-

out the United States and other countries where he speaks at corporate events and security related conferences, covering topics that range from basic identity theft to national cyber terrorism.

continued **General Sessions**



Guy Messick, CUSO Guru
NACUSO General Counsel

Guy is a partner with the law firm Messick Lauer & Smith P.C. Guy has provided legal and strategic planning services to credit unions and credit union service organizations nationwide for over 30 years.



Dennis Dollar, Principal Partner,
Dollar & Associates, LLC

Voted by the readers of Credit Union Times as the most influential credit union leader of the past 25 years, Dennis Dollar is the principal partner in Dollar Associates, LLC, a full-service consulting group focusing on credit unions and the organizations that serve them.



B. Dan Berger, President and
CEO, NAFCU

B. Dan Berger became NAFCU president and CEO on Aug. 1, 2013. Berger brings more than 25 years of government relations and political affairs experience to his post and has held key association and business management positions. In addition, he served as chief of staff in the U.S. House of Representatives.



About the Venue



All **2019 NACUSO Network Conference** meetings and meal functions will be held at the **Manchester Grand Hyatt San Diego** in the hotel's convention meeting facilities. Discover the vibrant culture and natural beauty of Southern California when you stay at the Manchester Grand Hyatt San Diego. This convenient hotel near downtown San Diego offers a spectacular waterfront resort-like setting, complete with shopping, dining and entertainment venues. You will enjoy easy access to popular attractions, like the world-famous San Diego Zoo and exciting nightlife activities in Gaslamp district as the sun sets. The room rates for NACUSO attendees are \$269+tax per night for run of house rooms held in the NACUSO block for the nights of April 13th and departing April 17th. The extra \$25 per night destination resort fees are waived for NACUSO attendees during their stay! The cut-off date for room reservations is March 22, 2019. Reservations can be booked from www.nacusonetwork.com or call the Manchester Grand Hyatt at (619) 232-1234 and refer to the NACUSO Network Conference block or rooms.

Advocacy Fundraiser

NACUSO formed the Advocacy Fund to supplement its efforts to promote and protect a CUSO friendly regulatory climate. On the first full day of the conference we have a special opportunity to have Breakfast with Emmitt Smith..... The seats are very limited but each person who purchases a ticket which contributes to the Advocacy Fund will be given



an opportunity to meet Emmitt and get their photo taken with him. We will also offer a football package upgrade that includes a one-of-a-kind autographed football from Emmitt Smith. Go to www.nacusonetwork.com to reserve your spot today!



Solving Problems with CUSOs

You're the CEO of a credit union. You wake up every day facing problems. The increasing competition, the technology, changing member service expectations, a compressed interest rate environment, and rising operational costs are but a sample of challenging issues facing credit unions. You might be asking yourself these questions:

1. How can we create fee income streams with financial products that are of value to our members?
2. How can we source, underwrite and service all types of loans without adding expensive internal staff/expertise?
3. How can we compete with the latest Fintech technology to meet changing member expectations?
4. How can we use data to better analyze credit risk and proactively market to anticipate member needs?
5. How can we afford higher levels of staff expertise and provide career opportunities to attract and retain highly qualified employees?
6. How can we reduce operation costs without sacrificing on the quality of our services?
7. How can we obtain more negotiating power to reduce vendor costs?

Here is a secret that not every credit union knows. CUSOs are in the business of solving problems for credit unions. When CUSOs solve problems, a world of opportunity opens up in its place.

Maybe it is time to consider which problems are the most pressing for you and consider a CUSO solution before the problems get too big to solve. At the NACUSO Network Conference you will connect with credit union and CUSO colleagues who will share their problem solving stories with you. Bring your problems to the Network Conference and be prepared to find a path to replace them with opportunity.

Go to our website for more information on our breakout tracks. We continue to have tracks that focus on Big Data & Data Analytics, Investment Services, Insurance Services, Lending Services, Innovation, Operational/Technology and Entrepreneur/Business Development.

www.NACUSONetwork.com

Next Big Idea Competition and CUSO/Credit Union Awards

The **7th Annual Next Big Idea Competition**, sponsored by Mastercard, is now accepting nominations until March 1, 2019. You submit a written description of your idea or if you've already launched your idea, how it works and why someone should use it or invest in it.

Because of the increased popularity of this event, this year we will choose 3 candidates that are guaranteed to get the full 7 minutes to present. But we will also select 4 "wildcard" presenters that will only have a few minutes to give their "elevator pitch" to the audience who will then vote for the 2 that get to move forward and compete with the other 3 candidates.

Have you developed a unique CUSO-based business structure or approach? Have you created a competitive advantage for your credit union using products or services through the use of a CUSO? Has your credit union leveraged the collaborative model to create real benefit for your members? If so, we want to hear from you. Nominate your credit union for the 2019 Collaboration & Innovation Award. Nominate your CUSO for the CUSO of the Year Award and if your CUSO has been around less than 5 years there's the NEW CUSO of the Year Award. Deadline for nominations for all three awards is February 15, 2019. Nominations for all awards can be submitted through our conference website at www.nacusonetwork.com.



Registration Fees

NACUSO Members: Register now and save \$100 by paying by February 8, 2019!

NACUSO Members Earlybird Registration: \$1050 (\$1150 beginning 2/9/19)

Non-Member Registration for CU/CUSO Attendees: \$1350

Non-Member Registration for Vendors and Non CU/CUSO Attendees: \$1650

Not a NACUSO Member? In conjunction with our event we are offering 50% off your first year's membership. If you plan to send two or more people it practically pays for itself.



Annual Golf Outing

Omni La Costa Resort

Golfers! The **NACUSO Network Golf Outing** will be held on Sunday Morning, April 14th at the Omni La Costa Resort on their Champions Course, located in Carlsbad. We invite you to join the legacy at their historic home of 37 PGA events. The Champions Course features beautifully manicured fairways and tees, surpassed only by its exceptional greens, which are some of the best in the West. Enjoy the serene setting while meandering through peaceful wetlands, over landscaped bridges and rolling hills. The cost to register for the golf outing is \$265 per person.

New this year! Spa & Lunch Outing! We have also added a Spa & Lunch Package as an alternative to the Golf Outing. Both will be at the fabulous **Omni La Costa Resort & Spa** on Sunday, April 14th. Package includes lunch, transportation and your choice of a 50-minute relaxation massage or a 50-minute brightening stone crop facial and many other spa extras. Attendees and/or guests of registered attendees can sign-up for the golf or spa package during the registration process. The cost to register for the spa outing is \$265 per person.



Spa & Lunch Outing!



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