

NOV 10-12

MARRIOTT VIRGINIA
BEACH OCEANFRONT

 **VIRGINIA BEACH**
REIgnite
2021

WE'LL SEE YOU IN...

VIRGINIA BEACH!



Hotel Reservations

Join us at the spectacular Marriott Resort Virginia Beach Oceanfront hotel for the League Annual Meeting! Our discounted rate is available Nov. 6-16. **Our deeply discounted group rate is \$169 per night.**

Visit this link:

<https://bit.ly/VACUL2021hotel>

Attendees

Register now for Ignite2021, the League Annual Meeting!

Visit this link:

<https://bit.ly/VACUL2021>

Cost: (Early Bird pricing ends Oct. 12)

- CUs \$100 million or less in assets — \$399 per person.
- CUs greater than \$100 million in assets — \$549 per person.
- Emerging Professionals — \$399 per person
- Guests — \$299 per person.

Golfers

Hit the links in the 32nd Annual VACUPAC Golf Classic, being held Nov. 10 at Hell's Point Golf Club.

Proceeds from the tournament support the Virginia Credit Union Political Action Committee (VACUPAC), the non-partisan PAC working for the benefit of Virginia-based credit unions.

Visit this link:

<https://bit.ly/VACUPACGolf21>

Questions?

Contact your League's Mary Amyx
at 800.768.3344, ext. 1630 or mamyx@vacul.org

Agenda

NOV 10		
7:30 am - 3:30 pm	Golf	Hell's Point Golf Club (Va. Beach)
4:00 - 5:00 pm	Peer-to-Peer Dialogue Exchanges: - HR Issues & the 'War For Talent' - NCUA Regulatory & Industry Environmental Update	- Yvonne Boettger & Kay Manchester - John Kren
5:00 - 6:30 pm	Networking Reception (Meet & Greet w/ League President Carrie Hunt)	
9:00 - 10:00 pm	Emerging Professionals Network (EPN) Social w/ the League Chairman	
NOV 11		
7:30 - 9:00 am	Breakfast	
8:30 - 10:30 am	Membership Meeting & Leadership Forum	
10:45 - 11:45 am	Learning Labs: - Avoiding Common Errors in Call Report Preparation - Freakonomics: True Drivers of Auto Loan Demand - Overview: Board Duties & Authority	- Vanessa Dettmore & Pam Hemstreet - Nicole Haverly - David Reed
Noon - 1:45 pm	Lunch & Learn Awards Recognition	Keynote: Brandon Farbstein
1:45 - 2:30 pm	Innovation Expo Preview	
2:30 - 3:30 pm	Learning Labs: - Board Essentials: Rediscovering Your Bylaws - Best Practices in Commercial Risk Management - Liquidity and Other CU Challenges for 2021 & Beyond	- David Reed - Lorraine Cooper - Jeff Davenport
3:45 - 4:45 pm	Learning Labs: - Building a Deeper Bench (for Your Board & Committees) - Leveraging Your CECL Data for Other Purposes - Leading With Payments	- David Reed - Nicole Haverly - Joe Schwartz
5:00 - 6:30 pm	Innovation Expo Reception	
9:00 - 10:00 pm	Chairman's Reception	
NOV 12		
7:30 - 9:00 am	Innovation Expo / Networking Breakfast	
9:00 - 10:00 am	U.S. Economic Update	Steve Rick
10:00 - 11:00 am	Closing Keynote	Dr. Samuel Jones
11:00 - 11:30 am	Prizes / Adjournment	

Learning Lab Topics

Board / Officials Track

- Board Duties and Authority: An Overview
- Board Essentials: Rediscovering Your Bylaws
- Building a Deeper Bench: Fishing for Board Officials and Reeling Them In

Strategy Track

- True Drivers of Auto Loan Demand
- Best Practices in Commercial Risk Management

- Leveraging Your CECL Data for Other Purposes
- NCUA Regulatory & Industry Update

Operations Track

- Avoiding Common Errors in Call Report Preparation
- Liquidity & Other Challenges for CUs in 2021
- Leading With Payments
- HR & the 'War For Talent'

Keynotes

Brandon Farbstein

Diagnosed with a rare form of dwarfism, Brandon stands at 3'9" – making his life's journey full of adversity, strength, and impact.



Dr. Samuel Jones

The pandemic brought us challenges we could never have foreseen - in both our personal and professional lives.



Join leadership consultant and award-winning entrepreneur Dr. Samuel Jones he helps us shift the moments of anxiety and stress we experience during crisis into a "movement of excellence." His "Simplify the Shift: How to Transition From Recovery to Resilience" keynote will offer insights on how to move past the stresses of the past 18 months and achieve the resilience we need to move forward.

Steve Rick

The economic impacts of the pandemic could be long-lasting. Explore the possible paths of economic recovery and what impact it will have on your balance sheet and income statement.



To learn more

Visit this link: <https://bit.ly/VACUL2021>

Learning Lab / Education Speakers

Building A Deeper Bench: Fishing for Volunteers & Reeling Them In

Remember how excited you were to volunteer for your credit union? Do you think the next generation of potential volunteers share your enthusiasm? Learn steps to attract, evaluate, and prepare your future leaders.



Rediscovering Your Credit Union's Bylaws

Your bylaws are the rules adopted by the Board that governs the internal operation of the credit union. Don't overlook and don't fail to update your bylaws. Your bylaws must meet the needs of your credit union as well as pass regulatory scrutiny. Will yours pass the test?

David Reed, Partner, Reed and Jolly, PLLC.

Keys to Strengthen Your Liquidity Management Process



We will discuss the current liquidity crunch within the banking industry as a whole and the regulators' focus in this area — including best practices, challenges and other industry trends as it relates to liquidity

and our regulator's approach.

Jeff Davenport, Financial Consultant, CUNA Mutual Group.

Leading With Payments

Consumers and businesses are redefining how they want to interact with their financial institutions and the types of services they want to access – making an institution's geographic footprint less important and its ability to connect with consumers and businesses on their own terms mission critical.



Let's discuss innovative solutions that cut costs, protect and grow revenue, and mitigate risks associated with the payment process.

Joe Schwartz, Account Executive, Fiserv

Leveraging Your CECL Data for Other Purposes

You've spent months and months gathering historical data to meet the new allowance requirements. Why not use this data for more than CECL? This presentation explores ways financial institutions can capitalize on the work put into CECL preparation.

Nicole Haverly, Product Director, Visible Equity

Freakonomics: True Drivers of Auto Loan Demand

While auto loans can sometimes be risky, you can be more profitable by strategically navigating underwriting based on economic trends. We will review the results of several million auto loans and loan applications to reveal demand sensitivity relative to interest rate and loan maturity variation. We will uncover associated findings from our in-depth research, including monthly payment targeting and rapid growth in auto loan debt.



Nicole Haverly, Product Director, Visible Equity

Business Lending Risk Management

Credit risk and concentration management are a part of the NCUA 2020 top priorities. This session will provide best practices for credit, portfolio and risk management oversight for commercial lending; including concentration risk, portfolio and geographic diversification, and board education.



Lorraine Cooper, Chief Risk Officer, Cooperative Business Solutions

Avoiding Common Errors in Call Report Preparation



We will identify areas of the Call Report which commonly result in examiner and auditor findings. Deepen your understanding of these Call Report areas and review the requirements under Generally Accepted Accounting Principles (GAAP).



Vanessa Dettmore (pictured top) & **Pam Hemstreet**, CliftonLarsonAllen

Jeopardy Game for Credit Union Volunteer Officials

This fast-paced, interactive session encourages participants to share their experiences and put their knowledge against others for prizes! All attendees have the opportunity to play a riotous round of "Jeopardy."



Categories cover highlights of a credit union's regulatory responsibility and/or the Board's role in maintaining compliance and oversight.

Rayleen Pirnie, AAP, CERP, Founder and Owner of RP Payments Consulting Services, LLC.

Guest Speakers



Ryan Donovan
Chief Advocacy Officer, CUNA

Ryan will join us during the membership meeting to provide updates on the Credit Union National Association's legislative, regulatory and state government advocacy efforts. He will also participate with League leadership in the open dialogue regarding the League's legislative agenda during the membership meeting.



Steve Rick
Director and Chief Economist
CUNA Mutual Group

Back by popular demand! Steve is an economic researcher, analyst and forecaster with an expertise in consumer markets and the credit union industry. Steve will join us Friday morning to provide forecasts and help create a clear understanding of the underlying trends and links between the general economy, the financial services industry, and CUNA Mutual Group's policy owners.



State Sen. Bill Stanley
20th District (R)

Sen. Stanley was elected in 2011 to the Senate of Virginia for the 20th District. The 20th District includes the cities of Galax and Martinsville, Henry and Patrick counties, part of the city of Danville, and parts of five other Southside Virginia counties.

Stanley has been a friend and supporter of credit unions throughout the years. Credit unions have built strong relationships with Senator Stanley and we are honored he will be joining us in Roanoke to address our attendees!



Wallet Palooza returns!

We're changing things up a bit for this year's Wallet Palooza!

We'll raffle off two wallets this year (each a \$500-plus value) — one to benefit the Credit Unions Care Foundation of Virginia and one to benefit the Virginia Credit Union Political Action Committee (VACUPAC).

Credit unions, chapters and business partners: you're invited to support the Foundation raffle with a financial contribution!

Learn more here:
<http://bit.ly/WalletPalooza>

Peer-To-Peer Exchanges

- Collections
- Small Credit Unions
- Board Governance & Volunteer Official Hot Topics

Through surveys, you've told us you want the opportunity to dialogue with your fellow credit union professionals and volunteer officials attending the Annual Meeting.

So, we're excited to add these "roundtable discussions" to this year's Annual Meeting agenda. Each is designed to allow participants to discuss challenges, opportunities and best practices, as well as question their peers about their experiences and solicit their advice. These "roundtables" will be facilitated by League staff and industry experts. The three sessions will be held on Wednesday at 4:00 pm.



No pre-registration is necessary, but in order to help our facilitators prepare, please send questions or topics you would like to discuss at these "roundtables" to Lewis Wood (lwood@vacul.org) by March 20. We know you'll find these sessions beneficial and look forward to your participation!