



 **NEBRASKA**
CREDIT UNION LEAGUE

2021 Annual Meeting & Convention
June 15/16 Younes Conference Center, Kearney, Nebraska

Nebraska
Credit Unions
Best In The Field



Nebraska Credit Union League

2021 Annual Meeting & Convention

June 15-16

Younes Conference Center

Kearney, Nebraska



SCHEDULE AT A GLANCE

Tuesday, June 15

9:00 a.m.

Golf Outing – Awarii Dunes Golf Club

1:30 p.m.

Bowling Tournament – Big Apple Bowling Alley

6:15 p.m.

YP Networking Session

7:00 p.m.

Pre-Game Exhibitor Reception

9:00 p.m.

Game Time – Corn Hole Tournament

Wednesday, June 16

8:15 a.m.

NCUL 87th Annual Meeting

9:15 a.m.

Exhibitor Time Out #1

10:15 a.m.

Opening Ceremony – Holly Hoffman

11:30 a.m.

Lunch / Exhibitor Time Out # 2

12:15 p.m.

Breakout Sessions

1:15 p.m.

Exhibitor Time Out #3 and Prize Drawings

2:15 p.m.

Breakout Sessions

3:15 p.m.

7th Inning Stretch – Dan Meers

6:00 p.m.

Cocktails

6:30 p.m.

Awards Banquet

CONFERENCE OPTIONS

- Participant Package (education sessions/meals/reception/exhibit hall) = \$369
- Spouse/Guest Package (meals/reception/exhibit hall) = \$95
- Young Professional (must be a member of the YP group) = \$165
- \$25M & Under FREE
- YP Tuesday Networking Session = FREE
- Corn Hole Tournament = \$25 per player
- Awards Banquet Only = \$75
- Golf Outing = \$130 per player
- Bowling Tournament = \$25 per bowler



**Conference registration
is available online only at:
www.nebrcul.org**



Tuesday, June 15th

Tuesday, 9am

Golf Outing – Awarii Dunes Golf Club

Renew your commitment to credit union advocacy by participating in the Annual Meeting Greatest Golf Event at Awarii Dunes Club in Kearney. All proceeds go to the Nebraska CU Advocacy Fund. The Fund was founded in 1998 in an effort to proactively protect, preserve and promote Nebraska credit unions in the legislative and regulatory arenas. Cost to golf is \$130 per person.



Tuesday, 1:30pm - 3:30pm

Bowling – Big Apple Bowling Alley

Your hosts, the Midwest Chapter, invite you to bowl a perfect 300 at the 2021 Bowling Tournament! Lace up your bowling shoes and take on your fellow credit union peers for a chance at some great prizes! Photos will be taken, so get with your team and coordinate! Cost to bowl is \$25.00 per person.



Tuesday, 6:15pm – 7:00pm

Young Professionals Networking Event - Virtual Option*

Are you a young professional at your credit union (age 18-35)? Then you should join the YPCU at their **FREE** networking event!! Join in the fun and meet others in the CU movement just like you. Also, by attending this event, you also will have access to the Exhibitor Reception, which follows this session. Look for more information coming to you via email. Registration is required. *Zoom option will be available.



Tuesday, 7:00pm – 8:30pm

Pre-Game Reception/Exhibit Hall Grand Opening

Looking to refresh your current lineup of services? Want to find innovative products that will help reinvent your credit union? Kick-off the Annual Meeting right by networking with peers and learning about exciting new products and services at the always popular Exhibitor Reception.



Tuesday, 9:00pm – 11:00pm

Corn Hole Tournament

Back by popular demand!! Join in the fun at the NCUL Corn Hole tournament benefitting CU4Kids and CUFN. Grab a partner and sign up for a good time with good friends for a good cause! Check out the enclosed flyer for more information and to enter your team! Registration is required.

NEBRASKA
CREDIT UNION LEAGUE



Wednesday, June 16th

Wednesday, 8:15am – 9:15am
87th NCUL Annual Meeting

Be a part of the League's 87th Annual Meeting. You will hear updates on the actions of your association over the past year and insight as to what lies ahead.



Wednesday, 9:15am – 10:15am

Exhibitor Time Out #1

Enjoy tasty snacks while visiting with exhibitors.



Wednesday, 10:15am – 11:30am

Never Give Up – The Survivor Way

As we survive life's challenges, we come face to face with fear and uncertainty. Challenges may allow us to step out of our comfort zone and push ourselves above and beyond our own self-limitations. It is how we choose to overcome challenges that make us who we are. It is our strength in times of difficulty that proves our character and self-worth. Holly Hoffman, a finalist on Season 21 of CBS' hit reality show "Survivor" shares her experience of being on a reality show and encourages you to think about how you decide to survive on a daily basis. Hoffman shares about six words to develop your survival skills. With these six simple words, you can take on any challenge facing you. Adversity is not so much contending with problems as it is learning more about who you really are and what is inside of you. Join Holly and explore what your true survival skills are.

Presenter: Born and raised in Eureka, South Dakota, **Holly Hoffman** was the last remaining member of the Espada Tribe and the last woman standing on Season 21 of CBS' hit reality show "Survivor Nicaragua". Through that experience, and others throughout her life, Holly was inspired to share her message of positivity, determination and confidence with business leaders, teachers, and students across the nation. An accomplished motivational speaker and the author of *Your Winner Within*, Holly acknowledges that life is made up of challenges, and we are oftentimes faced with situations that seem insurmountable. But within each of us is an ability to focus our thoughts, emotions, and energy to succeed—if only we have the knowledge, tools, and discipline to do so. Holly's writing and speaking not only offer encouragement and optimism but a roadmap for self-discovery and spiritual enlightenment. Her methods—the ones she uses every day in her own life—are intuitive, honest, and adaptable to nearly any situation. Readers and audience members alike walk away inspired to light the fire of successful living within themselves.



Wednesday, 11:30am – 12:15pm

Lunch and Exhibitor Time Out #2

Enjoy lunch and visit with all the convention exhibitors.

NEBRASKA
CREDIT UNION LEAGUE



Wednesday, 12:15pm – 1:15pm

Breakout Sessions. You may choose either of the three breakouts to attend.

Session 1

Auto Financing Trends

Tim Edwards and Bill Lynch of Origence, a CU Direct brand, will present on the latest industry trends in automotive finance. From advancements in electric vehicles, wholesale markets moving to digital channels and the refinance trend, shifts in the automotive finance space will be discussed to get the most up to date information for what credit unions should be on the watch for.

Presenters: **Tim Edwards**, Sr. Director of Strategic Alliances at CU Direct, manages key partnerships including 700 Credit, Open Lending, and Credit Union Leasing of America, along with many others.

Bill Lynch, Sr. Director of Strategic Alliances at CU Direct, is responsible for managing non-prime lending, refinance and integration partnerships as well as new consumer lending initiatives.

Session 2

2021 Market Outlook: What to Expect in the Post-Pandemic Adjustment Period

COVID-19 brought out the best and worst of the global economy. The pandemic caused the lowest unemployment rate in fifty years to quickly spike to the highest rate in ninety years. The implosion led to a burst of crisis-response money printing and stimulus payments to affected businesses and individuals. But human ingenuity is once again set to prevail with warp-speed development of an effective vaccine. A post-pandemic adjustment period will soon follow, impacting investors' portfolios across the risk spectrum for years to come. During this session, the pandemic's impact on the structure of the economy and its influence on financial markets will be discussed in simple, entertaining terms. Special emphasis will be placed on the outlook for savers and investors.

Presenter: **Scott Knapp** is Managing Principal for CUNA Mutual Fiduciary Consultants. In this role, he is responsible for developing the group's overall investment strategy and implementing programs that help institutional investors meet their objectives. Knapp is the chairman of the Investment Committee that establishes investment policy, oversees strategy, and performs ongoing due diligence on investments offered in its programs.

Session 3

Mitigating Your Credit Union's Cyber Risk Amidst the Cyber-Demic of 2021

More and more people and businesses are becoming the victims of ID theft and cyber-crime yet consumers and most businesses are not equipped to address the problem. In this session, industry experts Jim McCabe and Mark Pribish will discuss the most common ways you are vulnerable to these cyber threats, to include identity theft, fraud scams, hackers and the insider threat. They will discuss the reality of data breaches, identity theft and the

NEBRASKA
CREDIT UNION LEAGUE



threat landscape along with several practical solutions being implemented by Credit Unions. They will be overviewing recent Best Practice Strategies used by some of these Credit Unions which will open your mind and help dissipate fears.

Presenters:

Jim McCabe is the EVP, Identity Theft Solutions, Vero, LLC, a services company focused on collaborating with top quality providers to create unique and valuable packages with invaluable results for Credit Unions and SMB companies.

Mark Pribish is VP & ID Theft Practice Leader for Merchants Information Solutions, Inc., a leading identity theft and data breach risk management firm. Mr. Pribish has helped lead the product line development, marketing and sales since 2005.



Wednesday, 1:15pm – 2:15pm

Exhibitor Time Out #3 and Prize Drawings

Join us for the final showcase where you could walk away a BIG WINNER! Those exhibitors who are drawing for a fabulous prize will do so during this time. Grab a snack and hopefully grab a prize!



Wednesday, 2:15pm – 3:15pm

Breakout Sessions. You may choose either of the three breakouts to attend.

Session 1

Carving Up Value – in the Current Economic Environment

Finding a home for your excess liquidity

- Should I look at different types of investments?
- Loan participation opportunities

Extending Duration on the Balance Sheet

- Should you extend out on investments or start to hold longer loans?
- How can you evaluate what this will do to your balance sheet?

Should You Look at non-Maturity Assumptions

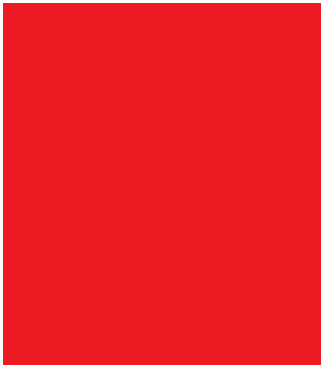
- What's the benefit of looking at non-maturity assumptions?
- If you add duration on the asset side how can you offset it on the liability side?

Presenters:

Rachel Palmer - Financial Analyst/ Rachel Palmer has worked in the credit union industry since early 2014 and joined the Asset & Investment Management (AIM) team in February 2018.

Walter Thompson - Senior Financial Analyst / Walter Thompson began his credit union career in January 2002 as Financial Analyst for Asset & Investment Management (AIM).

NEBRASKA
CREDIT UNION LEAGUE



Session 2

Maximize Your Debit Card Program ROI

National surveys show financial institutions agree the greatest opportunity for growth lies with improving their core debit card PAU (penetration, activation and usage). We understand that every successful card program comes down to growing revenue and cardholder relationships, and no matter the economy, debit cards remain a strong source of income for all unregulated financial institutions. A solid card portfolio will continue to be an effective tool for building loyalty, even through a digital transformation. Today, we will review how to benchmark your debit card program in order to identify new opportunities for maximizing and creating a greater ROI for your bank.

Presenter: **Damon Gardner** began employment with TransFund in July of 2011 as Vice President of Sales. His responsibilities are to educate financial institutions about maximizing their debit card program with TransFund. He has worked in the payments industry for over 18 years with a variety of responsibilities in several different areas from operations to account management and sales.

Session 3

Critical Board DR and Cybersecurity Training: Building a Comprehensive Business Continuity Program

Disaster Recovery (DR) is more than just a plan. A Business Continuity Program (BCP) is how you manage to serve your members in the event of different kinds of incidents or disasters. What does a holistic plan for communications, response, continuation, and recovery look like? How have recent events changed our blueprint for Cybersecurity mitigation? Join us and strengthen your credit union through this comprehensive and resilient program.

Presenter: **Gene Fredriksen** is the Principal Cyber Security Consultant for PureIT CUSO. Gene has over thirty years of Information Technology experience, with the last twenty-five focused specifically in the area of Information Security. In this capacity, he has been heavily involved with all areas of Audit and Security.



Wednesday, 3:15pm – 4:30pm

Take Off the Mask

It's been said that if you ask a man his occupation you will find out how he pays his bills, but if you ask a man his preoccupation then you will discover the passion of his life. **Dan Meers** has a rather unique occupation. For over 25 years he has paid his bills by working as "KC Wolf" the mascot of the Kansas City Chiefs. However, Dan's preoccupation, what he is truly passionate about is encouraging others to strive for the best in life and to enjoy it each and every step along the way. Dan believes that your life is like a Coin. You can spend it anyway you wish but you will only get to spend it one time, so spend it wisely. During this presentation Dan shares some of the valuable lessons he's learned during his long career as a professional mascot. Whether at home, work or in the community, Dan challenges his audience to live each day to the fullest by wisely investing their lives and not just spending them.



Presenter: **Dan Meers** goes to work each day like many other men, dressed in a suit. The only difference is that instead of wearing a tie with his suit, Dan wears a tail. You see, Dan is a professional mascot. Dan began his career in 1986 at the University of Missouri – Columbia. Dressed as the school mascot, Truman Tiger, it didn't take long for Dan to establish himself as one of the top college mascots in the nation. After finishing second in 1988, Dan was selected the nation's #1 college mascot at the 1989 National Collegiate Mascot Championships. As graduation approached, Dan began to receive offers to use his talents at the professional level. After graduating with honors, Dan decided to trade in his tiger stripes for bird feathers and began his professional career as Fredbird, the mascot for the St. Louis Cardinals baseball team. Although many thought Dan's "bird legs" were a perfect match for his costume in St. Louis, Dan stayed only a short time. He was offered a job in professional football and decided to exchange his bird suit to become a wolf. Today Dan is widely known as KC Wolf, the official mascot of the Kansas City Chiefs. He travels throughout the United States and the world entertaining thousands of people both in and out of costume. Dan is in high demand not only as a mascot but also as a humorous and motivational speaker to audiences of all ages. His enthusiasm, optimism and love for life are contagious and makes Dan an inspiration to all those he meets.



Wednesday, 6:00pm – 6:30pm

Cocktails

Wednesday, 6:30pm – 8:30pm

Awards Banquet

Join us for the Awards Banquet where you will have a grand dinner and you will hear all the wonderful achievements credit unions have accomplished in the past year. Meet and hear from our CMN artist, Cora!





ADDITIONAL INFORMATION

Hotel Reservations

Individual attendees are responsible for making their own hotel reservations. We have two different hotels that have room blocks available - LaQuinta Inn and Fairfield Inn.

The group rate for occupancy is \$129.95 plus tax at either hotel through May 25th. A credit card will be needed to guarantee your reservation. To make your reservation at the LaQuinta Inn, call 308.237.4400 and for reservations at the Fairfield Inn, call 308.236.4200. To receive the group rate, you must mention the Nebraska Credit Union League Annual Convention.

At both the LaQuinta and Fairfield Inn, every morning is a complimentary breakfast for registered guests.

****Please Note:** All sessions and events will be held in the Younes Center, not at the hotels.

Convention Registration and Cancellation Policy

Registration is available online only for the Conference. Go to www.nebrcul.org to register by May 28th. If you need to cancel your convention registration, call or email notice of cancellation to Melissa Mausbach to mmausbach@nebrcul.org, 402-333-9331 x201. All requests for refunds must be received on or before June 5th. After the 5th, only 50% of the full registration costs will be refunded. No Shows will be charged in full. Substitutions will be accepted any time.

Dress Code

The dress code for all events is business casual, except for the Awards Banquet which business attire is suggested. We recommend you dress in layers to accommodate the variance in temperatures in the meeting rooms.

Photos during the Event

Throughout educational sessions and social functions, we will be snapping pictures to capture the spirit of the event. Attendees should know that through their attendance, they are granting the League permission to use these group photos in various publications.

Questions? Call the League direct: 402-333-9331 or toll free: 800-950-4455.

