



80 YEARS OF  
**CREATING**  
CONNECTIONS



Maine Credit Union League

## AGENDA

### Thursday, May 17, 2018

- 9:30 A.M.  
Annual Credit Union Golf Tournament  
Belgrade Lakes Golf Club, Belgrade

### Friday, May 18, 2018

- 7:15 to 8:15 A.M.  
Breakfast – State of Maine Ballroom
- 8:00 A.M. to 6:00 P.M.  
Registration – Lobby
- 8:00 A.M. to 3:30 P.M.  
Exhibits Open – Casco Bay Room
- 9:00 to 10:00 A.M.  
Opening Session
- 10:15 to 11:15 A.M.  
General Session
- 11:00 A.M. to 5:30 P.M.  
Silent Auction Open for Bidding
- 11:30 A.M. to 1:00 P.M.  
Attendee Lunch · Exhibit Hall
- 12:15 to 1:45 P.M.  
80th Annual Delegates' Meeting  
and Luncheon
- 2:00 to 3:00 P.M.  
Education Session for CU Volunteers
- 2:00 to 3:30 P.M.  
CU Management/Vendor Networking  
Exhibit Hall
- 3:00 to 4:00 P.M.  
Education Sessions
- 3:30 to 6:00 P.M.  
Commuters Refresh and  
Recharge Lounge
- 6:00 to 7:00 P.M.  
Social Hour and Auction Cash-Out
- 7:00 to 8:00 P.M.  
Dinner
- 8:00 to 8:30 P.M.  
Awards Program
- 8:30 to 11:00 P.M.  
Entertainment

### Saturday, May 19, 2018

- 8:00 to 9:00 A.M.  
Breakfast – State of Maine Ballroom
- 9:00 to 10:00 A.M.  
Closing Session

## Opening Session · Friday, May 18

**THE HERO EFFECT: BEING YOUR BEST WHEN IT MATTERS MOST** · 9:00 to 10:00 A.M.

In a fresh and entertaining style, Kevin Brown will share ideas, strategies and principles that will inspire and equip participants to show up every day and make a positive difference. At the heart of Kevin's message is a simple, yet powerful philosophy for life that drives every thought, every action and ultimately every result we achieve both personally and professionally. Your team will be motivated to own the moments that matter (and they all matter) by taking responsibility for attitudes, actions and results.



**Speaker: Kevin Brown**

Kevin is a highly sought after keynote speaker whose unconventional path to business and personal success has taught him that winning in business and in life requires anything but conventional thinking. His blue collar roots taught him the value of hard work and determination. His resume includes working in a funeral home, washing oil drums, selling household appliances door to door and buying a franchise at the age of seventeen. With a street-wise aptitude and a never-quit attitude, he worked his way from the front lines in business to the executive boardroom of a company that is ranked in the top ten of all franchisors and #1 in their industry.

## General Session · Friday, May 18

**BANKRUPTION: HOW CREDIT UNIONS CAN SURVIVE FINTECH** · 10:15 to 11:15 A.M.

Credit unions have always been the go-to institutions for local relationship banking, but their asset share has been on the decline for three decades as the big banks just got bigger. John Waupsh shines a bright light on the myths and challenges to the credit union model, and offers today's leaders proven strategies for surviving the FinTech revolution.



**Speaker: John Waupsh**

John is the author of *Bankruptcy: How Community Banking Can Survive FinTech*. This book is a survival guide for credit unions and community banks facing immense global competition and FinTech startups. John's obsession with the intersection of technology and banking began when he launched the interactive marketing agency FIRST ROI in 2005, the first company to harness design, copywriting and code to drive online business for credit unions and community banks.

## Closing Session · Saturday, May 19

**PASSION: 8 STEPS TO REIGNITE YOURS AND CREATE CONNECTIONS** · 9:00 to 10:00 A.M.

We could all use a little jolt from time to time. This session may be the only time all year when you take a moment to reflect on the things you need to do to reignite your passion—in your work for credit unions, or in the pursuit of your personal interests. World-touring entertainer and actor Mark J. Lindquist offers a keynote that is as entertaining as it is enlightening, as he sends you out the door with a new vision for the future that will propel you out of your rut and into an exciting journey toward a passion-filled life at work and at home.



**Speaker: Mark J. Lindquist**

Mark is a nationally recognized motivational speaker, highly sought-after success coach, author, and world-touring entertainer. Mark founded Mark J. Linquist Enterprises, Inc. in order to bring smiles to the faces of people and ignite passion all over the world. Mark is a former AmeriCorps member and former sergeant in the United States Air Force. He is an Afghanistan war veteran.

## Education Sessions

### UNDERSTANDING THE FIDUCIARY RESPONSIBILITIES OF CREDIT UNION VOLUNTEERS

2:00 to 3:00 P.M. · Audience: Credit Union Volunteers

The ongoing success of a credit union is dependent upon committed volunteers. Directors have a primary responsibility to act in the best interests of the credit union through careful oversight and sound decision making. This session will define what "fiduciary duty" means, provide an explanation of the fundamental duties of the Board, and explain the legal liability for breach of fiduciary duty.



**Speaker: Daniel Cummings, Norman Hanson DeTroy, Attorneys at Law**

Dan has provided guidance to the Maine Credit Union League, Synergent and Maine credit unions for many years. In addition, Dan counsels entrepreneurs and businesses on commercial law with a focus on dispute resolution and litigation, including representation in the U.S. Bankruptcy Court, U.S. Tax Court and the Maine Probate Court. He is particularly qualified in debtor-creditor law matters, such as commercial insolvency, bankruptcy and workouts.

### SYNERGENT UPDATE: WHAT'S NEW

3:00 to 4:00 P.M. · Audience: Credit Union Management

This session will highlight the latest Synergent products and services to help credit unions provide high-tech, high-touch services for their members. Attend this session to gain in-depth knowledge about new products and services offered by Synergent.

**Speaker: Synergent Staff**

### FINANCIAL LITERACY FOR VOLUNTEERS

3:00 to 4:00 P.M. · Audience: Credit Union Volunteers

Federal credit union Board Members are required to comply with an NCUA regulation regarding financial literacy. Rule 701.4 Paragraph (b) (3) requires that "...Directors must have a working familiarity with basic finance and accounting practices, including the ability to understand the credit union's balance sheet and income statement and to ask, as appropriate, substantive questions of management and the internal and external auditor." This session will identify key components of the balance sheet and income statement; help participants to understand the risks associated with the various activities of the credit union; and focus on the credit union's internal control structure for limiting and controlling risk.



**Speaker: Mark Ayers, Macpage**

Mark has specialized in accounting and advisory services for credit unions for 30 years. He performs external as well as outsourced internal audits and facilitates strategic planning sessions. He is a member of the Association of Credit Union Internal Auditors and speaks regularly at seminars throughout the Northeast.



### SILENT AUCTION EXTENDED HOURS

Friday 11:00 A.M. to 5:30 P.M.

This auction is a huge success each year! Bid on items donated by credit unions and exhibitors with all proceeds to benefit

the 29th annual Maine Credit Unions' Campaign for Ending Hunger.

## Entertainment

### DENNIS WATKINS



Award-winning corporate magician and entertainer, Dennis is a third-generation magician, a classically-trained actor, and an acclaimed

theater artist. He will amaze you with his fresh, contemporary and absolutely mind-boggling show. Based in Chicago, Dennis performs in his long-running magic show *The Magic Parlour* at the Palmer House Hilton. He recently appeared in an episode of *Penn & Teller: Fool Us*.



### THE WATER COOLERS

This is the music and comedy group that *E! Entertainment Television* calls "the hottest ticket in town." The Water Coolers, made up of cast members from New York City's comedy clubs and Broadway productions, have entertained audiences around the world with their high-energy, uncommonly funny, authentic take on work and life.

## Silent Auction: Extended Bidding Time

Due to strong interest in the annual Silent Auction, an extended bidding time has been added. All Silent Auction items will be available for viewing and bidding throughout the day, beginning at 11:00 A.M. and ending at 5:30 P.M. Payment by winning bidders will take place from 6:00 to 7:00 P.M.

## CONVENTION FEES

### Make check payable to:

Synergent  
P.O. Box 1236  
Portland, Maine 04104

Complete the Registration Form and return to Member Services by mail, fax (773-0957) or e-mail to Susan Erlandson at [serlandson@mainecul.org](mailto:serlandson@mainecul.org).

**Registrations submitted electronically will be billed in May.**

### Banquet Seating

Seating for the evening banquet and entertainment will be assigned on a "first registered, first seated" basis. Meals and seating assignments cannot be guaranteed for individuals not registered by April 20, 2018. Please plan ahead to avoid problems. Individuals not registered by April 20 may not be seated with their credit union. The registration badge will be used to gain entrance into the exhibit area and banquet functions (including seating assignments). Attendance and seating at the evening festivities is for banquet and evening program registrants only.

## CANCELLATION POLICY

**No refund will be given after April 20, 2018. If a refund is necessary, please contact Linda Scott or Susan Erlandson at the League office prior to that date.**

### Note to Credit Unions:

Be sure to fill out the delegates' credentials form for your alternates and delegates in addition to this convention registration form.

## Registration Form/Convention Pricing

### 2018 Maine Credit Union League Convention

All attendees will be charged a registration fee. Additional fees apply for the evening banquet/entertainment and breakfasts.

Please print or type. One registrant (or couple) per form.

Credit Union \_\_\_\_\_

Check box if applicable:  Delegate  Alternate

Badge Name \_\_\_\_\_

**Registration Fee** (includes lunch) . . . . . **\$49**

### Choose One Lunch Option:

Delegate Lunch  Exhibit Hall Lunch  Not Attending Lunch

### I will also attend:

Friday Breakfast Buffet. . . . . \$20

Friday Night Banquet and Entertainment . . . . . \$75

Saturday Breakfast Buffet. . . . . \$20

Total \_\_\_\_\_

### Dietary Restrictions

Vegetarian  Gluten Free

Other (please specify) \_\_\_\_\_

Spouse/Guest Badge Name \_\_\_\_\_

**Registration Fee** (includes lunch) . . . . . **\$39**

### Choose One Lunch Option:

Delegate Lunch  Exhibit Hall Lunch  Not Attending Lunch

### Spouse/Guest will also attend:

Friday Breakfast Buffet. . . . . \$20

Friday Night Banquet and Entertainment . . . . . \$75

Saturday Breakfast Buffet. . . . . \$20

Total \_\_\_\_\_

### Dietary Restrictions

Vegetarian  Gluten Free

Other (please specify) \_\_\_\_\_

**Please return completed form prior to April 20, 2018**

# HOTEL REGISTRATION FORM

## PORTLAND AREA HOTELS

### Embassy Suites Portland

1050 Westbrook Street  
Portland, ME 04102  
775.2200 (4.5 miles)

### Hampton Inn Downtown

209 Fore Street  
Portland, ME 04101  
775.1454 (1 mile)

### Hilton Garden Inn Portland Waterfront

65 Commercial Street  
Portland, ME 04101  
780.0780 (0.8 miles)

### Hyatt Place Old Port

433 Fore Street  
Portland, ME 04101  
775.1000 (0.5 miles)

### The Portland Regency Hotel

20 Milk Street  
Portland, ME 04101  
774.4200 (0.6 miles)

### The Portland Harbor Hotel

468 Fore Street  
Portland, ME 04101  
775.9090 (0.4 miles)

### The Westin Portland Harborview

157 High Street  
Portland, ME 04101  
775.5411 (0.3 miles)

## SOUTH PORTLAND HOTELS

### Holiday Inn Express

303 Sable Oaks Drive  
South Portland, ME 04106  
775.3900 (6.3 miles)

### Courtyard Marriott

100 Southborough Drive  
South Portland, ME 04106  
253.5005 (6.8 miles)

### Portland Marriott at Sable Oaks

200 Sable Oaks Drive  
South Portland, ME 04106  
871.8000 (6.3 miles)

The list above is NOT a League endorsement of these hotels.

Each credit union is guaranteed one room at the Holiday Inn By The Bay until **March 7, 2018**. In order to reserve this room, please fill out the registration card below and mail or fax to Member Services at 773-0957 by the March 7 deadline.

Credit unions may contact the convention hotel anytime to make additional room reservations. The Holiday Inn By The Bay's phone number is 775-2311.

More rooms may be available after March 7 when the League's block of rooms is released to credit unions. These may be reserved by calling the hotel after March 7. Please note that on **April 17** any available rooms will be released to the general public and rates may be subject to change.

The card below is to be used on or before March 7, 2018.

## Hotel Registration Form

### 2018 Maine Credit Union League Convention

Please reserve accommodations from the group reservation block as follows. *Note: Limit one room per credit union.*

Credit Union \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

**Single or Double: \$159.00 per night**

**For Hotel Use Only**

Arrival Date \_\_\_\_\_

Conf. # \_\_\_\_\_

Departure Date \_\_\_\_\_

Number in Room \_\_\_\_\_

Date Rec/Made \_\_\_\_\_

Person Sharing Room \_\_\_\_\_

Check-in time after 4:00 P.M. · Check-out time 12:00 P.M.

Cancellation policy: 48 hour notice, or full rate charged

**Deadline: March 7, 2018**

Credit Card No. \_\_\_\_\_ Exp. \_\_\_\_\_

**Credit Union must provide hotel with copy of tax exempt certificate. Please include a copy with this registration card.**

*Any cancellations made with less than 48 hours notice will be charged the full room rate.*

Contact Linda Scott, Member Services, at the League office if you have any questions at 1-800-442-6715.

**Designation Form for Delegates and Alternates**

2018 Maine Credit Union League Convention

Each member credit union is entitled to send two Delegates and two Alternate Delegates to the Annual Meeting of the Maine Credit Union League on Friday, May 18, 2018 at the Holiday Inn by the Bay, Portland Maine.

Please complete this form to designate your two Delegates and two Alternates. Have the Chairperson/President or Secretary of your credit union sign the designation form, and return with your other convention forms by April 20, 2018.

*Note: In order to participate in all other convention activities (including breakfasts, evening banquet and entertainment), the Registration Form must be completed and fees submitted or billed.*

Credit Union \_\_\_\_\_

Delegate \_\_\_\_\_

Delegate \_\_\_\_\_

Alternate \_\_\_\_\_

Alternate \_\_\_\_\_

Signature \_\_\_\_\_

*Chairperson, President or Secretary*

**Please return completed form by April 20, 2018**

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Maine Credit Union League

800.442.6715 [MAINECUL.ORG](http://MAINECUL.ORG)