

# CONVENTIONEER'S ZENITH06 Newsletter

Last minute announcements & tips to enhance your ZENITH06 experience

## We look forward to seeing you in Cleveland at the ZENITH06, an entirely different kind of convention!

Thank you for registering to attend the Ohio Credit Union System's ZENITH06, April 20-21 at the Cleveland Convention Center (downtown on Lakeside Avenue). Since 1934, Ohio credit unions have met annually to discuss the business of the Ohio Credit Union League, celebrate our uniqueness as cooperative financial institutions, and learn better ways to serve our combined 2.7 million members.

### Convention redesign and rebirth

The Ohio Credit Union System has revamped the annual convention and expo and created ZENITH06 based on credit union attendees' comments and feedback about how to increase the event's value for you. The ZENITH06 has a new two-day, weekday-only format and will include new levels of education sessions, networking opportunities, evening entertainment, and more.

### First Thing: Stop by Registration Desk

Please visit the OCUS Registration Desk first to pick up your name badge, tickets, and pocket agenda. The OCUS Registration Desk is located in the North Coat Room, down the stairs from the Cleveland Convention Center's taxi ramp entrance. Your name badge is required to enter all ZENITH06 events.

### Please wear your name badge

ZENITH06 name badges are required to attend ALL activities and functions. Please wear your name badge at every event. Security may stop you if your name badge is not visible. Any event tickets you have purchased will be in your name badge holder, which you will receive at the registration desk. Please check your badge holder to make sure you received the correct tickets. A message board near the OCUS Registration Desk will provide a location for you to buy or sell event tickets.

### Ed Sessions: Something for everyone

The Ohio Credit Union System's annual convention is always the year's best value for professional and volunteer development and the ZENITH06 is no exception. Choose from a total of eight different education sessions offered on Thursday and Friday...

#### THURSDAY Ed Sessions

- Meeting the Challenge: Serving Members of Modest Means
- Avant-Garde Marketing to Reach New Peaks
- Scale the Lending Summit
- Directors: Climb to the Top of Your Game

#### FRIDAY Ed Sessions

- Hot Issues from a Regulator's Vantage Point
- Conquering Emerging Fraud
- You Can't Reach the Crest Alone: Leadership Through Teamwork
- Rebuilding the Apex When Disaster Fells the Mountain: A Disaster Simulation (*Attendees must commit to attend both morning and afternoon sessions.*)

### Famous NFL quarterback keynotes

Joe Theismann, NFL quarterback and two-time Super Bowl champion, will share his insight into the parallels between winning in football and in business during the Ohio Credit Union System's ZENITH06 Opening Spec-

tacular. Theismann will inspire attendees with thoughts on how to succeed under pressure — when it's "4th and 1" — and how to adapt quickly to unexpected situations — when you're faced with a "blitz" instead of a "zone." Following the opening session, which is sponsored by American Share Insurance, Theismann will be available for autographs in ASI's booth in the Expo Hall from 12:30-1:15 p.m.

### CEO & Board Chair Reception

CEOs and Board Chairs are invited to meet one-on-one with Expo Hall vendors in an exclusive reception on Thursday, April 20, at 4:30-6:30 p.m. A YELLOW name badge identifies CEOs and Board Chairs. CEOs and Board Chairs are welcome to bring one registered guest to the reception.

### Find 115+ Vendors in Expo Hall

The largest OCUS Expo Hall ever awaits you in Cleveland. The Hall opens at 12:15-2:30 p.m. on Thursday. Enjoy a free walk-around lunch compliments of the 16 Chapters of the Ohio Credit Union League. On Friday, listen to state and national regulators during the Regulatory Dialogue in the Expo Hall and enjoy "lunch on a stick" compliments of CUNA Mutual Group at 12:15 p.m. Meet vendors, register for prizes, and receive give-aways during Expo Hall hours.

### Check e-mail at NetCheck Center

Stay in touch with your e-mail messages during Expo Hall hours at the NetCheck Center, sponsored by Strunk & Associates. Internet

The idea behind the ZENITH06 logo ...



As part of the complete redesign, the Ohio Credit Union System's annual convention and expo has been given a new name — ZENITH. ZENITH means the top, the peak, the best — which aptly describes this premier Ohio credit union convention and expo hall. ZENITH will remain the name for the coming years, but the logo will be modified to highlight a unique feature of the host city. This year's logo highlights the Rock and Roll Hall of Fame and Museum which makes its home in Cleveland. The waves on the left-hand side of the logo represent the waters of Lake Erie. Enjoy your time in Cleveland!

## Thursday, April 20, at-a-glance schedule

7:00 p.m.-6:00 p.m.	Registration Desk open	2:45-4:15 p.m.	Afternoon Ed sessions
9:00-10:30 a.m.	Morning Ed sessions	4:30-6:30 p.m.	Private CEO & Chair Reception in Expo Hall
10:45 a.m.-12:15 p.m.	Opening Spectacular	8:00 p.m. - Midnight	Rock & Roll Spotlight
12:15-2:30 p.m.	Expo Hall First Glance & Luncheon		<i>Shuttle buses from hotels beginning at 7:45 p.m. every 15 minutes until 12:30 a.m.</i>

access is provided at the three NetCheck stations in the Expo Hall.

### Rock out at the Rock and Roll Spectacular

Prepare to take home tons of special memories from Thursday night's Rock 'n Roll Spotlight at Cleveland's famous Rock and Roll Hall of Fame and Museum. Corporate One Federal Credit Union is sponsoring this event complete with unlimited, private access to the museum's exhibits, hors d'oeuvres, beverages, and live music. Winners of Ohio's premier marketing, social responsibility, and financial education awards will be recognized during the event. Don't miss this outrageous night of music stardom.

### Thursday night shuttles to Rock Hall

Free shuttle buses will run on a continuous loop between the Marriott and Crowne Plaza to the Rock Hall approximately every quarter hour from 7:45 p.m. to 12:30 a.m. Shuttle pick-up and drop-off points are in front of the Marriott at Main St. between Rockwell and St. Clair and in front of the Crown Plaza main entrance on St. Clair Ave.

The Rock Hall has no parking on-site. Use the Rock Hall's valet parking, park at the Great Lakes Science Center Parking Garage or any other nearby lot, or ride the free shuttle buses from the two host hotels.

### Stop by for complimentary beverages

Complimentary coffee, tea, and lemonade will be available for attendees near the OCUS Registration Desk on Thursday morning from 8:00-9:30 a.m., courtesy of the OCUL Services Corporation. Enjoy a refreshment before that morning's education sessions.

### Guests: Discover Cleveland's attractions

A representative of the Cleveland Convention & Visitors Bureau will detail the city's many attractions, restaurants, shopping, and more for guests at an informational session at 9:00 a.m. on Thursday, April 20, in the Cleveland Convention Center.

### Commit to Outreach

Start Friday with a complimentary continental breakfast and energizing recommitment to credit union philosophy and outreach. Breakfast is available at 7:15 a.m. The first 100 attendees receive a free T-shirt. Everyone has a chance to win a digital camera and color photo printer.

## Awards presented at Thursday's Opening Spectacular

2006 PROFESSIONAL OF THE YEAR

**Jim Depue, CES Credit Union**

2006 VOLUNTEER OF THE YEAR

**Dick Bussa, DESCO Federal Credit Union**

2006 CHAPTER EFFECTIVENESS AWARD

**Central Ohio Chapter**

2006 CLAUDE CLARKE POLITICAL INSPIRATION AWARD

**AurGroup Financial Credit Union**

### Meet your regulators for a Q&A

Hear from state and national regulators about the latest developments and ask questions about new regulations and future plans during the Regulatory Dialogue on Friday at 10:45 a.m. to 12:15 p.m. in the Expo Hall. Featuring:

- NCUA Board Member Gigi Hyland,
- ODFI Acting Deputy Superintendent for CUs Kenneth Roberts,
- American Share Insurance President Dennis Adams.

### 2006 Annual Business Meeting

The Ohio Credit Union League's official business meeting will be held on Friday, April 21, from 2:30-3:30 p.m. in the Marriott Cleveland Hotel Salon E-H, located on the second floor. Doug Fecher, the 2005-2006 Chair of the Ohio Credit Union League and OCUS President Paul Mercer will review the accomplishments of 2005. The Chairs of OCUL Services Corporation, OCULAC/OCULPAC, Ohio Credit Union Foundation, and Ohio Credit Union Defense Coalition will also provide annual progress reports.

### Close with concert by Motown legends

The Ohio Credit Union System ZENITH06 will close with a Friday night concert celebrating

"The Magic of Motown." Mary Wilson of The Supremes and Martha Reeves of Martha Reeves and the Vandellas will take you back to the '60s as they perform together and entertain attendees with well-known hits such as "Baby Love," "Stop In the Name of Love," "You Can't Hurry Love," "Heat Wave," "Dancing in the Street," and more. Don't miss this once-in-a-lifetime concert.

### Help stock kids' hospital library

The Ohio Credit Union System's 8th Annual Convention Outreach Project will collect items for the patient entertainment library at Cleveland's Rainbow Babies and Children's Hospital. ZENITH06 attendees are asked to bring new books, CDs, DVDs, video games and video game cartridges to help stock the library. Items will be collected during registration hours at the colorful collection bookshelf at the ZENITH06 registration desk.

### Unused hotel rooms mean charges

Any hotel rooms that you have reserved but don't plan to use for the ZENITH06 should be cancelled immediately. If you fail to cancel your room at least seven days prior, your credit card will be charged one night's room and tax by the hotel.

### Directions & Parking

The Cleveland Convention Center is located at 500 Lakeside Avenue, at the corner of W. Mall Drive. Enter the Convention Center via the doors on the center's taxi ramp, located on W. Mall Drive

#### Directions to Marriott:

- Take I-71 North, which will become I-90 East.
- Merge onto US-422 West/OH-14 West/OH-8 West/OH-87 North via Exit 171B toward Ontario Street.
- US-422 West/OH-14 West/OH-8 West/OH-87 North becomes Ontario Street.
- Turn Right onto St. Clair St.
- The Marriott will be at the end of the block on the right. Turn right onto Public Square for the hotel's front driveway.

#### Directions to Crowne Plaza:

- Take I-71 North, which will become I-90 East.
- Merge onto US-422 West/OH-14 West/OH-8 West/OH-87 North via Exit 171B toward Ontario Street.
- US-422 West/OH-14 West/OH-8 West/OH-87 North becomes Ontario Street.
- Turn Right onto St. Clair St.
- The Crowne Plaza is on the corner of E. Sixth St. and St. Clair Ave. The hotel's front entrance is on St. Clair Ave.

## Friday, April 21, at-a-glance schedule

7:00 p.m.-2:30 p.m.	Registration Desk open	1:00-2:15 p.m.	Afternoon Ed sessions
7:30-8:45 a.m.	Revitalize Your Commitment Breakfast Rally	2:30-3:30 p.m.	OCUL Annual Meeting
9:00-10:15 a.m.	Morning Ed sessions	3:30-4:30 p.m.	Corporate One FCU Reception
10:15 a.m.-1:00 p.m.	Expo Hall Final Tour & Luncheon	4:30-5:00 p.m.	Corporate One FCU Annual Meeting
10:45 a.m.-12:15 p.m.	Regulatory Dialogue in Expo Hall	7:15-11:00 p.m.	Banquet & Magic of Motown concert