

ZENITH NEWSLETTER

PLAN YOUR ADVENTURE



SEE YOU IN CINCINNATI!

We are thrilled to have you as part of this year's Ohio Credit Union League ZENITH10 ... where credit unions connect. At ZENITH, you'll connect with credit union peers, ideas and information, business partners, compliance information, credit union philosophy, thought leaders, regulatory officials, and more.

ZENITH is crafted to address the issues and concerns that Ohio credit union leaders are wrestling. In two days, you'll talk to, learn from, and collaborate with some of the nation's brightest minds on the latest ideas and issues. You'll return to your credit union with strategies for growing, innovating, and implementation.

Registration

When you arrive at ZENITH, visit the Registration Lounge, located on the third floor of the Duke Energy Convention Center, to pick up your name badge and pocket agenda. As in past years, participants will use walk-up computer stations to check in and print their name badges.

Staff of the Ohio Credit Union League will be on-hand to assist you. Complimentary coffee, lemonade, and water are available, courtesy of CO-OP Financial Services. And, pick up your pennant for the morning's Welcome Rally to celebrate the finale of the 2010 Ohio Credit Unions: Marching Miles for Miracle Kids.

Wear Your Name Badge

ZENITH10 name badges are required to attend all activities and functions, except the Ohio Credit Union League and Corporate One FCU annual meetings. Please wear your name badge to every event, including Thursday evening's party. Security may ask to see your badge if it is not visible.

OCUL Annual Meeting

The Ohio Credit Union League's official annual business meeting is Friday, April 16, at 10:00 a.m. in the Duke Energy Convention Center's Grand Ballroom B. The League's annual meeting is coupled with a special keynote speaker discussing the practices of love-based leaders.

Expo Hall Filled with Vendors

Vendors eagerly await you in the Expo Hall. On Thursday, enjoy a complimentary "walk around" lunch, sponsored by CUNA Mutual

AT-A-GLANCE SCHEDULE

Thursday, April 15

8:00 a.m. - 3:00 p.m.
Registration Lounge Open

9:00 - 9:30 a.m.
Welcome Rally-Marching Miles Finale

9:40 - 11:30 a.m.
Inspiration Breakout Sessions

11:30 a.m. - 12:30 p.m.
Private Reception for CEOs,
Board Chairs & Exhibitors

11:40 a.m. - 12:30 p.m.
Concurrent Inspiration
Breakout Sessions
DE Reception

12:30 - 2:00 p.m.
Expo Hall Grand Opening & Lunch

2:00 - 3:15 p.m.
Thursday Grand Session

3:30 - 4:30 p.m.
Corporate One FCU Annual Meeting

5:30 - 8:00 p.m.
Sponsor Suites

7:30 - 11:30 p.m.
Kick-Back Ranch Party

Friday, April 16

8:30 a.m. - 2:30 p.m.
Registration Lounge Open

8:30 - 9:40 a.m.
Regs & Eggs:
Morning Mingle with Regulators

9:00 - 10:00 a.m.
Talking Business in the Expo Hall

10:00 - 11:30 a.m.
Friday Grand Session &
Ohio Credit Union League
Annual Meeting

11:30 a.m. - 1:00 p.m.
Expo Hall Finale & Lunch

1:00 - 1:50 p.m.
Peer-to-Peer Round Robin
Information Sessions
Speed Networking

2:00 - 3:50 p.m.
Inspiration Breakout Sessions

4:00 - 4:25 p.m.
Rally for Credit Union Champion
Steve Chabot

See you in Cincinnati, April 15-16!

KEYNOTE SPEAKERS

Thursday Grand Session

Kiss Theory Good Bye:



Move Beyond Theory to Doing

Tired of management theory? Looking for proven strategies and tactics that can be implemented immediately with positive results?

Direct and straightforward, Bob Prosen will explain how to consistently achieve extraordinary results in leadership, sales effectiveness, operational excellence, financial management, and customer loyalty. Hear how to beat your competition and lock in member loyalty, reduce costs while increasing quality, react less and have more time to plan, and make your credit union run more smoothly. Bob Prosen, author of *Kiss Theory Good Bye* and CEO of The Prosen Center for Business Advancement, is nationally recognized as the business expert who helped AT&T, NCR, Hitachi Data Systems, Sabre, Sprint, and Data Return Corporation achieve unprecedented financial and operational success.

Sponsored by: Corporate One FCU

Friday Grand Session

Love Leadership: The New



Way to Lead in a Fear-Based World

Our current environment is wracked by fear, the "ultimate prosperity killer." As an alternative, John Hope Bryant believes that, as unlikely as it seems, the best way to get ahead is by determining what you have to give to a world seemingly obsessed with, "What do I get?" Bryant will share the lessons and practices of love-based leaders. Love Leadership recognizes that you want to do well in life, but also suggests that the best way to do so and achieve true wealth over the long term is by doing good, and you'll never be wrong doing right. Reinvigorate your credit union spirit by examining how the credit union philosophy aligns with this successful business perspective. John Hope Bryant, author of *Love Leadership* and Founder, Chairman, and CEO of Operation HOPE, has shared the stage with Archbishop Desmond Tutu and been lauded by the past four U.S. Presidents. Bryant is a dedicated advocate of financial literacy and its ability to empower, especially among the lower income.

Sponsored by:
Chapters of the Ohio Credit Union League

Kickin' Back Ranch Party

After a long day, unwind at the Cadillac Ranch during the Kick Back Ranch Party and enjoy the restaurant's rock 'n' roll-inspired atmosphere, with plenty of room for conversing, food and drinks, music, and dancing.

Get your blood pumping and fill the dance floor to the tunes of GROOVE DOCTOR. The versatile party band will play a unique lineup of classic rock, funk, blues, and country covers sure to keep you dancing all night. Enjoy the tunes of AC/DC, Bon Jovi, Wild Cherry, ZZ Top, and everything in between.

For added excitement, grab the bull by the horns and take a turn on the mechanical bull. See how long you can last before being "bucked off," and who will take home bragging rights.

The Cadillac Ranch is conveniently located a few blocks northeast of the hotel, and within walking distance. Complimentary shuttle service will be provided. The shuttle will pick up and drop off from the Hyatt Regency Cincinnati valet station and the Cadillac Ranch every 15 minutes from 7:15-11:45 p.m.

BRING YOUR NAME BADGE.

Regs & Eggs:

Morning Mingle with Regulators

Meet the new National Credit Union Administration (NCUA) Chairman and the



Superintendent and Acting Deputy Superintendent of the Ohio Division of Financial Institutions (ODFI) on Friday morning. Talk one-on-one with state and federal regulatory officials during this 70-minute breakfast event. For 40 minutes, regulators will mingle with attendees for maximum accessibility. During the final 30 minutes, they will share detailed insight into their priorities for 2010. They will explain the main concerns and focuses of their examiners and other issues of interest. This event will be held in the Hyatt's Regency Ballroom A-C on the third floor.

Special Guests:

- Debbie Matz, Chairman of the NCUA
- John Reardon, Superintendent of the ODFI
- Mike Wettrich, Acting Deputy Superintendent of the ODFI
- Mary Martha Fortney, President/CEO of the National Association of State CU Supervisors

Group. Get your first look at the exhibits, and learn about new products and services for your credit union from dozens of national vendors. On Friday, early-risers will enjoy a 60-minute opportunity to meet with vendors over a cup of coffee, sponsored by Harland Clarke. A final complimentary walk-around lunch, sponsored by OCUL Services Corporation, provides the perfect chance for last-minute conversations with vendors.

Register throughout the two days for prizes given away by exhibitors. The names of the winners will be displayed at each individual booth during the last 30 minutes of hall hours on Friday.

Play Vendor Bingo, and be entered to win \$250. Pick up a bingo card at booth #100. Return completed cards to booth #100 by Friday at 12:30 p.m. The winner will be announced at the expo hall entrance on Friday at 12:45 p.m. Must be present to win.

Private Reception for CEOs, Board Chairs, and Exhibitors

A wild success last year, the Private Reception for CEOs, Board Chairs, and Vendors is held away from the expo hall. The reception-style setting provides credit union decision makers a chance to mingle with vendors in an atmosphere conducive to conversation and networking. Every participant will receive a free gift for attending.

Stop By the Thursday Evening Sponsor Suites

ZENITH participants are welcome to stop by the two company Sponsor Suites, sponsored by ATM Solutions and Hamilton Safe Products Company, for light refreshments and to learn more about the companies' products and services. Suites are located in the Hyatt Regency Columbus. Suite room numbers will be posted in the lobby on Thursday evening.

Dazzling Array of Session Topics

Choose from dozens of Inspiration Session topics offered on Thursday and Friday. Whether you are a CEO, board volunteer, or compliance, operations, or technology professional at a credit union, ZENITH has tons to offer you.

Inspiration Breakout Sessions are available in two learning style formats. The "Sky High" perspective provides a broad and brief overview on a selection of topics in 20-minute sessions. The "Deep Dive" perspective delves deeper into more specific issues and examines them intensely in 50-minute sessions.

ZENITH participants will receive one-page sessions synopses handouts that summarize presenters' main points. All presentations will be available on the Ohio Credit Union League's Web site following ZENITH. The streamlined handouts diminish the paper consumption and ecological impact of ZENITH.

Thursday, April 15

Sky High Sessions 20-Minute Overview Sessions

9:40-10:00 a.m.	10:10-10:30 a.m.	10:40-11:00 a.m.	11:10-11:30 a.m.
CU's Are Something Special! Let's Celebrate - Large Market CU Perspective Junior Ballroom C	Capturing the Entire Small Business Relationship Junior Ballroom A	CU's Are Something Special! Let's Celebrate - Smaller Market CU Perspective Junior Ballroom C	Capturing the Entire Small Business Relationship Junior Ballroom A
Making the Overdraft Controversy Irrelevant Junior Ballroom D	Giving Young People a Voice in the Financial World Junior Ballroom B	Making the Overdraft Controversy Irrelevant Junior Ballroom D	Giving Young People a Voice in the Financial World Junior Ballroom B

Deep Dive Sessions 50-Minute Exploratory Sessions

9:40-10:30 a.m.	10:40-11:30 a.m.
Overdraft Opt-In & Reg E: Protecting Your CU (1 of 2) Room 233	Overdraft Opt-In & Reg E: Protecting Your CU (2 of 2) Room 233
Compliance Checklist for Credit Unions Room 236	Compliance Checklist for Credit Unions Room 236
Overcoming Barriers to Idea Implementation Room 237	Overcoming Barriers to Idea Implementation Room 237
Status of Corporate Credit Union System Room 238	

Friday, April 16

Sky High Sessions 20-Minute Overview Sessions

2:00-2:20 p.m.	2:30-2:50 p.m.	3:00-3:20 p.m.	3:30-3:50 p.m.
Design Thinking Strategy Junior Ballroom C	Community Partnerships to Connect Younger Generations to Your CU Junior Ballroom B	Design Thinking Strategy Junior Ballroom C	Community Partnerships to Connect Younger Generations to Your CU Junior Ballroom B
Opportunities for Back Office Operations Junior Ballroom D		Opportunities for Back Office Operations Junior Ballroom D	

Deep Dive Sessions 50-Minute Exploratory Sessions

2:00-2:50 p.m.	3:00-3:50 p.m.
Bank Secrecy Action Medallion Certification (1 of 2) Room 236	Bank Secrecy Action Medallion Certification (2 of 2) Room 236
Restructuring Members' Troubled Debt Room 237	Restructuring Members' Troubled Debt Room 237
Principles and Pay-It-Forward Press Room 238	Principles and Pay-It-Forward Press Room 238

See you in Cincinnati, April 15-16!

Rally for Credit Union Champion Steve Chabot



During his 14 years in Congress, Steve Chabot was a true credit union champion and ardent supporter of legislation benefiting the Movement. Chabot is seeking to regain his seat representing the 1st District in Cincinnati. Let's send him off on the campaign trail to be re-elected to once again fight for credit unions in Congress. Join us for

this lively celebration of a true credit union hero on Friday, April 16, at 4:00 p.m. before you head home.

Fourth Annual Marching Miles

Credit union staff, volunteers, and members are marching more than 170 miles in a relay from the Columbus suburb of Dublin to the Duke Energy Convention Center in Cincinnati to raise \$100,000 for the Children's Miracle Network. The March began March 28 and concludes April 15 at ZENITH10.

Support the March by:

- Making a contribution at the Children's Miracle Network booth (#108).
- Donating online at www.MarchingMiles.com.
- Donating \$10 by texting "Ohio Kids" to 85944. Make sure to select "yes" to confirm your donation. Donate up to three times.

Speed Networking

Get to know several of your credit union peers during this organized networking session. In

this facilitated one-on-one setting, you'll discuss ideas, issues, successes, and thoughts with leaders from credit unions of similar asset sizes.

Round Robin Peer-to-Peer Information Sessions

Your Ohio credit union peers will share the successes they've experienced in various realms by taking advantage of the solutions and resources available from the Ohio Credit Union League. Stop by the brief 20-minute information sessions on:

- Member Business Lending the Smaller-Market CU Way
- Financial Counseling as a Basic Member Service
- MoneyAndStuff.info: Reaching Out to Youth Through Financial Education
- Leveraging Cooperation to Meet Compliance Burdens
- Generating Results by Creating Member Loyalty
- Attract and Retain Younger Members with New Student Lending Program
- Shopping for Autos Online: Your Members Are There; Are You?
- Membership Has Its Privileges - Dell Member Discount Program
- Combatting Predatory Lending with the StretchPay Solution

Winners of Statewide Awards

Winners of the 2010 Ohio Credit Union League's Leadership Recognition Awards, the state's premier awards for leadership, political action, youth financial education, social responsibility, philosophy, and marketing, will be presented with their honors during the Thursday and Friday Grand Sessions.

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2010 Premier Sponsors



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