





# 11th Annual CUNA CFO Council Conference

# AN AGENDA FOR YOU

**From an address on the state of credit union politics and legislation to a unique evening at the Russian Embassy, the 11th Annual CUNA CFO Council Conference and Roundtable offers a solid return on your investment.**

## SUNDAY, MAY 15

- 7:30 - 8:30 a.m. PRE-CONFERENCE WORKSHOP  
REGISTRATION
- 7:30 - 8:00 a.m. CONTINENTAL BREAKFAST
- 8:00 - 9:30 a.m. PRE-CONFERENCE WORKSHOP, PART 1:  
**Massage Therapy: Achieving Better Results Through Effective ALM Model Back Testing**  
*John R. Molenda, Jr., CFO, Sandia Area FCU, Albuquerque, NM*
- 9:30 - 9:45 a.m. NETWORKING BREAK
- 9:45 - 11:00 a.m. PRE-CONFERENCE WORKSHOP, PART 2:  
**Best Practices in Conducting Your Own Core Deposit Study**  
*John R. Molenda, Jr., CFO, Sandia Area FCU, Albuquerque, NM*
- Noon - 5:30 p.m. INTERNET CAFÉ
- 12:15 - 5:45 p.m. GOLF TOURNAMENT – Old Hickory Golf Club, Woodbridge, VA
- 3:00 - 6:00 p.m. CONFERENCE REGISTRATION
- 6:30 - 8:30 p.m. WELCOME RECEPTION

## MONDAY, MAY 16

- 7:30 a.m. - 4:00 p.m. REGISTRATION
- 7:30 - 8:15 a.m. BREAKFAST
- 7:30 a.m. - 4:30 p.m. INTERNET CAFÉ
- 8:15 - 9:00 a.m. WELCOME AND OPENING GENERAL SESSION  
**Keynote Address**  
*JoAnn Johnson, Board Chairman, NCUA, Alexandria, VA*  
As Board Chairman for NCUA, Ms. Johnson oversees all aspects of the agency. During her keynote address, Ms. Johnson will provide an overview of current NCUA activities as well as a briefing on future endeavors. Plus, there will be a segment where you'll be able to ask your own questions and hear her responses first hand.
- 9:00 - 9:15 a.m. NETWORKING BREAK
- 9:15 - 10:30 a.m. BREAKOUT SESSIONS  
**Advanced Investment Portfolio Strategies**  
*Chris Thomas, SVP/Partner and Steve Coale, Managing Director/Partner, Amherst Securities Group, L.P., Houston, TX*

- 10:30 - 10:45 a.m. **How to Measure Branch Profitability**  
*Peri Pierone, VP Vertical Markets, SRC Software, Portland, OR*
- 10:45 a.m. - Noon **Leadership Skill Development**  
*Steve Ahlberg, Captain, USN Retired, Principle Consultant, Extreme Arts & Sciences, Eugene, OR*
- Noon - 12:15 p.m. **Liquidity Management Strategies**  
*Jim Eibel, VP, Federal Home Loan Bank, Indianapolis, IN*
- 12:15 - 1:30 p.m. NETWORKING BREAK
- 1:30 - 2:45 p.m. BREAKOUT SESSIONS (Repeated)
- 2:45 - 3:00 p.m. COMMUNICATION BREAK/ INTERNET CAFÉ
- 3:00 - 4:15 p.m. MEMBERSHIP RECOGNITION LUNCHEON
- 3:00 - 4:15 p.m. MINI WORKSHOP: A – Part I  
**The Economics of Indirect Lending — You May Be Surprised!**  
*Brian Coté, CFO, China Trust Bank, Torrance, CA*
- 3:00 - 4:15 p.m. MINI WORKSHOP: B – Part I  
**The Latest in ALM Modeling**  
*Emily Moré Hollis, President, ALM First Financial Advisors, LLC, Dallas, TX*
- 5:30 p.m. NETWORKING BREAK
- 5:30 p.m. MINI WORKSHOP: A – Part II  
**The Economics of Indirect Lending — You May Be Surprised!**
- 5:30 p.m. MINI WORKSHOP: B – Part II  
**The Latest in ALM Modeling**
- 5:30 p.m. SOCIAL EVENT

**Enjoy a unique experience usually only afforded ambassadors and heads of state!** Travel with us to the Russian Embassy where you'll enjoy a cocktail reception, featuring Russian fare along with dinner and traditional Russian music and dancing. The setting is lavish; the rooms are ornate; the food is exquisite, the entertainment exciting and wonderful! It will be a once-in-a-lifetime experience that you'll never forget!

## TUESDAY, MAY 17

- 7:30 - 8:15 a.m. REGISTRATION
- 7:30 - 8:15 a.m. BREAKFAST
- 7:30 a.m. - 4:30 p.m. INTERNET CAFÉ

# ference & Roundtable R SUCCESS

JoAnn Johnson, NCUA Chairman, highlights this year's opening general session. And, we've opened the doors to the once secret Russian Embassy for a high-level social event like no other. Special learning tracks and breakout sessions all add up to training budget monies well-spent. Register today!



8:15 - 9:00 a.m.

## GENERAL SESSION

### The State of Credit Union Politics and Legislation

*Dan Mica, President/CEO, Credit Union National Association, Washington, D.C.*

As president of the largest credit union trade association, Dan Mica is a recognized leader in the efforts to protect and support our nation's credit unions. Get up-to-the-minute information directly from the best-informed source in our industry of what is going on in the political and legislative arenas on the national level.

2:45 - 3:00 p.m.

3:00 - 4:15 p.m.

economy, and your love life? (Okay, we are stretching a bit.) Two brilliant economists will duel it out with sometimes conflicting interpretations about what the future holds. Enjoy the interchange, perceptions, and analysis.

## NETWORKING BREAK

### ROUNDTABLE DISCUSSION

Join fellow CFOs in open discussions of relevant topics of the day. Learn from others as ideas and solutions are shared. Scott Waite, SVP/CFO of Patelco Credit Union and other members of the CUNA CFO Executive Committee will facilitate the roundtable.

9:00 - 9:15 a.m.

## NETWORKING BREAK

9:15 - 10:30 a.m.

## BREAKOUT SESSIONS

### How to Employ Hedging with Derivatives to Mitigate Risk

*Christina Brown, CFO, Xerox FCU, El Segundo, CA and Jim Hayes, SVP Development & Marketing, WesCorp, San Dimas, CA*

### The Latest in Accounting Rules and Regulations

*Jeff Mahoney, Counsel to the Chairman, George Batavick, Board Member, FASB, Norwalk, CT, and Scott Waite, SVP/CFO, Patelco CU, San Francisco, CA*

### The Latest in Regulatory Requirements

*Mary Dunn, SVP and Associate General Counsel, Credit Union National Association, Washington, D.C.*

### Are Self-Insured Medical Plans and Health Savings Accounts Right for You or Your Credit Union?

*Mike Kohl, Employee Benefits Consultant, CEBS, REBC, CUNA Mutual Group, Dallas, TX*

10:30 - 10:45 a.m.

## NETWORKING BREAK

10:45 a.m. - Noon

## BREAKOUT SESSIONS (Repeated)

Noon - 12:15 p.m.

## COMMUNICATION BREAK

## INTERNET CAFÉ

12:15 - 1:30 p.m.

## NETWORKING LUNCH

1:30 - 2:45 p.m.

## SPECIAL GENERAL SESSION

### Dueling Economists

*Dr. Don Ratajczak, Consulting Economist, Morgan Keegan & Company, Regent's Professor of Economics Emeritus, Georgia State University and Dr. Bill Hampel, SVP and Chief Economist, Credit Union National Association, Washington, D.C.*

Need to know the future trends in interest rates, loan demand, deposit growth, the

## WEDNESDAY, May 18

7:30 - 8:30 a.m.

## BREAKFAST

7:30 - 10:00 a.m.

## INTERNET CAFÉ

8:30 - 10:15 a.m.

### Learning Track: A Fee Income — Analyses, Opportunities and Strategies

*Chip Filson, President, Callahan and Associates, Washington, D.C.*

### Learning Track: B

### The Pros and Cons of Offering Business Services: A Panel Discussion

*Ralph Reardon, SVP/CFO, Coastal FCU, Raleigh, NC, Jean Faenza, President/CEO Business Partners, LLC, Chatsworth, CA and Bob Lehman, Manager of Business Banking, Corporate Banking Operations, Ent FCU, Colorado Springs, CO*

10:15 - 10:30 a.m.

## NETWORKING BREAK

10:30 - 11:30 a.m.

## CLOSING GENERAL SESSION

### Winning in Overtime

*Mark Adams, President, EnthusiAdams, Inc., Springboro, OH*

In this fun and interactive presentation, former college basketball coach and current ESPN analyst Mark Adams will give you the same thing every coach ever wanted: an unfair advantage. By focusing on the importance of developing a good game plan, building quality relationships, and executing the fundamentals, Mark will help you and your team find success!

## Pre-conference Workshop

SUNDAY, MAY 15, 8:00 - 9:45 a.m.

### Part 1: Massage Therapy — Achieving Better Results Through Effective ALM Model Back Testing

John R. Molenda, Jr., CFO, Sandia Area FCU, Albuquerque, NM

The topics of back testing and model validation have become increasingly important. With interest rates on the rise, regulators are becoming more stringent on institutions that are not back testing their ALM models. Institutions currently find themselves in a very good economic environment in which to test past assumptions using current financial results. This session will take a close look at a model validation through back testing in a "best practices" type of environment. Emphasis will be placed upon testing previously generated "most likely" rate scenarios as compared to the actuals experienced during the various forecast cycles. Variances will be drilled down from the macro level to the assumptions level and will be compiled in 3-, 6-, 9-, and 12-month timeframes. Suggestions will include various reports which should be saved in current periods to then be used in future periods as the basis for back testing.

### Part 2: Best Practices in Conducting Your Own Core Deposit Study

John R. Molenda, Jr., CFO, Sandia Area FCU, Albuquerque, NM

One of the most significant changes in financial institutions' balance sheets over the past several years has been the influx of non-maturity deposits accounts. This session will help attendees understand how to perform a core deposit study in a "best practices" manner. Analytics will concentrate on how to model underlying cash flows. An emphasis is placed upon compiling the best core deposit study possible with limited data criteria.

## Keynote Speaker

MONDAY, MAY 16, 8:15 - 9:00 a.m.

JoAnn Johnson, Board Chairman, NCUA, Alexandria, VA



JoAnn Johnson

President George W. Bush nominated Senator Johnson to a seat on the Board November 27, 2001 and named her Chairman effective May 3, 2004. She was confirmed by the Senate March 22, 2002, and had served as NCUA Board Vice Chair since January 2003. Chairman Johnson is a former educator, athletic coach and community activist. She was elected to office in 1994 and chaired both the Iowa Senate Commerce Committee and Ways and Means Committee before resigning to join NCUA.

## General Session

TUESDAY, MAY 17, 8:15 - 9:00 a.m.

### The State of Credit Union Politics and Legislation



Dan Mica

Dan Mica, President/CEO, Credit Union National Association, Washington, D.C.

As president of the largest credit union trade association, Dan Mica is a recognized leader in the efforts to protect and support our nation's credit unions. Get up-to-the-minute information directly from the best-informed source in our industry of what is going on in the political and legislative arenas on the national level.

## Special General Session

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Dr. Don Ratajczak, Consulting Economist, Morgan Keegan & Company, Regent's Professor Economics Emeritus, Georgia State University and Dr. Bill Hampel, SVP and Chief Economist, Credit Union National Association, Washington, D.C.



Dr. Don Ratajczak



Dr. Bill Hampel

Need to know the future trends in interest rates, loan demand, deposit growth, the economy, and your love life? (Okay, we are stretching a bit.) Two brilliant economists will duel it out with sometimes conflicting interpretations about what the future holds. Enjoy the interchange, perceptions, and analysis.

## Closing Session

WEDNESDAY, MAY 18, 10:30 - 11:30 a.m.

### Winning in Overtime

Mark Adams, President, EnthusiAdams, Inc., Springboro, OH



Mark Adams

One of the most sought after motivational speakers and business educators in America, Mark Adams is a professional communicator who helps people from all walks of life be more successful. His background as a former championship basketball coach and now as a successful businessman and color analyst on ESPN and FoxSportsNet has given him a unique view of what it takes to lead sales, customer service and management/leadership training teams through better communication and coaching strategies.

## Social Event: An Evening at the Russian Embassy

MONDAY, MAY 16, 5:30 p.m.

Perched above Georgetown sits on what was once one of the most secretive compounds in Washington — *The Embassy of the Russian Federation*. Until recently, the former Soviet Union and its Embassy were shrouded in secrecy. Today, Russia and the United States are friends and their Embassy is open for you to enjoy this very special evening. Vodka and caviar bars set the tone for your Russian dining experience, which concludes with spirited Russian dancers. Join us on Monday evening for a unique event you will not want to miss!



## Golf Outing

SUNDAY, MAY 15, 12:15 - 5:45 p.m.

**Old Hickory Golf Club** — Keeping with tradition, the conference will again feature

our golf tournament. The tournament, open to all attendees and their guests, is scheduled for the afternoon of Sunday, May 15. The Old Hickory Golf Club will host this year's event on the 7,190-yard, Par-72 Championship Course. Designed by architect Tim Freeland, who previously worked for the design firm of golf legend Gary Player, the classic parkland design features rolling terrain and wide fairways cut through mature hardwoods. Cost for each attendee is \$95; guests can play for \$145. This includes green fees, golf cart, transportation to and from the course and lunch. Club rental is extra.



Credit Union National Association  
P.O. Box 431  
Madison, WI 53701-0431



**Get a solid return on  
your training budget.**

**Register today!**

# **A CAPITOL INVESTMENT**

**11th Annual CUNA CFO Council Conference & Roundtable**  
CAPITAL HILTON • WASHINGTON, D.C. • MAY 15-18, 2005