



# NATIONAL COUNCIL OF POSTAL CREDIT UNIONS 35<sup>TH</sup> ANNUAL CONFERENCE & STRATEGY SUMMIT

# Tampa Florida



APRIL 29 - MAY 1, 2018

• RENAISSANCE TAMPA INTERNATIONAL PLAZA HOTEL

NCPCU.ORG

## → *What is* THE STRATEGY SUMMIT? ←

Every year when NCPCU gathers for our Annual Conference, we have a unique opportunity to tailor the program and discussion to what is—or should be—top-of-mind for postal credit union leaders.

For 2018, we've created the Strategy Summit, a program laser-focused to help your credit union anticipate and adapt to current challenges. As a participant, you'll take back to your credit union actionable strategies to create sustained growth and viability.

Take a look at some of the highlights of this year's Strategy Summit. Then, sign up today to join us in Tampa.



Learn how to create a business plan for your credit union that fosters loyalty with existing members and attracts new members



Find out what's worked and what hasn't for your peers by engaging in a moderated roundtable discussion



Keep your credit union's message on target with lending and marketing strategies that resonate with a multi-generational membership



And, a special guest from the United Kingdom shares with us how his credit union serves its postal members



Hear an update from a nationally-featured economist about how tax reform will impact jobs, spending and your credit union



Leave NCPCU's Annual Conference and Strategy Summit feeling inspired, energized and with a renewed sense of purpose...

# Conference Agenda

## SUNDAY, APRIL 29, 2018

6:30 am – 1:30 pm	Optional Event: Networking Golf Outing at Westchase Golf Club (pre-registration required)
1:30 pm – 5:30 pm	Conference Registration
2:30 pm – 4:30 pm	Bank Secrecy Act (BSA) Training Session
5:30 pm – 7:00 pm	Welcome Tampa Buffet Dinner

## MONDAY, APRIL 30, 2018

8:00 am – 8:45 am	Breakfast
9:00 am – 10:30 am	Update from Postal Headquarters
10:30 am – 10:45 am	Refreshment Break
10:45 am – 12:00 pm	Economic Update
12:00 pm – 1:00 pm	Delegate Networking Luncheon
1:00 pm – 2:15 pm	Lending & Marketing Across Generations: Keep Your Message on Target
2:15 pm – 3:30 pm	Focused Roundtable Session & UK Guest Speaker
5:30 pm - 8:30 pm	Optional Event: Whiskey Joe's Beach Party

## TUESDAY, MAY 1, 2018

8:00 am – 8:45 am	Breakfast
9:00 am – 10:30 am	Disaster Recovery: Lessons Learned
10:30 am – 10:45 am	Refreshment Break
10:45 am – 12:00 pm	Business Development: Creating Loyalty and Finding New Ways to Attract Members
12:00 pm – 1:00 pm	Delegate Networking Luncheon
1:00 pm – 1:30 pm	NCPCU Annual Business Meeting & Conference Conclusion

## FEATURED SPEAKERS



**Bryn Conway**, award-winning marketing expert, will share lending strategies to keep your credit union's message on target across all generations. As a former credit union executive, she has more than 15 years of experience in strategic planning, brand development, PR, retail delivery and the member experience.



**Julie Ferguson's** passion and energy for helping credit unions began at First Tech CU where, as Business Development Manager, she grew SEGs from 0 to 15,000 members in seven short years. She started JRF Consulting to share her successful business development strategies with credit unions around the country.



**Roger Tutterow, PhD** analysis of the economic, business and political environments have been featured frequently in a variety of national and state media. He has served as a consultant on financial economics and statistical modeling for corporate clients ranging from Fortune 500 companies to closely held businesses.



## BONUS BSA TRAINING

Back by popular demand, this year's program also includes a Bank Secrecy Act session to satisfy the annual BSA training requirement for credit union management and directors.



## MONDAY NIGHT EVENT

### WHISKEY JOE'S BEACH PARTY (OPTIONAL)

Join the group for a party on the beach! Whiskey Joe's is located on private land that extends into the water, offering incredible access to the waterfront. Guest will enjoy warm tropical breezes, white sands, cold drinks, delicious grub and a fantastic view of the sunset.





# Conference Details

## → CONFERENCE HOTEL

Renaissance Tampa International Plaza Hotel  
4200 Jim Walter Blvd, Tampa, FL 33607  
Room Reservations: 1-800-468-3571  
NCPCU Room Rate: \$209 per night

Rooms in the NCPCU block are available on a first-come, first-served basis. Make room reservations by calling the number listed above.

The conference hotel is just steps away from the International Plaza shops and restaurants and 10 minutes from the Tampa International Airport.

## → HOTEL SHUTTLE & PARKING

The Renaissance Tampa International Plaza Hotel offers a complimentary shuttle to and from the Tampa International Airport. When you arrive at baggage claim please call the hotel at 1-813-877-9200 and ask for the front desk to receive instructions for shuttle pick-up. The hotel also offers complimentary self-parking and charges \$23/day for valet parking. Car rental discounts are available on the Annual Conference page of the [www.ncpcu.org](http://www.ncpcu.org) website.

## → REGISTER EARLY & SAVE!

NCPCU Member Delegate by March 9, 2018	\$775
NCPCU Member Delegate after March 9, 2018	\$825
Non-Member Delegate by March 9, 2018	\$875
Non-Member Delegate after March 9, 2018	\$925
Spouse/Guest Program	\$269
Optional Golf Outing	\$110
Optional Whiskey Joe's Beach Party	\$120

## SPOUSE/GUEST PROGRAM

Register your spouse/guest to attend the Welcome Buffet Dinner, breakfasts and the Tampa Water & Wheel Tour and lunch at the famous Colombia Restaurant. Guests are also welcome to sign up for the optional golf outing on Sunday and Whiskey Joe's Beach Party and Dinner on Monday evening.



### QUESTIONS?

Contact us at (858) 792-3883  
or email [ncpcu@ncpcu.org](mailto:ncpcu@ncpcu.org)

### SPECIAL ACCOMMODATIONS

If you require special accommodations to fully participate or have special dietary needs, please email a detailed description of your needs before the conference to [ncpcu@ncpcu.org](mailto:ncpcu@ncpcu.org).

### CANCELLATION POLICY

To cancel a registration, send written notice no later than April 2 for a full refund. After April 2, no refunds will be made for cancellations, however substitutions are welcome.