



**7<sup>th</sup> ANNUAL**  
**CREDIT UNION**  
**CONFERENCE**

**Sept. 26-28**  
**2016**

**Gaylord National • Washington D.C.**

Learn From the Credit Union Experts  
Ideal for Supervisory Committees •  
Boards of Directors • Internal Auditors

 **Doeren  
Mayhew**  
CPAS AND  
ADVISORS

**OCM&Co**  
CPAS AND ADVISORS  
A DoerenMayhew Firm

# REGISTRATION & ACCOMODATIONS

## Gaylord National Resort

The Gaylord National is a spectacular waterfront resort with a stunning 19-story glass atrium and sweeping views of the Potomac River. A short 8 miles south of the nation's capital, the resort is only steps away from National Harbor's premier entertainment and shopping district.

The hotel is located at 201 Waterfront St., National Harbor, MD 20745.



## Hotel Reservations

Participants are responsible for making their hotel reservations directly with the hotel by calling 301.965.4000 or reserving them online at [aws.passkey.com/g/54323485](https://aws.passkey.com/g/54323485).

Reference Doeren Mayhew to receive our special rate of \$219/per night plus tax. Reserve your room prior to Aug. 26, 2016. Rooms reserved after the deadline will be confirmed subject to availability.



## Transportation

Conveniently located within a 15-minute driving distance is the Ronald Reagan Washington National Airport. There are a variety of transportation options for getting to and from the airport, including the Metrorail system, shared-ride services, taxis and rental cars.



*\*Federally chartered credit unions are exempt from tax if payment is made by the credit union's official check or credit card and you must present the tax-exempt form upon arrival.*



## How to Register:

- Register online at [doeren.com/events](http://doeren.com/events)
- Registrants will receive a registration confirmation via e-mail within 14 days of registering
- Pay online via credit card or by check payable to **Doeren Mayhew**. Mail payment to:  
  
Doeren Mayhew  
Attn: 2016 CU Conference  
305 W. Big Beaver Rd.  
Suite 200  
Troy, MI 48084

## FEE INFORMATION

### Half-Day Session

#### New Volunteers

Client	\$ 175
Non-Client	\$ 225

### Two & A Half-Day Session

Client	\$ 995
Non-Client	\$1,095

### Guest Registration

Meal Fee	\$ 225
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### Optional Event

D.C. Monuments Tour	\$ 60
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## Cancellation Policy

Cancellations must be in writing and received by Aug. 29, 2016; and will be subject to a \$50 processing fee. Cancellations received after the deadline will be non-refundable.

## Contact Information

For more information regarding refunds, complaints and/or program cancellation policies, please contact our office at 888.433.4839.

## Conference Attire

Business casual

***Disclaimer:** If Doeren Mayhew cannot hold the 7<sup>th</sup> Annual Credit Union Conference event due to acts of war, government regulations, disaster, civil disorder or curtailment of transportation, by facilitating other emergencies, making it inadvisable, illegal, or impossible to provide the facilities or to hold the meeting, each prepaid attendee will receive a copy of all the handouts and materials that would have otherwise been distributed. Fixed conference costs will be paid for with funds received in the pre-registration process. Any remaining funds will be returned to the pre-registrants in connection with the conference. Doeren Mayhew is not responsible for any other costs incurred by those pre-registering in connection with the conference. Doeren Mayhew cannot be held liable in any way for losses due to travel issues. The views and opinions expressed by presenters are their own and do not necessarily represent those of Doeren Mayhew. Doeren Mayhew disclaims any responsibility for the use and application of information presented at this conference.*

# KEYNOTE SPEAKERS

## DENNIS DOLLAR

Voted by *Credit Union Times* as the most influential credit union leader of the past 25 years, Dennis Dollar is the Principal Partner of Dollar Associates, LLC, a full-service consulting group focused on credit unions and the organizations that serve them.



Dennis was appointed to serve as Chairman of the NCUA Board in 2001 and served as Vice Chairman of the FFIEC. Prior to that, he served as President and CEO of what is now the Gulf Coast Community Federal Credit Union where he won the national Dora Maxwell Social Responsibility Award from CUNA for its asset category, as well as numerous local and state growth and service awards.

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## JIM RECHEL

Jim, a Certified Financial Security Officer, is the President of The Rechel Group, Inc., a risk-consulting firm headquartered in Cincinnati, Ohio. He serves on the board of The Institute for Criminal Justice Education in Alabama, in addition to being an active member of numerous national organizations.

Prior to working for The Rechel Group, Inc., Jim was a Vice President for Fifth Third Bank headquartered in Cincinnati, where he held positions in various departments, including retail and lending. He was also a Special Agent with the FBI.

His presentations are both energetic and informative, with practical applications and solutions. Jim's work has been highlighted in both local and national publications, including *CEO Magazine*, *Security Director Digest*, *Cincinnati Enquirer*, *USA Today* and *CNBC*.

SEPT. | 1:00 p.m. – 4:00 p.m.  
**25** | **Early Registration**

SEPT. | 7:30 a.m. – 1:00 p.m.  
**26** | **Registration**

8:30 a.m. – 10:00 a.m.  
**Optional Session**

### **Executing Your Unique Role: Supervisory Committee and Board Basics**

Being a credit union volunteer can be a rewarding, yet taxing job. Performing at your peak requires a clear understanding of what's expected of you. Whether you're a veteran or a rookie, you'll walk away from this session with deeper insight and knowledge of your duties and responsibilities. This must-attend workshop for new board and committee members can also serve as a "refresher" course for the more seasoned volunteers.

***Speakers:** Lori Carmichael, CPA - Shareholder, Doeren Mayhew; Douglas Orth, CPA, CFE - Shareholder, Doeren Mayhew*

10:00 a.m. – 10:15 a.m.

### **Break**

10:15 a.m. – 11:45 a.m.

### **Optional Session**

#### **Beyond the Basics: Hands-On Oversight**

Roll up your sleeves to go beyond the basics in this hands-on workshop where you will delve deeper into all aspects of credit union volunteering. Set in an open-forum platform, the session will cover areas such as risk assessments, mergers, member verifications, auditor selection, the annual audit process and much more. Leverage the experiences shared by peers to overcome challenges you encounter.

***Speakers:** Lori Carmichael, CPA - Shareholder, Doeren Mayhew; Douglas Orth, CPA, CFE - Shareholder, Doeren Mayhew*



SEPT.

26

1:00 p.m. – 1:15 p.m.

## Opening Remarks

1:15 p.m. – 2:45 p.m.

## General Session



### Credit Union 2020: An Insider's Insight into the American Credit Union Movement



Former NCUA Chairman, Dennis Dollar, gets out his crystal ball and extends a unique perspective on the challenges and opportunities facing America's credit unions into the year 2020. Providing a thought-provoking overview of critical issues, the session will touch on areas such as mergers, charter conversions, taxation, business lending and capital reform, regulatory compliance, the future of directors and much more. Gain a dynamic and exciting vision of where credit unions could be in 2020, while being challenged with the difficult choices and decisions to achieve that vision.

*Speaker: Dennis Dollar - Principal Partner, Dollar Associates, LLC*



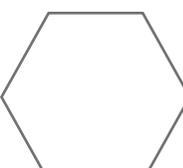
2:45 p.m. – 3:00 p.m.

## Break

3:00 p.m. – 4:00 p.m.

## Concurrent Breakout Sessions

### The 1, 2, 3's of Financial Statements



*\* Qualifies for NCUA financial literacy requirement*



Understanding financials is a supervisory committee and boardroom essential. With a basic knowledge of some key concepts, financial statements can reveal a wealth of intelligence about performance, successes, risks and rewards. Learn how to “mine” for those important nuggets of information to help you know when and how to raise important questions about your credit union's financial statements. Designed for the non-financial volunteer, this interactive session will help make sense of your balance sheet and income statement in plain English.

*Speakers: Hugh Chakler, CPA, CISA, CITP, CFE - Shareholder, Doeren Mayhew; John Murnane, CPA - Shareholder, Doeren Mayhew*



## What's in the Numbers? The Hidden Meaning of Financials - Advanced Track

*\* Qualifies for NCUA financial literacy requirement*

Designed as a next step for the volunteer with a basic understanding of credit union financial statements, this session will cover key financial ratios used to monitor your credit union's success, liquidity and cash flows, and credit and interest rate risk concepts. Gain a more advanced understanding of your credit union's performance to make informed decisions.

**Speakers:** *Bob Parks, CPA - Shareholder, Doeren Mayhew; Jack Tracy, CPA - Shareholder, Doeren Mayhew*

**4:00 p.m. – 4:15 p.m.**

### Break

**4:15 p.m. – 5:15 p.m.**

### General Session

#### Corporate Governance

Boards and committees must be more vigilant than ever in spotting and understanding new dangers that face a credit union's business environment. Join this discussion on how supervisory committees and board members can execute their responsibilities both effectively and efficiently. Mike will present a dynamic historical summary of the evolving role of governance, including a discussion of critical challenges to our industry's health and survival.

**Speaker:** *Michael Lozoff, Esq. - Credit Union Practice Group Chair, Shutts & Bowen LLP*

**5:30 p.m. – 7:00 p.m.**

### Cocktail Reception



SEPT.  
**27**

7:30 a.m. – 8:15 a.m.

## **Breakfast**



8:15 a.m. – 8:30 a.m.

## **Announcements**

8:30 a.m. – 10:00 a.m.

## **General Session**

### **No Trojan Horse Required – How the Crooks Exploit Every Weakness**



In this session Jim Rechel, President of The Rechel Group, Inc. and former FBI Agent, will analyze how the criminal element is incorporating the ever-expanding stable of technology tools to exploit the weaknesses in financial institutions' operational processes. Utilizing current examples, Jim will provide a look inside the operations of current scams, providing you with insight into how the criminals view your credit union, your members and utilize every tool available to get to the money.

*Speaker: Jim Rechel - President, The Rechel Group, Inc.*



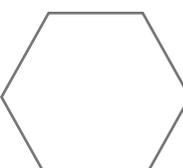
10:00 a.m. – 10:15 a.m.

## **Break**

10:15 a.m. – 11:15 a.m.

## **Concurrent Breakout Sessions**

### **Cybersecurity Best Practices to Protect Your Credit Union**



Today's cybersecurity risks require conscience governance and oversight by committee and board members. Perceived as easy targets, credit unions have found themselves vulnerable to more frequent, sophisticated and targeted cybersecurity attacks. One misstep can cause incalculable costs from compromised data, loss of member trust, diminished competitive position, fines, lawsuits and damaged reputation. Walk away from this session with an understanding of your responsibilities for the credit union's FFIEC Cybersecurity Assessment and best practices to protect your credit union and its members.



*Speaker: Catherine Bruder, CPA, CITP, CISA, CTGA - Shareholder, Doeren Mayhew*



## What the Board and Supervisory Committee Should Know About Examiner Findings

For boards, committees and executive management, this session targets how to approach, understand and negotiate the terms of Documents of Resolution (DOR) and Letters of Understanding and Agreement (LUA). Gain an overview of the examiner's perspective and objectives under NCUA guidelines, and tips for addressing examiner findings head on.

**Speaker:** Chuck Holzman - Managing Partner, Holzman Corkery

## Planting Seeds for Success: Internal Controls Over Financial Reporting

Is your credit union planting the right internal controls? The responsibility for overseeing these control procedures lie with you. Understanding control deficiencies identified and management's plans to remediate them is essential to carry out this task. Joe Zito will walk you through key controls, financial reporting risk areas and how to leverage the value of controls to set your credit union up for future success.

**Speaker:** Joseph Zito, CPA - Shareholder, Doeren Mayhew

11:15 a.m. – 11:30 a.m.

## Break

11:30 a.m. – 12:30 p.m.

## Concurrent Breakout Sessions

### A View of Indirect Lending

Back by popular demand from last year's conference! No matter how you look at it, an indirect lending program means additional risk and opportunity for abuse. The involvement of third-party originators, special contracts, and fee-based underwriting means added due diligence and continuous monitoring of the process. Join this session as the intricacies of indirect lending are covered from beginning to end.

**Speaker:** Dan Moulton, CPA - Shareholder, Doeren Mayhew



## Making Moves . . . Merger Moves



In 2004 there were over 9,000 credit unions in the United States. Today, just a mere 6,090 remain. This number will continue to decline due to mergers from financial or regulatory pressure, or for strategic or member service purposes. Explore the questions to ask and answer when considering a merger, how to determine if a merger partner is a good fit, why many transactions never make it to completion and much more.

***Speaker:** Chuck Holzman - Managing Partner, Holzman Corkery*



## Secrets to Managing Internal Audit

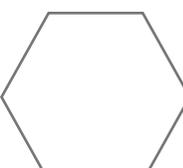


Tasked with managing the internal audit function, volunteers are often plagued with questions on how to do this effectively. What should be their level of involvement? Is it better to out-source, co-source or have it completed in-house? How to convert the findings into value for the credit union? Join Doug Orth and Bob Parks as they unveil some “best” and “worst” practices every volunteer should know about managing the internal audit function.

***Speakers:** Douglas Orth, CPA, CFE - Shareholder, Doeren Mayhew; Bob Parks, CPA - Shareholder, Doeren Mayhew*

**12:30 p.m. – 1:45 p.m.**

## Lunch



**1:45 p.m. – 2:45 p.m.**

## Concurrent Breakout Sessions



### Risk Assessments in a Crunch

The risks faced by your credit union continue to escalate as you strive to meet member’s expectations for new products and convenient delivery methods. Couple this with enhanced regulatory demands, managing risks most effectively with limited resource capacity has become a challenge for volunteers. Gain practical insight on how to quickly, yet effectively, determine major areas of risk, evaluate and quantify them, and challenge old assumptions to develop the right multi-year risk-based audit plan.



***Speakers:** Kristie Kenney-Hoover, NCCO - Internal Audit Manager, Doeren Mayhew; Joseph Zito, CPA - Shareholder, Doeren Mayhew*

## Ready, Set, CECL!

Getting the green light from the Financial Accounting Standards Board (FASB), the Current Expected Credit Losses (CECL) model will significantly change how credit unions view their reserves. Gain insight on what the new guidance means for your credit union's allowance for loan and lease losses, its potential impact on the average credit union and tips on how to start preparing for the implementation of the new model.

*Speaker: Robin Hoag, CPA, CGMA, CMC - Shareholder, Doeren Mayhew*

## Do This, Not That – Top 10 Audit Findings

Want to avoid surprises on your upcoming financial statement audit? Join Jack Kenney and Jeanine LaBarbera as they countdown the top 10 common audit deficiencies, discuss the impact of these findings and provide you with the tools to position your credit union for a clean audit.

*Speakers: Jack Kenney, CPA - Shareholder, Doeren Mayhew; Jeanine LaBarbera - Audit Supervisor, Doeren Mayhew*

2:45 p.m. – 3:00 p.m.

## Break

3:00 p.m. – 4:15 p.m.

## General Session

### What Brick Wall? Don't Let Adversity Stand in Your Way

Jim Rechel has always remembered his high school coach reciting a story of overcoming adversity with his rendition of the “fleas in a jar” speech. The adversity of hitting their heads against the lid had destroyed their motivation and they were content to stay where they were. The story has served as a catalyst to overcoming adversity and to look to others who have faced it for life's inspirations. This session will identify 7 steps you can take today to overcome adversity.

*Speaker: Jim Rechel - President, The Rechel Group, Inc.*



SEPT.  
28

7:30 a.m. – 8:15 a.m.

## Breakfast



8:15 a.m. – 8:30 a.m.

## Announcements

8:30 a.m. – 10:00 a.m.

## General Session

### Strategic Thoughts



Black swan events are rare, yet have devastating consequences. Preventing these occurrences requires a moving business plan that considers regulations, politics and the Fed's position. Focused on causes and aftermaths of black swan events, this session will provoke strategic thoughts for managing and overcoming potential challenges in 2016 and beyond.

*Speaker: Emily Hollis - CEO, ALM First Financial Advisors*

10:00 a.m. – 10:15 a.m.

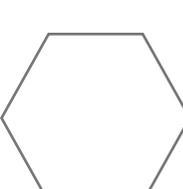


## Break

10:15 a.m. – 11:15 a.m.

## Concurrent Breakout Sessions

### ALM to the Extreme



Financial-savvy attendees join this session to dissect ALM results to better understand interest rate risk within a credit union's balance sheet, and shed light into regulations requiring advanced analytics, including stress testing the balance sheet and use of duration analytics.

*Speaker: Emily Hollis - CEO, ALM First Financial Advisors*

### Member Business Lending: Opportunity or Obstacle?



There's no better time for credit unions to capitalize on the member business lending momentum in the industry . . . but not without pause. Credit unions face significant monitoring and regulatory challenges when originating or participating in member business loans. Join this high-energy session as we weigh the pros and cons of its governance, risks and rewards.



*Speaker: Robin Hoag, CPA, CGMA, CMC - Shareholder, Doeren Mayhew*

## Are Your Poor Internal Controls Leaving Branches Hanging?

An uptick in embezzlement, security breaches and robberies have many credit unions reassessing the operations and controls of their branches. Join this session to tour the most vulnerable areas in the branches and how to tighten controls to keep them from cracking under the pressure.

**Speakers:** Lindsey Becker - Internal Audit Supervisor, Doeren Mayhew; Dan Moulton, CPA - Shareholder, Doeren Mayhew

**11:15 a.m. – 11:30 a.m.**

## Break

**11:30 a.m. – 12:30 p.m.**

## Concurrent Breakout Sessions

### Best Practices for the Big Picture

As a committee/board member you play a big-picture role in the success of the credit union. The key to having effective oversight of the function is working smarter, not harder. Get ready for a fast-paced session as we explore great ideas for you to bring to the boardroom.

**Speakers:** Robin Hoag, CPA, CGMA, CMC - Shareholder, Doeren Mayhew; Jeanine LaBarbera - Audit Supervisor, Doeren Mayhew; Douglas Orth, CPA, CFE - Shareholder, Doeren Mayhew

### IT Audit Essentials: The What, Why, When

Ensuring members' information is adequately protected begins with a thorough understanding of the risks and measures in place to protect their information. Join this session to learn the what, when and why of IT audits. You'll walk away with an understanding of what types of IT audits exist, when they are necessary to remain compliant vs. providing additional stakeholder security and why they are important to your credit union.

**Speakers:** Catherine Bruder, CPA, CITP, CISA, CTGA - Shareholder, Doeren Mayhew; Hugh Chakler, CPA, CISA, CITP, CFE - Shareholder, Doeren Mayhew



## Coping With Compliance



Today's credit unions operate in a highly complex regulatory environment. Learn the basics of major regulation requirements such as the Bank Secrecy Act, Fair Lending, Home Mortgage Disclosure Act, Unfair Deceptive or Abusive Acts and Practices, Truth-in-Lending Act and Real Estate Settlement Procedures Act along with the related integrated disclosures that became effective last year. Leave with an understanding of the attributes of a compliance management system structure, and ways to leverage your credit union's resources and streamline your compliance programs for maximum effectiveness.



**Speakers:** *Kristie Kenney-Hoover, NCCO - Internal Audit Manager, Doeren Mayhew; John Murnane, CPA - Shareholder, Doeren Mayhew*

**12:30 p.m. – 1:45 p.m.**

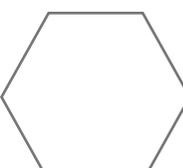
### Lunch



**1:45 p.m. – 3:00 p.m.**

### General Session

#### From the Battlefield to the Boardroom



Learning from the mistakes of others is always better than experiencing them first hand. Listen in as our panel of legal and auditing professionals share their most interesting experiences involving credit union volunteers, CEOs and regulators during the past 30-plus years.

**Speakers:** *Panelists*

**3:00 p.m. – 3:50 p.m.**

### General Session

#### Last Call! Ask the Experts



Your mind may be spinning with ideas, yet you still have unanswered questions. Take this opportunity to ask our panel of experts before the conference's curtains close.

**Speakers:** *All*

**5:00 p.m. – 10:00 p.m.**

### D.C. Monuments Tour





## D.C. Monuments Tour

Sept. 28, 2016 | 5:00 p.m. - 10:00 p.m.

Join us as we tour the nation's capital and see the best Washington has to offer. Guided by a local expert, this tour will provide you with unique, historical and entertaining facts about the city as we pass by and stop at iconic D.C. memorials and buildings.

## Relâche Spa & Salon

Gaylord National Resort | Sept. 26 - 28, 2016

Conference attendees and their guest(s) can enjoy discounted pricing in the hotel's world-class Relâche Spa and Salon by showing your conference badge. Receive \$20 off any 50-minute spa service and \$10 off a premium salon service. Appointments are required. Contact 301.965.4400 to schedule yours today.



## Learning Objectives

- Gain insight on the board of directors' and supervisory committee's roles
- Learn how to read and understand financial statements
- Achieve an understanding of the importance of regulatory findings communicated during the exam process, and how the board and supervisory committee should respond
- Expand your understanding of the regulatory, economic and accounting environment impacting credit unions
- Identify fraud and audit risk areas within credit unions
- Recognize areas of potential weakness in the organization
- Discover some "best practices" in managing an internal audit function

## CPE Information

No advance preparation or prerequisites are required for CPE credits. Earn up to 13 CPE credits for the two and a half-day conference and up to 4 CPE credits for the optional sessions.

*Doeren Mayhew is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.learningmarket.org](http://www.learningmarket.org).*

# MAKING MONUMENTAL MOVES



305 West Big Beaver Rd., Suite 200  
Troy, Michigan 48084

## GAIN INSIGHT ON . . .

- Best practices
- IT security and trends
- Fraud risks
- Internal audit risk management
- Responsibilities of supervisory committees and boards
- Understanding financial statements
- Corporate governance
- And much more



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