

Convention Speakers

Patrick Adams provokes thought and makes you think extra hard about those issues that should be on a credit union's radar screen. He helps audiences question the "because-we've-always-done-it-that-way" mentality and develop real-world solutions. He emphasizes the importance of service and quality in serving members through all delivery systems, and challenges audiences to accept and adapt to change...no matter how painful the process. Patrick has devoted 30 years to the credit union movement and served as executive vice president of St. Louis Community Credit Union for 21 years. Patrick was appointed president of St. Louis Community Credit Union in January, 2008.

Doug Benzine is vice president in the research and advisory services area with the Credit Union National Association (CUNA). He is responsible for leading CUNA's market research and consulting services. A key component has been his ability to develop a network of experienced professionals to meet the consulting and research needs of credit unions. He's been assisting credit unions with their strategic initiatives for the last six years, utilizing his experience in numerous business disciplines to meet their unique needs. Doug has represented CUNA at numerous speaking engagements ranging from technology to operations to member business services.

Jeff Hunt is the consumer program manager for MemberCONNECT products at CUNA Mutual Group in Madison, Wisconsin. Specializing in the 55-and-older strategic market, he helps credit unions attract and retain members. Prior to joining CUNA Mutual in January 2008, Jeff worked for USAA's Financial Planning Services Company, where he served as director of product management. He also served as director of the Financial Advice Center and Financial Planner at USAA. Previously, Jeff worked as a Wealth Management Advisor and Retirement Consultant for TIAA-CREF. Jeff earned a Bachelor's Degree in organizational communications from the University of Colorado in Colorado Springs.

Norman Okimoto is the current chairman of HICUSO, LLC, a local credit union service organization owned equally by Hawaii Community FCU, Hawaii State FCU, Hawaiian Tel FCU, HawaiiUSA FCU, Aloha Pacific FCU, Honolulu FCU, Pearl Harbor FCU and University of Hawaii FCU. HICUSO, LLC was started in 2000 and currently processes over 70,000 shared branching transactions per month at 44 branches statewide. Norman has been involved in the credit union movement for 20 years at Hawaiian Tel FCU. He served almost four years as the supervisory committee chairman, and the last 13 years as president and chief executive officer.

Jeff Post is the president and chief executive officer of CUNA Mutual Group based in Madison, Wisconsin. He heads the company that is the leading provider of insurance and financial services to credit unions and their members worldwide. Under Jeff's direction, CUNA Mutual embarked on a three-year transformation plan in late 2005 aimed at positioning CUNA Mutual for success in its credit union marketplace. Prior to joining CUNA Mutual in January 2005, Jeff was president and chief executive officer of Fireman's Fund, a position he held for more than three years before resigning in 2004.

Dennis Tanimoto has been president and chief executive officer of Hawaii Credit Union League ("HCUL") and its wholly-owned subsidiary, HCU Services Corporation, since July 1992. Prior to joining HCUL, Dennis was an officer at two community banks in Hawaii for 19 years. Dennis is one of three people in Hawaii who holds a Certified Association Executive ("CAE") professional designation conferred by the American Society of Association Executives ("ASAE"). He received his bachelor of business administration and executive master of business administration degrees from the University of Hawaii at Manoa, and is a life member of Beta Gamma Sigma international honor society of accredited business colleges.



Today's Challenge Tomorrow's Opportunity

Hawaii Credit Union League
72nd Annual Convention
May 13-15, 2010
Grand Wailea Resort Hotel & Spa

Thought Leader Sessions... Learning Labs...Networking... and so much more!

Thursday, May 13, 2010

8:00 am - 11:00 am
3:00 pm - 6:00 pm
Annual Convention Registration

10:30 am - 6:00 pm
HCUL/CUNA Mutual Group/CUDL
Golf Tournament
Wailea Old Blue Golf Club

6:00 pm - 8:00 pm
HCUL/CUNA Mutual Group/CUDL
Golf Awards Reception
Mulligan's on the Blue

Friday, May 14, 2010

7:30 am - 9:30 am
Exhibits Open

7:30 am - 9:30 am
Continental Breakfast
PAC Table Open

7:30 am - 2:30 pm
Annual Convention Registration

9:45 am - 12:15 pm
Opening Ceremonies
Government Affairs Forum

12:15 pm - 1:30 pm
Boxed Lunch Distribution
Exhibits Open with Dessert Bar
Ticket Required

1:45 pm - 3:00 pm
Thought Leader Session
What's on your Lending Radar?
Speaker: Patrick Adams

3:00 pm - 3:15 pm
Break

3:15 pm - 4:30 pm
Learning Labs
Connecting the Dots on Credit
Union Collaboration
*Speakers: Dennis Tanimoto &
Norman Okimoto*

Board Assessment and How to
Get the Most out of your Board
Members
Speaker: Doug Benzine

5:30 pm - 6:30 pm
Managers' Cocktail Reception
Ticket Required

6:00 pm - 7:00 pm
No-host Cocktail Reception
Music by George Kahumoku, Jr.

7:00 pm - 9:30 pm
Buffet Dinner – *Ticket Required*
Entertainment by Willie K.

Saturday, May 15, 2010

7:00 am - 8:30 am
PAC Table Open

7:00 am - 9:00 am
Exhibits Open/Coffee Service
Annual Convention Registration
Credential Registration

9:15 am - 10:30 am
72nd HCUL Business Meeting

10:30 am - 11:45 am
Brunch Buffet
Ticket Required

12:00 pm - 1:00 pm
Learning Labs
What Credit Unions are Facing
with Baby Boomers Retiring
Speaker: Jeff Hunt

Strategic Review of Member
Satisfaction Research
Speaker: Doug Benzine

1:15 pm - 2:15 pm
Thought Leader Session
What's the Most Important Piece
of a 1000 Piece Jigsaw Puzzle?
Speaker: Patrick Adams

2:15 pm - 2:45 pm
Door Prizes – Must be present to
win

How To Register

DEADLINES:
Registration: March 12, 2010
Hotel Reservation: March 12, 2010

The convention registration form, air/ground transportation, and hotel reservation information are included in this brochure. (Please make extra copies as needed.) Here are some important points to remember when filling out the registration form:

- ☒ Name badges are required to attend all educational sessions and to enter the exhibit hall.
- ☒ In order to receive a convention bag and name badge, you must purchase one of the meal packages.
- ☒ Meals may also be purchased ala carte as needed.
- ☒ Banquet seating will be assigned in the order that the Hawaii Credit Union League receives your completed registration form with payment in full.
- ☒ Please complete your registration form carefully. A \$25.00 processing fee is applicable for all refunds. All requests must be in writing and received no later than April 13. Cancellations are non-refundable after April 13; however, substitutions are welcome at any time.
- ☒ To request a hotel room at the Grand Wailea Resort Hotel & Spa, call reservations at 808.875.1234. Please mention you are with the Hawaii Credit Union League to receive listed group rates. Hotel registration deadline is March 12, 2010.

Willie K. Headlines Banquet

Raised on Maui, Willie Kahaial'i (a.k.a. Willie K.) has been playing music and entertaining audiences since the



age of 10. His father Manu Kahaial'i, one of Hawaii's most respected musicians, recruited Willie and his brothers to perform in his band. From the very beginning, Willie was influenced by and exposed to a myriad of musical genres; from the Hawaiian, Jazz, and early R&B he heard at his father's side, to the sounds emanating from the radio and TV from musical giants such as B.B. King, Santana, Jimi Hendrix, and Willie Nelson. It is no wonder why Willie has evolved into such an eclectic and charismatic singer/songwriter/entertainer.

Willie is a Na Hoku Hanohano Award winning musician whose vocal talent ranges from rock to opera. His unique style and energy keeps audiences wanting more.

In all his professional years, Willie K. has played with and/or opened for such musical giants as B.B. King, Santana, Al DiMeola, Willie Nelson, Prince, Crosby, Stills and Nash, Elvin Bishop, Bonnie Rait, Jackson Browne, Mick Fleetwood, George Benson and Jimmy Buffett, just to name a few!

Grand Wailea Resort Hotel & Spa

Built in 1991 with a commitment to portray the richness of Hawaii's nature, culture and people, Grand Wailea features luxurious



accommodations, award-winning cuisine, the unparalleled Spa Grande, championship golf and tennis and an array of recreation facilities and outdoor activities.

Grand Wailea embraces six fundamental themes: flowers, water, trees, sounds, light, and art.

Situated on 40 acres fronting the spectacular Wailea Beach on the southwest shore of the island of Maui, the Grand Wailea is a 35 minute drive from the Kahului Airport and a 30 minute flight from Honolulu. With its ideal beachfront location, Grand Wailea guests are treated to the awe-inspiring sight of humpback whales cavorting offshore during the winter months, and postcard, picture-perfect sunsets throughout the year.