



MISSOURI
CREDIT UNION
ASSOCIATION

2015 Marketing Conference

September 22-23 | St. Louis





The Missouri Credit Union Association (MCUA) invites credit union marketers to the 2015 Marketing Conference. During this two-day conference, you will learn how to better market one of your credit union's best advantages—being a cooperative. You'll also dive into data mining, and take a closer look at how data and analytics impact your marketing efforts. You'll leave with takeaways you can implement right away!

This interactive conference will kick off with Roberta MacDonald, SVP of Marketing for Cabot Creamery, sharing Cabot's successful "rules" for marketing your cooperative advantage. Cabot Creamery has built a national brand that is centered on its cooperative position.

On day two, Mark Atchison, VP of Offerings Development for Fiserv, will help you understand what you really need to look for when digging into analytics. When attending this session, you will actively participate in the discussion so you will have a better idea of how to develop or improve your credit union's data mining process.

The Speakers

Roberta MacDonald

Roberta MacDonald is the Senior Vice President of Cabot Creamery Cooperative of Vermont. She has 27 years experience in consumer product and event marketing. She has helped turn the small dairy cooperative into a national player through creative, award-winning and occasionally over-the-top campaigns.



Her promotions, including Vermont's wood makers, resorts, historical societies and small businesses, earned her Governor Jim Douglas' first-ever Marketing Vision award.

Mark Atchison

Mark Atchison is the Vice President of Offerings Development, Credit Union Division for Fiserv. In his position, he proposes, defines and develops new product and service offerings for the credit union industry.



He has more than 20 years of experience leading large organizations in the delivery of products and services to clients. Not only that, but he has a history of visionary leadership in the development and launch of innovative new service offerings



Register today: <https://goo.gl/GlyTPw>



Tentative Agenda

Tuesday, September 22

- 12:30 p.m. Registration
- 1 p.m. Introductions
- 1:15 p.m. Marketing Your Cooperative Advantage
Cabot's Easy Rules
Know Your Members
Know Your Fellow Cooperatives
Know Your Goals
Tell Your Stories Through Members
- 2:45 p.m. Break
- 3 p.m. "Doing Good" As Part of Your Culture
- 4 p.m. End of Day

Wednesday, September 23

- 8 a.m. Group Breakfast
- 8:30 a.m. Workshop: Marketing Cooperative Advantage Exercise
- 10:15 a.m. Break
- 10:30 a.m. Data & Analytics
Credit Union Imperatives
Demography & Personas
Importance of Payments
- 12 p.m. Lunch
- 1 p.m. Continue Data & Analytics Session
- 3 p.m. Conclude



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MCUA Event Registration



Participants should register for this event by visiting our website, www.mcuu.org, or click [here](#). If you have a dietary restriction, medical or physical condition requiring special attention, please advise us during online registration so we can make proper arrangements.

Location

The Marketing Conference will be held in the training room of the Missouri Credit Union Association's headquarters, 2055 Craigshire Road St. Louis, MO 63146. Please follow the signage from the main entrance.

Conference Investment

The Missouri Credit Union Association is offering tiered pricing (shown below) for eligible credit unions. Event fees include all materials, speaker fees, breakfast and lunch each day.

Asset Size	Discount	On/Before 8.21	After 8.21
< \$9.99M	75%	\$74	\$74
\$10-\$19.99M	50%	\$149	\$149
\$20-\$29.99M	25%	\$224	\$224
\$30M+	-	\$249	\$299



Questions?

Contact Maria Langston at 800.392.3074, ext. 1344 or mlangston@mcua.org.

Meeting Policies

Cancellation: There is no additional charge for substitutions at any time. Contact MCUA at least 14 business days prior to the event for a full refund, minus a \$100 administration fee. Substitutions are accepted anytime. Send cancellation notice to Maria Langston, mlangston@mcua.org, or fax to 314.542.1320.

Photo Consent: By registering for an MCUA event, you hereby grant the Missouri Credit Union Association (MCUA) permission to use your likeness in a photograph in any and all of its publications including website entries, without payment or any other consideration. You understand and agree that these materials will become the property of MCUA and will not be returned. You hereby irrevocably authorize MCUA to edit, alter, copy, exhibit, publish and/or distribute these photos for purposes of publicizing programs or for any other lawful purpose. In addition, you waive the right to inspect or approve the finished product, including written or electronic copy wherein your likeness appears. Additionally, you waive any right to royalties or other compensation arising or related to the use of the photograph. You hereby hold harmless and release and forever discharge MCUA from all claims, demands and causes of action which you, your heirs, representatives executors, administrators or any other persons acting on your behalf or on behalf of your estate have or may have by reason of this authorization. You are 21 years of age and competent to contract in your own name. You have read this release and fully understand the contents, meaning and impact of this release.