



MISSOURI
CREDIT UNION
ASSOCIATION

Annual Advocacy Meeting

Sharing the Credit Union Story

Join us for the Missouri Credit Union Association Annual Advocacy Meeting

- Share the credit union difference with lawmakers
- Show what sets us apart—and why this matters
- If credit union advocates don't share our story—who will?



February 9-10, 2015
Jefferson City, MO

Agenda

February 9, 2015



Time	Event	Room
9 - 10 a.m.	Governmental Affairs Committee Meeting	Vinca
10 a.m. - 1 p.m.	MCUA Board of Directors Meeting	Capitol View
11 a.m. - noon	Heartland Business Services Meeting	Rose
1 - 1:30 p.m.	Registration	Mochas
1:30 - 2:30 p.m.	Tell Your Story, Share the Brand: Insights for Sharing Your Message <i>Josh Allison, Think Café</i> Great organizations stand out by not just selling products and services but sharing the story behind them. Defined less by traditional demographics and more by shared values, savvy consumers are twice as likely to try new things, become brand advocates on social media and reward or punish brands based on corporate actions. Join Josh as we examine this new consumer opportunity and the narrative marketing techniques needed to help tell your credit union story and gain the attention of your legislators and community.	Bella Vista
		
2:30 - 2:45 p.m.	Break	
2:45 - 3:45 p.m.	Federal Legislative Issues for Credit Unions <i>Amy McLard, MCUA & John McKechnie, Total Spectrum</i> There's a new Congress in Washington, D.C. and plenty of issues at hand affecting credit unions and members. Find out the latest details about what's happening on the federal level and the action steps credit unions in Missouri can take to strengthen our efforts. It's a perfect time to prepare for action at home and on Capitol Hill, in advance of visits with lawmakers during the Governmental Affairs Conference.	Bella Vista
		
3:45 - 4 p.m.	Break	
4 - 5 p.m.	State Legislative Briefing <i>Amy McLard & David Kent, MCUA</i> Missouri's General Assembly is in full swing during the Missouri Credit Union Association's Annual Advocacy Meeting. This session will provide an overview of legislation that affects – or could potentially affect – credit unions and their members, issues of concern, and how best to address them during your meetings with lawmakers.	Bella Vista
		
6 - 7 p.m.	Reception with Legislators	Magnolia Ballroom
7 - 8:30 p.m.	Dinner with Legislators	Magnolia Ballroom

February 10, 2015



Time	Event	Room
7:15 - 8 a.m.	Advocacy Breakfast	Bella Vista
8:30 - 11:30 a.m.	Visit Capitol/Legislator Meetings	State Capitol
11:30 a.m. - 1 p.m.	Lunch and Debrief at the Capitol	State Capitol Alcove

Register today! <http://goo.gl/bepYUa>

Registration Information



Location

DoubleTree Hotel
422 Monroe Street
Jefferson City, MO 65101
Ph: 573.636.5101
F: 573.636.9664

Hotel Room Rates (per night)
Standard king/double: \$114
Deluxe room: \$124
Suites: \$169

Hotel Reservations

The DoubleTree has created a webpage for this event to help simplify the reservation process. You may also contact the hotel by phone to make your reservations. The discounted room rate will be available until January 23 or until the group block is sold out, whichever comes first.

Visit <http://goo.gl/b74HiU> to make hotel reservations online.

When making reservations by phone, be sure to use the **code MCA**.

MCUA Event Registration

Participants should register for this event by visiting our website. Go online to www.mcu.org/events. Click through to the February calendar and select the event.

 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.

Conference Investment

The Missouri Credit Union Association (MCUA) is offering tiered pricing (shown below) for eligible credit unions. Conference fees include all materials, speaker fees, and meals.

Asset Size	Discount	On or before 1.9.15	After 1.9.15
<\$9.99M	75%	\$63	\$63
\$10 - \$19.99M	50%	\$125	\$125
\$20 - \$29.99M	25%	\$187	\$187
\$30M +	NA	\$199	\$249
Spouse/Guest	NA	\$99	\$129



Questions?

Contact Maria Langston at 314.542.1344 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.