

2019 NAFCU LENDING CONFERENCE

November 4 - 6, 2019
Austin, TX

The background of the entire page is a photograph of the Austin skyline at night. The city lights are reflected in a body of water in the foreground. A metal railing is visible in the lower portion of the image, suggesting a view from a bridge or walkway. The sky is dark with some clouds, and the buildings are illuminated with various colors like yellow, blue, and red.

**MAXIMIZE YOUR
LENDING SUCCESS**

Save
\$200 when you
register with code
LEND19SAVINGS
by September 6

nafcu.org/betterlending

800.344.5580

CREATE NEXT-LEVEL LENDING SUCCESS

You're not settling for mere loan growth. You want your credit union's lending portfolio to *flourish*. Whether you're just getting started or you're trying to get over that "plateau," NAFCU's Lending Conference will give you everything you need to catapult your lending growth. It's the ultimate in-depth experience to help you build as much loan revenue as possible.

ATTEND TO:

- › Utilize powerful mortgage, credit card and auto lending strategies
- › Harness the most advantageous sales and operations tactics
- › Discover the latest and most promising trends in lending products and services
- › Create more loans using big data, artificial intelligence, digital disruption and other "the-future-is-now" strategies
- › Connect with and learn from credit union peers who've built prosperous lending portfolios
- › Sharpen your edge over competitor products both online and offline
- › Dialog with top lending solutions providers

LEARN FROM THE BEST

You'll be trained by the industry's most successful lenders, representing multiple asset sizes and geographic regions, so you can benefit from a diverse slate of solutions. Via case studies, panels and discussions, you'll receive the best practices, ideas and strategies—and the tactics necessary to implement them at your credit union. It's the strongest content you can receive at a credit union lending conference.

WHO SHOULD ATTEND:

- › Lending, marketing, business development, and operations staff
- › Credit union executive management

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REGISTER NOW

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AGENDA

Monday, November 4

Sessions begin at 9:00 a.m. and conclude at 3:30 p.m.

8:00 - 9:00 a.m. Networking Breakfast

Big Data and Credit Union Lending

Emerging Trends in Consumer Lending

How the Changes in Consumer Lending
Are Affecting Us

Networking Lunch

Lending Fraud: Understanding & Avoiding It

Panel: Are You Managing Collections or Are
They Managing You?

FinTech Disruptors in Lending

5:30 - 6:30 p.m. Happy Hour

6:30 - 7:30 p.m. Networking Reception

Tuesday, November 5

Sessions begin at 9:00 a.m. and conclude at 2:45 p.m.

8:00 - 9:00 a.m. Networking Breakfast

Economic Conditions and How They'll Affect
Your Lending

Business Lending Trends

Auto Lending Panel: Gaining Insights from
the Best in the Industry

Networking Lunch

Winning with Business Loans

How Loan Servicing is Changing: Trends and
Expectations for the Future

Wednesday, November 6

Sessions begin at 9:00 a.m. and conclude at 11:30 a.m.

8:00 - 9:00 a.m. Networking Breakfast

Effective Cross Selling for Lending: Adopting the Right
Strategy for a Robust Bottom Line

Growing Loans in a Digital World

Harnessing Artificial Intelligence (AI) and
Machine Learning for Lending

Note: Program schedule above is tentative and may change as the program develops.

Visit nafcu.org/lendagenda for the most up-to-date agenda.

SESSION HIGHLIGHTS

Harnessing Artificial Intelligence (AI) and Machine Learning for Lending

AI-powered bots, virtual assistants...dive into all the latest platforms you can use to drive smarter, faster decisions and create high member satisfaction. It's easier than you think!

Big Data and Credit Union Lending

How do you sift through all your data to create winning strategies for increasing loan activity and profitability? Explore how using analytics correctly can enhance your offerings, member experiences and revenue.

Growing Loans in a Digital World

Digital banking provides convenience, but traditional banking still has plenty of supporters. Learn how to best analyze preferences to exceed one-to-one member expectations.

Panel: Are You Managing Collections or Are They Managing You?

Lending and collections go hand-in-hand. Review methods to improve the performance of your collections operations and determine a long-term strategy to focus on overdue unpaid debt.

Economic Conditions and How They'll Affect Your Lending

Examine key long-term economic indicators like housing prices, interest rates, wages and more, so you can prepare to weather the upcoming economic storm.

Auto Lending Panel: Gaining Insights from the Best in the Industry

How do you source nontraditional sources of payment information to help judge creditworthiness? Hear the latest on consumer data and discover insights on non-bank auto finance companies that can be applied at your credit union.

Business Lending Trends

Indirect loans have increasingly thinner margins, higher dealer compensation and loan loss. Explore the factors that will help you draw new members in for their funding needs over the next 18 months.

How Loan Servicing is Changing: Trends and Expectations for the Future

Discover the most successful practices for switching to new loan servicing software, including how to best define requirements, establish priorities and determine individual ownership.

FinTech Disruptors in Lending

Borrowers go online to easily and quickly shop for money. Hear how the new disruptors are changing how we do business and what you can do keep your place in the financial services value chain.

View more session descriptions at nafc.org/lendagenda.

AWESOME AUSTIN

Austin is known as the Live Music Capital of the World, with over 250 music venues—and the city truly marches to the beat of its own drum. Austin’s laid-back, quirky atmosphere combines a vibrant arts scene, a high-tech hub, a college town and the capital of state government into an eclectic icon summarized by its motto “keep Austin weird.” Be prepared to be captivated!

Be in the Center of It All

The Westin Austin Downtown is just steps from historic sites, delicious restaurants, eclectic shops and outdoor events. You’ll also enjoy great city views from your room’s floor-to-ceiling windows, and vibrant artwork inspired by Austin’s live music tradition.

Rates are \$249/night plus 15% tax and State Cost Recovery Fee of 0.604%. Reserve with this discounted rate by October 17 at nafcu.org/lendtravel or call The Westin Austin Downtown at 512.391.2333 and mention *NAFCU Lending Conference*.

NAFCU Travel Discounts

We don’t want you to miss this experience, so we’ve partnered with airlines and rental car firms to provide you with valuable travel discounts. Learn more at nafcu.org/lendtravel.

REGISTRATION

You don’t have to be a NAFCU member to attend.

Save \$200 by registering with code [LEND19SAVINGS](https://nafcu.org/lendtravel) by September 6.

NAFCU Member: \$ 1,599

Nonmember: \$ 2,399

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To qualify for a refund, cancellations must be processed 21 calendar days prior to the conference. A \$175 processing fee applies to all cancellations. Cancellations can be processed after that date, but refunds will no longer be issued. Please email NAFCU’s Member Service Center with your request for cancellation to msc@nafcu.org. NAFCU reserves the right to change dates, cities, venues or speakers should circumstances warrant. NAFCU’s conference attendees will be apprised of any such changes.



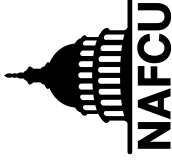
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