

## AGENDA

### Wednesday, December 11

Sessions begin at 8:30 a.m. and conclude at 4:45 p.m.

- 7:30 a.m. - 8:30 a.m. Registration and Networking Breakfast
- Welcome Address
  - Private Conversation with NAFCU President and CEO Dan Berger
  - What Will the Economy Tolerate? Dealing With the Coming Recession
  - Panel: Managing Liquidity
  - Pricing for Profitability
  - Finding the Right Talent for the Finance Function
  - Networking Lunch
  - How NCUA will Examine the Finance Function
  - Panel: The Biggest CECL Implementation Challenges Right Now
  - CFO Roundtable Discussion
  - CEO and CFO Dynamics
- 5:30 p.m. - 7:00 p.m. Networking Reception

### Thursday, December 12

Sessions begin at 8:30 a.m. and conclude at 11:45 a.m.

- 8:00 a.m. - 8:30 a.m. Registration and Networking Breakfast
- Panel: The Challenges of Managing Growth in Today's Environment
  - Fighting Fraud
  - Closing Keynote

*Note: Program schedule above is tentative and may change slightly as the program is being developed.*



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# BUILT BY CFOS, FOR CFOS

Join us to take advantage of the actionable information, best practices and stronger connections you need to advance your credit union even further. We've been working with credit union CFOs to build this event around the exact content you want and need.

## KEY TAKEAWAYS

- › Strengthen your understanding of the latest economic and regulatory data trends affecting your day-to-day role
- › Harness best practices to help you develop strategy and minimize risk around liquidity, profitability, and CECL implementation
- › Gain solutions to your biggest challenges by uncovering strategies to fight fraud, maximize growth, prepare for new examination procedures, and more
- › Earn 10 CPE credits toward maintaining your CPA
- › Build a stronger network of industry peers and connect with leading solution providers

## WHO SHOULD ATTEND

- › CFOs
- › Controllers
- › VPs, SVPs and EVPs of Finance

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## SESSION HIGHLIGHTS

### What Will the Economy Tolerate? Dealing With the Coming Recession

Join Graphsandlaugh's always-entertaining Bowtie Economist, Elliot Eisenberg, as he discusses new data points about the likelihood of a recession. You'll come away with insights into how the economy will perform 18 months into the future.

### Panel: Managing Liquidity

Liquidity is still a hot topic. How are credit unions handling it? What's working and what isn't? Gain insights and best practices during our interactive panel discussion.

### Pricing for Profitability

An effective pricing strategy should rely on understanding profitability at the member, product, and segment level. Learn how to more effectively review patterns to create pricing schemes that deliver consistent, positive results.

### Finding the Right Talent for the Finance Function

Learn methods for attracting the right people to your finance team: those who can interpret big data, showcase proper business acumen and understand how technological disruption is affecting your credit union.

### How NCUA will Examine the Finance Function

Do you have the systems in place to comply with the new examination procedures? This session will review exactly what NCUA is looking at, and what's likely to be addressed during the 2020 examination cycle.

### Panel: The Biggest CECL Implementation Challenges Right Now

Yes, we all know that CECL is coming. Discover what our industry has learned so far as we prepare for the looming CECL deadline. You'll gain best practices, ideas and analysis from our panel of credit union executives.

### CFO Roundtable Discussion

Engage in discussions with your peers and the conference speakers about your greatest hot button issues and challenges. Idea sharing will be encouraged so you can gain insights into your most pressing issues.

### CEO and CFO Dynamics

A CEO and CFO typically focus on different areas of operations. But how do you face obstacles and move forward together with a common vision? Explore how to create a stronger partnership of trust to convey to staff, the board and others.

### Panel: The Challenges of Managing Growth in Today's Environment

Many credit unions are struggling to achieve their pre-acquisition goals due to the complexity of deals. Hear how some executives have dealt with the shifts in entering new markets or created new operational scopes for acquisitions.

### Fighting Fraud

Credit unions are still being hit with fraud and scams. Join us to discuss red flags and best practices to help your credit union limit losses.



## HUNTINGTON BEACH

Leave the office behind and step onto the 10 miles of pristine beach named *Best Beach of California* by USA Today and *#1 Bucket List Beach in California* by Elle magazine! Known as "Surf City, USA," Huntington Beach offers the perfect coastal vibe. You'll also discover chic boutiques, hip art galleries, great restaurants and more.

## YOUR HOTEL

You'll be in the center of it all at the **Paséa Hotel & Spa**. Situated right alongside the Atlantic Ocean, you can immerse yourself among the sand and surf in mere seconds.

Rates start at just \$235 plus 13.2% tax. Reserve your room with this discounted NAFCU rate before November 19 at [nafcu.org/cfobuilttravel](https://nafcu.org/cfobuilttravel) or call the Paséa Hotel & Spa at 844.814.2483 and reference *NAFCU Room Block*.



## NAFCU TRAVEL DISCOUNTS

We don't want you to miss this experience, so we've partnered with travel firms to provide you with valuable discounts. Learn more at [nafcu.org/cfobuilttravel](https://nafcu.org/cfobuilttravel).

## REGISTRATION

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

Register now and save \$200 with code **CFOSAVINGS** by October 18

NAFCU MEMBER  
\$899

NONMEMBER  
\$1,199

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