

Keynote Speaker

Will Roberts, Motivational Speaker, Professional Actor, Guinness World Record Holder, Former Cirque Du Soleil Act



Will Roberts is an internationally renowned actor, performer and speaker known for his high-energy and insightful content spiked with humor. He prides himself on bringing back the common sense and simplicity of America in a world “Hooked on iPhone-nics”. As a former Cirque du Soleil act on the Las Vegas Strip, business owner, social networking consultant, author, TV and film actor, and certified performance coach Will truly lives by his word and passionately practices his own Simple Sense advice. Now don't be fooled, Will is a Cowboy. The values and skills of the West are in his blood and are his true passion. He is an expert with a rope and was a featured act in Cirque du Soleil's Viva Elvis production on the Las Vegas Strip. Being one of the very few to work with this renowned entertainment group and being singled out as being extraordinary in skill and attitude Will applied the principles discussed in Simple Sense: Less is More Success™ to help others achieve their ultimate performance goal. Since 2000, Will has been working with leading corporations. He shares his Simple Sense message and demonstrates that it is possible to increase productivity, performance quality and work enjoyment in a fast-paced and socially networked environment by focusing on his Less is More Success™ tools. Will's presentations are always extremely energetic, highly interactive and include tools that can be used immediately. He uses personal stories, humor and amazing trick roping, Whips, Magic demonstrations to make his motivating keynotes useful, memorable and ultimately profitable for his audiences. Will currently has a film out on Netflix - The Killer as a principal actor, Amazon - The West and The Ruthless, and the season ending episode of Lucifer on FOX. “It used to be said that you had 30 seconds to make your first impression, NOW we have 10 seconds and folks are asking for change!” - Will Roberts

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Tuesday, October 20
9:15 a.m. – 10:30 a.m.
Simple Sense – Less Is More Success™!

When a cowboy hits the trail on a long trip the trail bag is packed as lightly as possible. Only the bare essentials are included, but the one thing packed that ensures survival throughout the trip is Simple Sense. No matter what is encountered it always comes in handy, always at the ready to ensure clear decisions and steady progress. It decides life or death on the trail. This Simple Sense is something that I think we are missing in our business and everyday lives. In our time together we will clear away the clutter and get to the Simple Sense, and hopefully find the humor of life.

KEYNOTE OUTCOMES

1. Become indispensable by learning to increase your value, dependability and connections with others.
2. Understand how to boost productivity and achieve your goals more efficiently by focusing your potential and sense of purpose.
3. Implement self-management principles that enable you to reclaim your goals and time.
4. Shift your perspective from managing change through reaction to creating change through conscious and purposeful action.
5. Navigate and maximize social networks and technology to effectively prevent time and energy drain.
6. Learn tools to create time to enjoy life and reduce extra stress

General Session Speaker

Troy Stang, President/CEO of Northwest Credit Union Association and CUNA Board Chairman



Troy Stang serves as the President and CEO of the Northwest Credit Union Association (NWCUA), the trade association representing more than 180 not-for-profit, member-owned credit unions in Idaho, Oregon, and Washington. More than 7.3 million consumers—55% of the northwest population—are members of those credit unions.

Under Stang's leadership, the Association is focused on nurturing an innovative public policy environment to ensure cooperative financial services are a relevant choice in the marketplace. In addition to legislative and regulatory advocacy, the Association provides public relations, compliance, and professional development to participating credit unions.

Stang has led Northwest-based credit union trade associations for over a decade. Prior to this, he served in President George W. Bush's administration as senior staff to the US Treasury Secretary. He has extensive hands-on financial institution experience in large and complex credit unions across the nation.

Stang is passionate about building awareness of credit unions and their not-for-profit structure as financial cooperatives, the value of the tangible benefits they generate and deliver to their members, and the impact they have in communities they serve.

Stang holds a Master's degree from The College of St. Scholastica in St. Paul, Minnesota, a Bachelor's degree from Concordia University in St. Paul, and an Associate of Applied Science degree from St. Cloud Technical College in St. Cloud, Minnesota. Stang also earned Credit Union Development Educator (CUDE) distinction from the National Credit Union Foundation.

**Tuesday, October 20
10:45 a.m. – 11:30 a.m.
*CUNA Update***

Troy will share the latest news from Credit Union National Association.

General Session Speaker

Joe Schmit, Author, Award-Winning Broadcaster, Community Leader, Keynote Speaker



Joe Schmit is an author, award-winning broadcaster, community leader and popular keynote speaker. His book "Silent Impact" Influence Through Purpose, Persistence and Passion is now in its third printing and has won numerous awards. He was recently honored with the Next Level award by the Minnesota chapter of the National Speakers Association. As a sports broadcaster he has covered every major sporting event in the past 3 decades and has interviewed many of the biggest names in sports. He joined KSTP-TV in 1985 and has won 16 Emmys from the National Television Academy. He was also honored with a National Headliner Award in 2001. Joe is also a regular on 1500ESPN radio.

Before joining KSTP-TV in 1985, he was Sports Director for WBAY-TV in Green Bay, Wisconsin. His career also includes positions as weekend sports anchor for KCRG-TV in Cedar Rapids, Iowa and WKBT-TV in La Crosse, Wisconsin. Joe earned his degree in Mass Communications from the University of Wisconsin-La Crosse.

Joe is a long-time youth mentor committed to advocating for a number of community organizations with Big Brothers and Big Sisters is at the top of his list. He is a past president and board member of the Big Brothers and Big Sisters of Greater Twin Cities. He has raised over \$3 million for the organization through the Joe Schmit Celebrity Golf Tournament which had a 16-year run. In 2000, he was the winner of the Jim Kelly Distinguished Service Award from Big Brothers and Big Sisters and in 2001, a winner of the Odyssey Award for commitment to youth mentorship.

Joe was also honored as the Juvenile Diabetes Research Fund (JDRF) Community Leader of the Year in 2005. He is past president and board member of the Fairway Foundation and has contributed time to many other charitable organizations.

Currently Joe is a member of the PACER Advisory Board and the Minnesota Vikings Advisory Board. Joe and his wife Laura are currently chairing a 7.2-million-dollar capital campaign for VEAP, the largest food shelf in Minnesota.

Tuesday, October 20

11:30 a.m. – 12:30 p.m.

Impact Leadership – Influence Through Purpose, Persistence and Passion

In this high energy, high-impact presentation loaded with humor Joe Schmit inspires and helps you discover how to ramp up the profound power of your influence. When you become more aware and intentional with the impact you have as a leader, it will improve your bottom line and your R.O.I. – Return on Impact. Through research, Joe has discovered that we make our biggest impressions when we are not trying to be impressive. Impact Leadership is a blueprint to help you improve your company culture, help you develop a high-performance team and make you a leader of significance.

If there were a going away party at your workplace today, who would the most people show up for? That person is having a "Silent Impact" on everyone around them, but what is their secret? Who would you place on your personal Mt. Rushmore of Influence and why would they be there? What "Impact Resolutions" can you make to become a leader of purpose, persistence and passion? These are answers you will learn in Joe's session.

Breakout Session Speaker

Kris Ackley, Membership Development Director, Cooperative Network



Kris Ackley, CUDE, is the Membership Development Director at Cooperative Network in Madison, Wisconsin. With more than 20 years in association and non-profit management, Kris is responsible for membership engagement, member retention, sponsorships, and strategic partnerships. Prior to joining Cooperative Network, Kris spent several years leading the statewide fundraising development efforts at Easter Seals Wisconsin in the areas of fundraising and events, donor stewardship, and board development.

For 12 years of her career, Kris worked with credit unions as the Director of Donor Relations and Events for the National Credit Union Foundation. In that role, she led fundraising, special events, strategic planning, board development efforts and was the liaison for state level foundation partners. She received the Credit Union Development Education (CUDE) designation in 1998 and served as a mentor or program coordinator for multiple classes.

Kris is active in the local community, having served on the Board of Directors of The Business Forum, a professional networking organization for women, where she served as President, Chair of the Program and Communications Committees, and Social Media Manager. She currently serves on the Board of Directors of

Box of Balloons, a non-profit focused on ensuring children feel special and celebrated on their birthday, despite a family's financial status. She is an active committee member and volunteer with RIVALZ, a women's flag football game and fundraising campaign for the Alzheimer's Association of Southwest Wisconsin. Most recently, she became a health coach and assists people transform their lives through weight loss and implementing healthy habits.

Tuesday, October 20

Breakout Session, 2:00 – 3:00 p.m.

Leveraging the Cooperative Principles to Your Business Advantage

This interactive presentation will provide tangible examples of how credit union services and programs connect the cooperative principles to serving your member needs and showcase the cooperative difference.

Breakout Session Speaker

Gerry Singleton, Vice President, Credit Union System Relations, CUNA Mutual Group



Gerry Singleton is the vice president of credit union system relations for CUNA Mutual Group. He is responsible for establishing, strengthening and maintaining relations with credit union trade organizations and state leagues.

Singleton joined CUNA Mutual Group in 1998 as the senior manager of product learning in CUNA Mutual Group's organization capability area and was responsible for aligning CUNA Mutual Group's product-related training efforts to deliver a consistent learning experience across all channels in line with key adult learning principles. Singleton also served as division manager of business development in CUNA Mutual Group's southeast marketing division, where he worked with the organization's staff and credit unions in the areas of training and marketing.

Prior to joining CUNA Mutual Group, Singleton was the training manager for the North American Mission Board of the Southern Baptist Convention. He developed and delivered new employee orientation programs, spoke nationally on topics that included staff development and motivation, conducted training needs analyses and focused on developing leaders and teams.

Singleton holds a bachelor's degree in English from Purdue University and has published several articles on adult learning and for children's publications. He has also spoken throughout the U.S. and abroad on such topics as personality awareness, sales and service, presentation skills, team building, call centers and leadership. He is a Credit Union Development Educator (class of 2007) and an international DE from the Caribbean and African programs. He is a master facilitator in the Personify Leadership program as well as the Experiential Facilitation program.

Tuesday, October 20
Breakout Session, 2:00 – 3:00 p.m.
How Boards Can Leverage the CU Difference

Gerry will share insights around the difference credit unions make in their communities and how boards can use that as they govern/lead the credit union into the future. We will also discuss fintech, disruption, data, consumer trends, etc. as well as key interactive activities around the cooperative principles.

Vendor Exposition Entertainment

Monday, October 19

Chuck Fulcher, Creative Director, Musician, Painter

Born and raised in Great Falls, Chuck graduated from Great Falls High School. After earning a BA in design from Montana State University, Chuck became a freelance designer and illustrator in Los Angeles. After three years, he returned to Montana as Art Director for Wendt Advertising. From Wendt, Chuck started his first business venture, Fulcher Concepts. In 1996, he joined the team at Lodestone Advertising. Two years after that, Chuck purchased the company. Today, Chuck is Lodestone's creative director as well as president and CEO of the company.

Chuck has been a member of the Great Falls Advertising Federation since 1991. He has served on the Board of Directors, and has chaired numerous Auction committees, and currently a Life Member. In 2013, Chuck received the prestigious Silver Medal Award from the American Advertising Federation.

Chuck is serving a 6-year tenure on the Parking Commission Advisory Board for the City of Great Falls, and for the past three years, Chuck has been a Russell Country FCU board member, and is up for re-election this spring.



In his leisure time, Chuck enjoys playing music, oil painting and restoring old cars.

Awards Dinner Entertainment

Tuesday, October 20

Piano Bar Sing-Along with Phil Thompson

With over 500+ popular songs ready to perform by request, **Phil Thompson** has often been called the human jukebox! Phil's collection of songs includes everything from all the piano-bar favorites (Billy Joel, Elton John, Journey, Neil Diamond, Bon Jovi, etc.), hits from the 60's, 70's and 80's (Franki Valli, Lionel Richie, U2), pop selections (Ed Sheeran, Adele, Michael Bublé) and even country classics too (Johnny Cash, Glen Campbell, George Strait, Garth Brooks, etc.)! Phil first performed his show at sea in the piano bars with several cruise lines including

Princess & Holland America and has since shared his show for clients across the globe. Phil provides everything you and your guests will need including song request books and sheets, wireless microphones for guest sing-alongs, his portable digital piano, Bose sound system and intelligent LED stage-lighting.



In addition to performing this show solo, Phil can also create a hybrid piano-bar show adding sax (great for those 70's hits!), guitar (perfect for those country classics!) or more to perform as a duo, trio or larger ensemble and can jump right into high-energy piano-bar requests, or can begin your event with live background music before starting the party!

General Session Speaker

Chris Lorence, Executive Director of CU Awareness, LLC, CUNA



Chris Lorence is the Executive Director of CU Awareness, LLC, a wholly-owned subsidiary of Credit Union National Association, responsible for the Open Your Eyes to a Credit Union®, digital-first marketing campaign that aims to raise consumer consideration of credit unions.

Lorence brings more than twenty-five years of marketing, engagement, and growth strategy to CUNA. He spent two decades with another national financial trade association, most recently serving as Group Executive Vice President of Engagement & Strategy/Chief Marketing Officer. There he developed and deployed digital and social media marketing programs that significantly increased website traffic and digital advertising revenues.

Chris began his career in the credit union movement, serving in several capacities at Spectrum Federal Credit Union and FDIC Employees Federal Credit Union.

In 2014, Chris was named to the FORBES 50 Influential CMO's in Social Media list and the Top 100 CMO's on Twitter by Social Media Marketing Magazine.

Wednesday, October 21

9:00 – 9:30 a.m.

The Open Your Eyes Campaign: 5 Things to Know & Do to Maximize Your Success

The nation's only digital campaign developed to increase consumer consideration for credit unions is now launched in 21 states. Developing consideration for credit unions opens the door for new membership opportunities but turning opportunity into memberships will take work. Learn five things you need to know and do to prepare for the launch in Montana.

General Session Speaker

Jill Nowacki, President/CEO, Humanidei



Jill Nowacki started her career with credit unions in 2001. She has taken on leadership roles at credit unions and state and national trade associations. Now, she is using her experience and passion to lead Humanidei, a human capital strategies firm committed to making credit unions the workplaces and volunteer causes of choice for today's workforce.

Nowacki has practical experience in politics and communication; human resources and strategic planning; community development and marketing. With each role, her purpose remained the same: Help credit unions realize their full potential to expand the economic capacity of members and communities.

Jill has deeply engaged with credit unions across the country, working with Boards of Directors and executive teams to foster growth. They need products, services, and technology to meet member needs, but the true differentiator is in credit unions that leverage the value of human capital to make their systems work best.

Today, Jill helps credit unions increase relevance and win the war for talent at all levels, from front-line staffing through the Board of Directors. By strategically addressing the value of human capital, credit unions can create environments where people bring their best, authentic selves to work; resulting in diversity in thought, increased innovation, stronger succession planning, and ultimately: Relevant, growing credit unions that expand the economic capacity of the members and communities they serve.

Jill holds a Master's in Public Administration from the University of Montana and a Bachelor's Degree in Communication and Public Relations from Carroll College (Helena, Montana). She is a certified International Credit Union Development Educator and a Certified Association Executive and a past recipient of the Northwest Credit Union Association's Young Professional of the Year Award.

Wednesday, October 21

9:30 – 10:30 a.m.

Balanced Teams Are Better Teams

Talking about gender and race at work can be uncomfortable. There is uncertainty about the depth of challenges, the effectiveness of solutions, and the right amount of proactivity, but diverse organizations advance innovative thinking and drive better bottom-line results. This session breaks down this intimidating topic into 10 Tiny Conversations about gender balance, the blatant and hidden issues surrounding gender at work, and why it is all of our business as credit union executives to address this area.

General Session Speaker

Elliot Eisenberg, Ph.D., Economist and Public Speaker



Elliot Eisenberg, Ph.D. is an internationally acclaimed economist and public speaker specializing in making economics fun, relevant and educational. Dr. Eisenberg earned a B.A. in economics with first class honors from McGill University in Montreal, as well as a Master and Ph.D. in public administration from Syracuse University. Eisenberg is the Chief Economist for GraphsandLaughs, LLC, an economic consultancy that serves a variety of clients across the United States. He writes a syndicated column and authors a daily 70-word commentary on the economy that is available at www.econ70.com.

Dr. Eisenberg has spoken to hundreds of business groups and associations, as a keynote speaker on topics including: economic forecasts, economic impact of industries such as homebuilding, tourism, consequences of government regulation, and other current economic issues. Dr. Eisenberg has been invited to testify before lawmakers and is often asked to comment on proposed legislation. His research and opinions have been featured in *Bloomberg Businessweek*, *Bureau of National Affairs*, *Forbes*, *Fortune*, and many other publications. He is a regularly featured guest on cable news programs, talk, and public radio.

Dr. Eisenberg was formerly a Senior Economist with the National Association of Home Builders in Washington, D.C. He is the creator of the multifamily stock index (the first nationally recognized index to track the total return of public firms principally involved in the ownership and management of apartments), the author of more than 100 articles, serves on the Expert Advisory Board of Mortgage Market Guide and is a regular consultant to several large real estate professional associations, hedge funds and investment advisory groups.

Elliot's interests include keeping the rate of restoration of his 65-year-old house ahead of its rate of deterioration and doting on his daughter. He loves ice hockey and talking economics with crowds large and small!

Wednesday, October 21

10:45 – 11:45 a.m.

Graphs and Laughs Economic Update 2020

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