

# May 20-21, 2025

Fairmont Hot Springs | Old Works Golf Course

MONTANA'S  
CREDIT UNIONS

POWER  
UP

Collaboration in Wellness Conference | Small Credit Union Workshop | FUNdraisers

## Tuesday | May 20

### Collaboration in Wellness at Fairmont Hot Springs

8:00 AM - 12:30 PM

Welcome and Introduction by Gerry Singleton, MCU President/CEO & Group Benefits Trust Chair

Meet our Trusted Business Partners

Case Studies with Erin Weenum and Simone Wilkinson

Networking Break

Break Out Sessions with our Vendors

Metrics & More with Simone Wilkinson

Wrap Up, Lunch, and Networking Break

### Small Credit Union Workshop at Fairmont Hot Springs

1:00 PM - 1:00 PM

Welcome and Introduction by Gerry Singleton, MCU President/CEO

Creative Strategies on a Limited Budget by Tom Sakash, Strategic Consulting Officer for Your Credit Union Partner

The Latest Marketing Trends to Enhance your Marketing Efforts from Prime Marketing

Insights into Emerging Risk Outlook from Becky Garton, TruStage

Hot Topics Discussion from Rich Mohr, America's Credit Unions, and Donya Parrish, MCU VP - Risk Management

## Wednesday | May 21

### Montana Credit Union Classic at Old Works Golf Course

9:30 AM - 3:00 PM

Shotgun Start at 9:30 AM, so be sure to arrive early for announcements and warmups. A buffet lunch will be served after the 18-hole round. Transportation is not included.

### Mason Jar Bouquet Building at Old Works Golf Course

12:00 PM - 3:00 PM

Join the Rocky Mountain Chapter of Credit Unions Join us for a fun day of networking while building your own floral arrangement with Ruby and The Wild Floristry! Lunch, tools, florals, containers, and two drink tickets will be provided. Transportation is not included.

# May 21-22, 2025

Fairmont Hot Springs

MONTANA'S  
CREDIT UNIONS

POWER  
UP

## Wednesday | May 21

4:00 – 6:30 p.m. **Registration**  
Conference Center

4:00 – 6:30 p.m. **Exposition**  
Meadowlark/Cutthroat/  
Grizzly/Rocky Mountain Foyer

## Thursday | May 22

7:30 – 8:45 a.m. **Breakfast – Exhibit Hall Open**  
Meadowlark/Cutthroat/  
Grizzly/Rocky Mountain Foyer

7:30 – 8:45 a.m. **Volunteer Breakfast**  
Room 108 Pick up breakfast first in Room 107

8:00 – 8:45 a.m. **HYPE Breakfast**  
Room 103 Pick up breakfast first in Room 107

9:00 – 9:15 a.m. **Welcome** by Montana's Credit Unions  
Bitterroot/Sapphire/Ponderosa President/CEO Gerry Singleton

9:15 – 10:30 a.m. **Keynote: "Hope Is a Verb"** by Amy Downs  
Bitterroot/Sapphire/Ponderosa

10:30 – 11:00 a.m. **Networking Break – Exhibit Hall Open**  
Meadowlark/Cutthroat/  
Grizzly/Rocky Mountain Foyer

11:00 – 12:00 p.m. **General Session: "The Technology Tsunami:  
Preparing Financial Institutions for What's  
Next"** by Larry Pruss, Senior VP, SRM  
Bitterroot/Sapphire/Ponderosa

12:00 – 1:30 p.m. **Exhibitor Lunch and Prizes**  
Meadowlark/Cutthroat/  
Grizzly/Rocky Mountain Foyer

1:30 – 2:30 p.m. **General Session: "Credit Union Membership  
Growth in an Increasing Multicultural State"**  
by Victor Corro, CEO, Coopera Consulting  
Bitterroot/Sapphire/Ponderosa

2:30 – 2:45 p.m. **Networking Break**  
Meadowlark/Cutthroat/  
Grizzly/Rocky Mountain Foyer

2:30 – 2:45 p.m. **Delegate Registration**  
Bitterroot/Sapphire/Ponderosa

2:45 – 3:45 p.m. **MCUL 88th Annual Business Meeting**  
Bitterroot/Sapphire/Ponderosa

3:45 – 4:30 p.m. **Closing Keynote: "The Cooperative  
Difference"** by Alicia Korten  
Bitterroot/Sapphire/Ponderosa

6:00 – 6:30 p.m. **Reception**  
Bitterroot/Sapphire/Ponderosa

6:30 – 9:00 p.m. **Awards Dinner & Entertainment**  
Bitterroot/Sapphire/Ponderosa

AGENDA

PowerUp