



SATURDAY, APRIL 28

12:00 pm – 5:00 pm **THINK 12 Registration and Information Desk**

SUNDAY, APRIL 29

10:00 am – 5:00 pm **THINK 12 Registration and Information Desk**

1:00 pm – 5:00pm **CO-OP Club** (*Grand Salon G & H*)

1:00 pm – 5:00pm **MasterCard Theater** (*Grand Salon J*)

1:00 pm – 2:00 pm **THINK IMPACT SESSIONS** See pages 14-15 for details.

- The New Strategic Outsourcing Model (*Grand Salon A*)
- Using Strategic Planning Tools to Lift Performance (*Grand Salon B*)
- Bank Transfer Day Case Study (*Grand Salon C*)
- Power Points—Where Loyalty Programs are Headed (*Grand Salon D*)

2:00 pm – 2:30 pm **Break**

2:30 pm – 3:30 pm **THINK IMPACT SESSIONS** See pages 14-15 for details.

- EMV: Shaping the Future of Payment Innovation (*Grand Salon A*)
- Improving Profitability by Reducing IT Costs (*Grand Salon B*)
- Growth Through Marketing (*Grand Salon C*)
- Boosting Revenue with Card Analytics (*Grand Salon D*)

3:30 pm – 4:00 pm **Break**

4:00 pm – 5:00 pm **THINK IMPACT SESSIONS** See pages 14-15 for details.

- Managing Card Compromises from the Issuer's Perspective (*Grand Salon A*)
- Marketing Shared Branching: Increase Member Convenience and Engagement (*Grand Salon B*)
- I AM a Credit Union: Consumer Storytelling = Grassroots Growth (*Grand Salon C*)
- eCommerce eVolution (*Grand Salon D*)

4:00 pm – 5:00 pm **Annual Shareholder Meeting—CO-OP Club** (*Grand Salon G&H*)

7:00 pm – 8:30 pm **....SOCIAL EVENT....**

Welcome Reception (*Beach Club*)

Please gather by 6:45 pm by the THINK 12 Registration Desk Foyer for transportation to the Beach Club.
Light appetizers and cocktails.

Suggested attire:

- *Afternoon: THINK Impact Sessions—business casual*
- *Evening: Welcome Reception—casual resort wear*



MONDAY, APRIL 30

6:30 am – 8:00 am	★★CHARITY EVENT★★ CMNH 5K Fun Run/Walk <i>(meet at the Golf Pro Shop at 6:00 am; continental breakfast available after the event)</i>
8:00 am – 1:00 pm	★★CHARITY EVENT★★ CMNH Golf Tournament <i>(continental breakfast available for participants at 7:00 am at the Golf Pro Shop)</i>
9:00 am – 12:00 pm	★★CHARITY EVENT★★ CMNH Interactive Cooking Challenge <i>(Grand Salon D)</i>
8:00 am – 5:00 pm	THINK 12 Registration and Information Desk
12:00 pm – 5:00 pm	CO-OP Club <i>(Grand Salon G & H)</i> Closed 1:00 pm – 2:00 pm for a private event.
12:00 pm – 5:00 pm	MasterCard Theater <i>(Grand Salon J)</i>
12:00 pm – 1:00 pm	—BONUS THINK IMPACT SESSION— Stats—Not Just For Baseball Credit Card Portfolio Management: Knowing What's Important Panel discussion. CO-OP Club <i>(Grand Salon G & H)</i> <i>Lunch served.</i>
2:00 pm – 2:30 pm	THINK 12 Welcome and Kick-off
2:30 pm – 3:15 pm	• REINVENTION • Speaker: Jeff Baxter National Security Consultant, Award Winning Guitarist <i>Topic: Asymmetrical Thinking in a Conventional World</i>
3:15 pm – 4:00 pm	• REINVENTION • Speaker: Billy Beane Oakland A's General Manager and Subject of "Moneyball" <i>Topic: Moneyball: The Art of Winning an Unfair Game</i>
4:00 pm – 5:00 pm	THINK It Out Session
5:00 pm – 5:30 pm	THINK Prize Finalist Presentation
7:00 pm – 9:30 pmSOCIAL EVENT.... Partner Networking Reception <i>(Garden Pool Terrace)</i>

Suggested attire:

- *Morning: Charitable Events—dress as suitable for your chosen event*
- *Afternoon: THINK 12 Kickoff and start of General Session—business casual*
- *Evening: Partner Networking Reception—business casual (Business dress shirts for men; Casual dresses, slacks, etc. for women.)*



TUESDAY, MAY 1

7:30 am – 5:00 pm

THINK 12 Registration and Information Desk

7:30 am – 9:00 am
BREAKFAST

Partner Networking Breakfast *(Grand Salon E & F)*
Continental breakfast served.

8:00 am – 9:00 am
BREAKFAST

—BONUS THINK IMPACT SESSION—

CO-OP Shared Branching Update
CO-OP Club *(Grand Salon G & H)*
Hot breakfast served.

8:00 am – 5:00 pm

CO-OP Club *(Grand Salon G & H)*

8:00 am – 5:00 pm

MasterCard Theater *(Grand Salon J)*

9:00 am – 10:00 am

Speaker: Dr. Neil Goldman
Senior Partner, Goldman Consulting and Strategy
Topic: Member and Non-Member Research Findings

10:00 am – 10:45 am

• CULT BRAND • **Speaker: Alexis Maybank**
Founding CEO of Gilt Groupe
Topic: By Invitation Only: How We Built Gilt and Changed the Way Millions Shop

10:45 am – 11:00 am

Break

11:00 am – 12:00 pm

THINK It Out Session

12:00 pm – 1:30 pm

Lunch Buffet *(Grand Salon E & F)*

12:00 pm – 12:45 pm

Alexis Maybank, book signing *(Grand Pre-Assembly)*

12:00 pm – 1:30 pm

—BONUS THINK IMPACT SESSION—

Payment Industry Trends and CO-OP Product Roadmap
CO-OP Club. *(Grand Salon G & H)*
Hot lunch served.

1:30 pm – 2:15 pm

• CREATIVITY • **Speaker: Dr. Jeff Norris**
Software Systems Supervisor, NASA Jet Propulsion Laboratory
Topic: Mission Critical Agility

2:15 pm – 3:00 pm

• CREATIVITY • **Speaker: Doug Rauch**
Former CEO of Trader Joe's
Topic: Culture Above Creativity

3:00 pm – 3:15 pm

Break

3:15 pm – 4:15 pm

THINK It Out Session

6:30 pm – 7:00 pm

Cocktail Reception *(Grand Pre-Assembly)*

7:00 pm – 10:00 pm

----SOCIAL EVENT----

CO-OP Awards Gala and Dinner *(Grand Ballroom)*

Suggested attire:

- *Morning/Afternoon: General Session—business casual*
- *Evening: Gala Dinner and Awards—semi-formal resort wear*



WEDNESDAY, MAY 2

7:30 am – 12:00 pm **THINK 12 Registration and Information Desk**

7:30 am – 9:00 am
BREAKFAST Continental Breakfast *(Grand Salon E & F)*

8:00 am – 9:00 am
BREAKFAST —BONUS THINK IMPACT SESSION—
CO-OP NextGen ATM *(Grand Salon G & H)*
Hot breakfast served.

8:00 am – 9:00 am
BREAKFAST **California/Nevada Credit Union Leagues Hosted Member Breakfast**
(Grand Salon D)
By invitation only. Hot breakfast served.

8:00 am – 12:00 pm **CO-OP Club** *(Grand Salon G & H)*

8:00 am – 12:00 pm **MasterCard Theater** *(Grand Salon J)*

9:00 am – 9:45 am **• CULT BRAND • Speaker: Chris Berman**
ESPN SportsCenter Anchor
Topic: From Connecticut Sports to the Worldwide Leader: The Swami Looks Back on 30+ Years at ESPN

9:45 am – 10:45 am **Putting It All Together**

10:45 am – 11:30 am **Speaker: Brett King**
Author, “Bank 2.0”

11:30 am – 12:00 pm **THINK 12 Closing and THINK 13 Announcements**
Be sure to hear the exciting news for THINK 13!

Suggested attire:

- *Morning: General Session—business casual or celebrate THINK Miracle Jeans Day:*

We're inviting everyone to join us in wearing jeans on the last day of THINK to raise awareness for the upcoming Miracle Jeans Day fundraiser supporting Credit Unions for Kids (CU4Kids). This is our way of getting the word out early about the industry-wide event that will be held September 12, 2012. We hope that attendees such as you will encourage your own credit unions to participate in the September Miracle Jeans Day fundraising effort. You'll also be able to show your support by making a donation to CU4Kids onsite at THINK if you so choose.