

Invitation to Be Inspired



THiNK 11 promises to be four incredible days of innovation, inspiration and vision for shaping the future of the credit union movement.

Held May 14-18 at *Disney's Grand Californian Hotel® & Spa*, THINK 11 is your chance to leave traditional credit union thinking behind and be inspired by fresh, progressive ideas from speakers who have made a notable difference in their fields.

In addition to an exciting lineup of speakers, take advantage of the Sunday afternoon THINK Impact Sessions, and throughout the conference get involved with "THINK It Out" sessions, valuable networking opportunities, charitable events and more. Don't miss this opportunity to expand your horizons by discovering creative new solutions to the business challenges confronted by credit unions every day.

Location



Set in the heart of the Happiest Place on Earth, **THINK 11** will be held at the beautiful *Disney's Grand Californian Hotel® & Spa*, in Anaheim, California. This impressive hotel offers premium accommodations and rich dining experiences in American Craftsman style and elegance. Take advantage of its world-class spa, extensive array of amenities, impeccable Disney service and a great room rate of \$204 per night. It's the ideal way to spend a few days expanding your mind while also nourishing your soul.

Register for **FREE** at CO-OPTHINK.ORG
**WHAT IDEAS WILL
YOU TAKE HOME?**

Invitation to Be Inspired

SATURDAY, MAY 14

12:00 pm – 5:00 pm

THINK Registration
CO-OP Experience “Idea Lab”
Cyber Café

SUNDAY, MAY 15

10:00 am – 5:00 pm

THINK Registration
CO-OP Experience “Idea Lab”
Cyber Café

1:00 pm – 2:00 pm

THINK Impact Session #1

- Leveraging Cloud Computing in Your Credit Union to Reduce IT Costs and Increase Efficiency
- Emerging Technologies and Trends to Combat Card Fraud
- Social CRM—Loyalty Marketing 2.0

2:00 pm – 2:15 pm

Break

2:15 pm – 3:15 pm

THINK Impact Session #2

- Grassroots Membership Growth—Boots in the Dirt
- New Payment Legislation (Durbin and Beyond)
- Progressive Payment Trends: The Gateway to Credit Union Growth

3:15 pm – 3:30 pm

Break

3:30 pm – 4:30 pm

THINK Impact Session #3

- Analytics to Drive a World Class Debit Program
- Uncovering the Hidden Loan Potential of Your Less-Engaged Members
- Building Loyalty: In & Out

6:00 pm – 6:15 pm*

Gather for Group Escorted Walk by Disney Cast Members to Welcome Reception

Sequoia South Foyer

6:15 pm – 6:30 pm

Walk into Disneyland® Park

6:30 pm – 8:00 pm

Welcome Reception

Inside Disneyland® Park. Dinner on own.

MONDAY, MAY 16

6:00 am – 4:00 pm

THINK Registration
CO-OP Experience “Idea Lab”
Cyber Café

7:00 am – 4:00 pm

8:00 am – 8:30 am

Welcome and Kick-Off:

**CO-OP’s Caroline Lane, Sr. VP, Business Development and Marketing, and
Samantha Paxson, VP, Marketing**

Valerie Morris, THINK 11 MC, former CNN anchor & financial journalist

8:30 am – 9:30 am

Speaker: Sir Ken Robinson, PhD, Creativity and Innovation Expert

“Vision”: The Element: How finding your passion changes everything in your business.

9:30 am – 10:00 am

Speaker: Tony Hawk, Pro Skateboard Legend

“Vision”: Success Via Authenticity.

10:00 am – 10:15 am

Break

10:15 am – 11:30 am

THINK It Out Session

11:30 am – 1:30 pm

Reusable Bag Lunch Distribution

1:30 pm – 2:15 pm

Speaker: Nancy Lublin, DoSomething.org

*“Profits via Operational Excellence”: Zilch: the Power of Zero in Business —
How to Accomplish More With Less.*

2:15 pm – 3:00 pm

Speaker: Susan Packard, HGTV

“Profits via Operational Excellence”: Growing Your Leadership Team to Optimize Operations.

3:00 pm – 3:30 pm

THINK It Out Session

3:30 pm – 4:00 pm

Break

4:00 pm – 5:30 pm

CO-OP FS Shareholders’ Meeting

6:30 pm – 9:30 pm

Partner Networking Reception

House of Blues

*Attendees MUST be at meeting location by 6:15 pm in order to enter Disneyland® Park without a ticket.
All sessions held in Disney’s Grand Californian Hotel® & Spa Conference & Banquet Center unless otherwise noted.

Invitation to Be Inspired

TUESDAY, MAY 17

7:00 am – 11:00 am

7:00 am – 4:00 pm

8:30 am – 9:00 am

9:00 am – 9:45 am

9:45 am – 10:30 am

10:30 am – 11:30 am

11:30 am – 12:00 pm

12:00 pm – 5:30 pm

1:00 pm – 4:00 pm

1:00 pm – 4:00 pm

7:00 pm – 7:15 pm**

7:15 pm – 7:30 pm

7:30 pm – 11:30 pm

THINK Registration

CO-OP Experience “Idea Lab”

Cyber Café

THINK Prize Finalists’ Presentations

Speaker: Jeanne Bliss, Lands’ End, Microsoft, Mazda

“Organic Growth”: *Becoming a “Member” Organization to Gain Greater Sales.*

Speaker: Porter Gale, Virgin America

“Organic Growth”: *Connecting with Members via Social Media to Grow Organically.*

THINK It Out Session

Box Lunch Distribution

Children’s Miracle Network Hospitals (CMNH) Charity Golf Tournament

Meeting Point: Conference Entrance/Conference Porte Cochere

CMNH Charity CHOC Event

Meeting Point: Conference Entrance/Conference Porte Cochere

CMNH Charity Disney Backstage Tour

Meeting Point: Brisa Courtyard

Gather for Group Escorted Walk by Disney Cast Members to Gala Dinner

Sequoia South Foyer

Walk into Disney California Adventure™ Park

CO-OP Awards Gala and Dinner, Announcement of THINK Prize winner,

Evening Entertainment

Inside Disney California Adventure™ Park

WEDNESDAY, MAY 18

7:00 am – 1:00 pm

7:00 am – 3:00 pm

8:30 am – 9:30 am

9:30 am – 10:30 am

10:30 am – 10:45 am

10:45 am – 11:45 am

11:45 am – 12:15 pm

THINK Registration

CO-OP Experience “Idea Lab”

Cyber Café

Speaker: Brett King, Author, Wealth Management Expert

“Selling Our Story to Non-Members”: *Banking 4 Tomorrow to Gain Greater Membership Today.*

Speaker: Jeff Manning, Got Milk?

“Selling Our Story to Non-Members”: *Category Marketing to Gain New Membership.*

Break

THINK It Out Session

THINK 11 Closing and THINK 12 Announcement

Be the first to hear the exciting news for THINK 12!

**Attendees MUST be at meeting location by 7:15 pm in order to enter Disney California Adventure™ Park without a ticket.
All sessions held in Disney’s Grand Californian Hotel® & Spa Conference & Banquet Center unless otherwise noted.

THINK Impact Sessions









Taking place on **Sunday afternoon, May 15**, THINK Impact Sessions will explore topics centered around the latest industry issues, focusing on innovative ways to **grow, enhance and engage your credit union and members**.

Learn from the industry's best and brightest in a more intimate setting, as they bring you the relevant information you need to succeed and grow. Hear it straight from the experts, as they share their knowledge on a wide range of topics, from growing your credit union organically, to the best ways to effectively leverage social media, and much more.

For the latest
schedule of
**THINK Impact
sessions and
speakers, visit
CO-OPTHINK.ORG**

Networking Events

Keep your fresh thinking flowing beyond sessions and speakers with these networking and info-gathering events.

-  **WELCOME RECEPTION**
CO-OP welcomes all attendees to THINK 11, where you'll hear about all of the exciting events in the days to come. This is an event you won't want to miss!
-  **PARTNER NETWORKING RECEPTION**
Held at the House of Blues in *Downtown Disney*®, this is a great opportunity to meet and network with industry partners, leaders and experts to share, learn and connect.
-  **CYBER CAFÉ**
Access the Internet and maybe even share some of your knowledge with those back at the office. Submit your vote for the THINK Prize winner using smartphone application kiosks.
-  **CO-OP EXPERIENCE**
Explore an array of industry-leading products, play games and chat with our associates. Learn how CO-OP helps you help your members through tools, counsel and leadership.
-  **CO-OP AWARDS GALA**
Thinking can be tiring. Reward your brain with this final night gala, and some unexpected surprises.
-  **CMNH CHARITY GOLF TOURNAMENT**
Exchange ideas over 18 holes at the Oak Creek Golf Course. This scramble style tournament will help raise funds for Children's Miracle Network Hospitals.
-  **CMNH CHARITY CHOC EVENT**
If golf isn't your thing but you still want to contribute to Children's Miracle Network Hospitals, visit CHOC (Children's Hospital of Orange County) for a variety of fun activities with the children.
-  **CMNH CHARITY DISNEY BACKSTAGE TOUR**
Go behind the scenes at *Disneyland*, and see how every Disney Cast Member works with a shared sense of purpose that adds to the bottom line.

Children's Miracle Network Hospital Charity Events



CMNH Charity Golf Tournament

Held at the Oak Creek Golf Course, this beautiful Tom Fazio designed course offers something for players at all levels. Enjoy tapered fairways, scenic greens and beautiful lakes among dense and dynamic flora, making for a truly memorable golfing experience.

CMNH Charity CHOC Event
Children's Hospital of Orange County has a wonderful day planned where you can join kids in activities like cookie decorating, face painting, hospital tours, a visit from a magician, and more.



CMNH Charity Disney Backstage Tour

Go behind the scenes at the *Disneyland*[®] Resort for a first-hand view of the business philosophies of Walt Disney himself, and see how every Disney Cast Member works with a shared sense of purpose that adds to the bottom line.

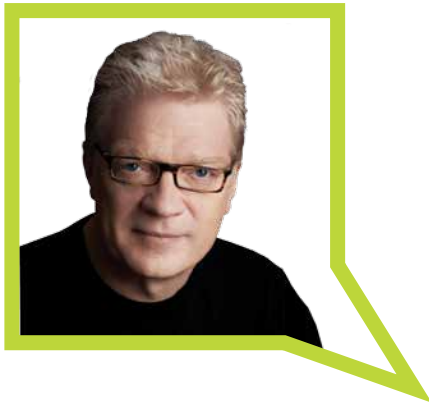
THINK 11 Speakers



Valerie Morris, Former CNN Anchor, Financial Journalist THINK 11 MC

This year's THINK MC, Valerie Coleman Morris, has a proven talent for guiding an audience through the latest thinking in business and finance. As a former CNN domestic and international correspondent/anchor, she delivered reports seen by more than 290 million viewers. Morris currently appears on CNN as a personal finance guest expert and is a financial journalist/educator.

TAKE HOME: *How to connect the dots and put insights into action.*



Sir Ken Robinson, PhD, Internationally Acclaimed Expert on Creativity and Innovation

The Element: How Finding Your Passion Changes Everything in Your Business
May 16 • 8:30 am–9:30 am

Sir Ken Robinson, PhD, is an internationally recognized leader in the development of creativity, innovation, human potential and the people side of organizations, as well as one of the world's leading speakers on these topics. The video of his famous 2006 talk to the prestigious TED Conference has been downloaded more than 5 million times and has been seen by an estimated 200 million people in over 150 countries.

Robinson has worked with governments in Europe, Asia and the USA, with international agencies, Fortune 500 companies and some of the world's leading cultural organizations. He was the central figure in developing a strategy for creative and economic development as part of the Peace Process in Northern Ireland, and one of four international advisors to the Singapore Government for its strategy to become the creative hub of South East Asia.

His latest book, *The Element: How Finding Your Passion Changes Everything*, is a New York Times best seller and is being translated into eighteen different languages.

TAKE HOME: *How to use visionary insights to grow and evolve your business.*

THINK 11 Speakers



Tony Hawk, Pro Skateboard Legend

Success via Authenticity

May 16 • 9:30 am–10:00 am

Tony Hawk was nine years old when his brother changed his life by giving him a blue fiberglass Bahne skateboard. By fourteen he'd turned pro, and by sixteen he was widely considered the best skateboarder on Earth.

World champion for 12 years in a row, Hawk continues to skate demos and exhibitions internationally, making him the most recognized action-sports figure in the world. Today, his business skills have helped create a personal brand that includes a billion-dollar video game franchise, successful businesses such as Birdhouse Skateboards, Hawk Clothing, Hawk Shoes and Tony Hawk HuckJam sporting goods. His Tony Hawk Foundation has donated more than \$3.2 million to more than 450 skatepark projects throughout the United States.

Tony regularly appears on television and in films, and hosts a weekly show on Sirius XM. His autobiography, *HAWK—Occupation: Skateboarder* was a New York Times bestseller. In 2010 Wiley Publishing released *How Did I Get Here? The Ascent of an Unlikely CEO*.

TAKE HOME: *How to find visionary insights and act upon them to grow your business ventures.*



Nancy Lublin, CEO, DoSomething.org

Zilch: The Power of Zero in Business —
How to Accomplish More with Less

May 16 • 1:30 pm–2:15 pm

Since August 2003, CEO and Chief Old Person Nancy Lublin has overseen DoSomething.org's growth and led the effort to begin awarding more grant money to young people who want to make a difference. She turned the organization from a debt-ridden, "old school" not-for-profit with offices in multiple cities nationwide, to a fast-moving Internet company capturing the attention of a generation of doers.

Lublin is deeply passionate about DoSomething.org and the activist mission behind the organization. And it's not the only transformational initiative she's launched. Armed with a \$5,000 inheritance from her immigrant great-grandfather at the age of 23, she founded the organization Dress for Success, which to this day provides women with interview suits, career development training, and boosts in their self-confidence in more than 70 cities in four countries.

Lublin's first book, *Zilch: The Power of Zero in Business* was released in 2010. It offers insights into how those in the not-for-profit world manage to accomplish more with less.

TAKE HOME: *How to optimize your business to provide a better member experience and improve margins.*

THINK 11 Speakers



Susan Packard, Co-Founder and Former COO of HGTV

Growing Your Leadership Team to Optimize Operations

May 16 • 2:15 pm–3:00 pm

The visionary network executive behind HGTV and other popular cable channels, Susan Packard understands how to execute, innovate and bring to market big-concept ideas, and then maintain their brands.

As chief operating officer, Packard led HGTV to become one of the fastest-growing cable networks, now available in more than 98 million U.S. homes and distributed in 175 countries. Packard also was instrumental in the development of four additional powerhouse brands—Food Network, DIY Network, Fine Living TV Network and Great American Country (GAC). Drawing on her experience as a founder and visionary media pioneer, Packard shares strategies for forging and promoting a brand while gaining customers who'll remain loyal to it.

TAKE HOME: *How to connect the dots and put insights into action.*



Jeanne Bliss, Customer Loyalty Expert

Becoming a “Member” Organization to Gain Greater Sales

May 17 • 9:00 am–9:45 am

Author and executive consultant Jeanne Bliss began her career at Lands' End, reinforcing core principles of customer and employee focus during the organization's formative years. Bliss has also served Allstate, Microsoft, Coldwell Banker Corporation and Mazda Corporation.

She now runs CustomerBliss, an international consulting business that coaches executive leadership teams and customer leadership executives on how to put customer profitability at the center of their businesses by getting past lip service to operationally relevant, operationally executable plans and processes. Bliss' many clients include Johnson & Johnson, TD Ameritrade, St. Jude's Children's Hospitals and Bombardier Aircraft. Many others have drawn inspiration from her two best-selling books: *Chief Customer Officer: Getting Past Lip Service to Passionate Action* and *I Love You More Than My Dog: Five Decisions that Drive Extreme Customer Loyalty in Good Times and Bad*.

TAKE HOME: *How engagement and cross-sales help make more money and build loyalty among current members and teams.*

THINK 11 Speakers



Porter Gale, Vice President, Marketing, Virgin America

Connecting with Members via Social Media to Grow Organically
May 17 • 9:45 am–10:30 am

With over 20 years of experience working in marketing, advertising and independent filmmaking, Gale joined Virgin America in October 2007, and currently manages the Brand and Online Marketing, In-flight Content and Loyalty teams.

Gale is an innovative marketing strategist and out-of-the-box thinker who believes in pushing creative boundaries. She has extensive experience in partnership marketing, branded content development, social media and more, and is a frequent guest lecturer, panelist and public speaker.

TAKE HOME: *How to build loyalty with members via social media and how deeper engagement and cross-sales can increase profitability.*



Brett King, Author, Wealth Management Expert

Banking 4 Tomorrow to Gain Greater Membership Today
May 18 • 8:30 am–9:30 am

Brett King, best selling author of BANK 2.0, is a renowned public speaker, blogger, and advisor to some of the world's biggest financial services organizations and leading brands. He is also the founder of a number of non-profit associations.

A regular speaker at the top global conferences for financial services, King is an acknowledged expert on wealth management, customer experience and retail channel distribution strategy. He publishes regularly in his role as industry advisor on The Huffington Post (Business News), Internet Evolution and at www.Banking4Tomorrow.com.

TAKE HOME: *How to use engagement banking to attract new members, and build loyalty among current ones.*



Jeff Manning, Godfather of "Got Milk?"

Category Marketing to Gain New Membership
May 18 • 9:30 am–10:30 am

Jeff Manning helped change the course of the \$20-billion milk industry and transform Got Milk? from a local tag line into one of the best known, most beloved campaigns in advertising history. His marketing background also includes such major brands as P&G, Clorox, Pillsbury, ConAgra and Safeway.

In 2005, Manning launched Got Manning? Designed to reignite mature brands and categories, this marketing and branding consultancy has served clients ranging from Hewlett Packard and Jamba Juice to the California Milk Processor Board.

Manning's presentation, "Building Brand Potency," applies Got Milk? to a broad range of consumer branding issues. Audiences at top brands as well as the American Marketing Association and conferences from the UK to Istanbul, have acclaimed his thought-provoking talent for merging enlightenment with entertainment.

TAKE HOME: *How to attract new members and how to market and sell to them.*