



THE MEMBERS GROUP
2010 CLIENT
CONFERENCE

FUTURE · GROWTH · NOW | **LAS VEGAS**

JUNE 14, 15 & 16

JOIN US

2010 TMG Client Conference

This two day conference is designed to prepare you to meet the current economic challenges and prosper in spite of them. Consider your attendance an investment in the future of your financial institution.

This year's agenda is full of recognized experts in their respective fields as well as TMG's own in-house experts. You can expect forward thinking presentations that will encourage you with new and creative ideas that will evolve into high-impact solutions and long-term growth for your financial institution.

Register today at

www.themembersgroup.com/conference10
and we'll see you June 14-16 at
Red Rock Casino Resort Spa
in Las Vegas!

FEATURED SPEAKERS



PETER DUFFY

Associate Director,
Sandler O'Neill & Partners, L.P.

Duffy's broad expertise in competitiveness, investments, ALM and the "right metrics" for credit unions has made him a popular consultant with financial institutions across the country, as well as a quoted expert in numerous industry publications. In his session, "What Counts for Growth and Earnings in the 'New World' of Financial Services", Duffy will help provide clarity to the competitive issues facing all community based financial institutions.



PHILIPPE BENITEZ

VP of Marketing & Business
Development, Gemalto

Currently leading Gemalto regional development efforts within mobile payments, EMV chip-and-pin payment and value-added services, Benitez relies on his 15 years in the global telecommunications and payment industry. See what Chip and PIN will look like from a global perspective during Benitez' presentation "Chip and PIN: Its Impact on the Issuers and Cardholders in the US Card Market".



ERIN MCCUNE

Partner, Glenbrook Partners, LLC

Throughout her career, McCune has lead increasingly complex business-to-business (B2B) payment initiatives for corporate clients and advising financial institutions and payments technology firms on the development of their cash management capabilities. McCune's session "The Evolution of Alternative Payments" will provide an update on the fascinating world of alternative payments.



BOB TREADWAY

Business Futurist,
Treadway & Associates

Treadway is a futurist and forecaster with 24 years of experience helping organizations of all sizes anticipate the future. In his presentation, "20-20 Foresight: Looking Ahead to Future Growth", Treadway gives insight to trends, factors, and forces that will shape financial services over the next 5-7 years. He'll show a system for foresight and how it applies to action.

AGENDA

FUTURE · GROWTH · NOW

Monday, June 14

6:30pm Opening Reception

Tuesday, June 15

7:30am Breakfast

8:45am Opening Comments

9am **What Counts for Growth and Earnings in the 'New World' of Financial Services**
Peter Duffy, Sandler O'Neill & Partners
This session will build from the dramatic shift in financial service landscape and identify the key factors that led to the meltdown as an introduction to the key factors that will drive growth and earnings and a frank look at what holds you back. Up to date research and analysis will be shared and discussed to help provide clarity to the competitive issues facing all community based FIs.

11am Break

11:15am **TMG New Product Introduction**

12pm Lunch

1pm **Chip and PIN: Its Impact on the Issuers and Cardholders in the US Card Market**
Philippe Benitez, Gemalto
Chip and PIN or EMV is a prolific payment scheme in most of the world. The US continues to rely on traditional magnetic stripe technology. What does EMV look like from a global perspective and what impact does it have today on the US and their (your) cardholders?

2pm Break

2:15pm **From Cavemen to Craftsmen**
Bryan Arzani, The Results Group
Driving efficiencies in an organization is rooted in good communication. Different departments have different priorities, even though they are part of the same team. This creates conflict and confusion, which leads to lack of productivity and eroding profits. Learn the tools you need to communicate with each person in your organization.

7pm **Bowling at Red Rock Lanes**

Wednesday, June 16

7:30am Breakfast

9am **The Evolution of Alternative Payments**
Erin McCune, Glenbrook Partners
An update on the fascinating world of alternative payments. How are new technologies and innovative financial institutions (as well as non-bank payment providers) changing the way consumers and businesses interact online, at the point of sale, and on-the-go via mobile phones?

9:45am Break

10am **TMG Product Updates**

11am Break

11:15am **How to Connect with Others, Regardless of Age, Wage or Lifestage**
Kelly McDonald, McDonald Marketing
This presentation will focus on key diverse market segments, emerging market segments, and how organizations are learning to penetrate these groups, either internally or as customer base expansion, to form deep and lasting connections. Attendees will learn why diversity is a real opportunity – and how you can grow your relationships by better understanding your neighbors, co-workers, your customers and the community in which you live and work, today and tomorrow.

12:15pm Lunch

1:30pm **Fraud Prevention: Leveraging Partnerships for the Best Solutions**
Charlotte Ritonya, First Data & Karen Postma, The Members Group
This presentation will give insight into new fraud prevention product offerings and how you can leverage partnerships to create the best solution. We will also review new and emerging trends and how the industry is reacting.

2:30pm Break

2:45pm **20-20 Foresight: Looking Ahead to Future Growth**
Bob Treadway, Treadway & Associates
Gain insight to trends, factors, and forces that will shape financial services over the next 5-7 years. You'll see a system for foresight and how it applies to action. Get help making sense of a combination of issues such as the economy, competition, shifts in consumer behavior, differentiation, and the keys to your financial institution's sustainability and success.

4:30pm Closing Reception

REGISTRATION

To register, go to
www.themembersgroup.com/conference10

Registration Deadline: May 5

Register Online:

Visit www.themembersgroup.com/conference10 to register for the conference as well as get updated conference information. Registration is FREE for the first attendee from your financial institution and \$99 for each additional registrant. The registration deadline is May 5.

Accommodations:

The 2010 TMG Client Conference is being held at Red Rock Casino Resort Spa in Las Vegas. Red Rock's serene surroundings, distinctive décor and impeccable standard of service ensure that your stay is flawless and fabulous. Be sure to mention *The Members Group* to receive the conference rate of \$100/night for single or double occupancy. Room reservations must be made before May 5 to guarantee room rate.

SPONSOR: First Data

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