

# CU CAFÉ Conference – General Information



## What is CU CAFÉ?

We are creating a new educational event to cultivate and develop Credit Union Enthusiasts. We want to find and support as many people as possible who have “drank the CU Kool-Aid” or at least sipped it and liked it!

The three pillars of CU CAFÉ are Community, Advocacy and Financial Education which represent important ways for individuals to get involved with the movement and spread the word about credit unions.

## Who should attend?

- People who love credit unions and what they stand for
- Industry veterans who want to share their knowledge and experience
- People who are new to credit unions and like the idea of being part of something bigger
- Anyone who wants to be part of the credit union culture

## What are the benefits of attending?

Participants will learn how to tell the credit union story so they can be political advocates, lead community projects and conduct financial education programs.

## What topics are covered?

**Community** – Find out how credit unions are giving back to their hometowns and supporting their members through community service. Discover new ways to weave service projects and make a difference, no matter the number of volunteers or the size of your budget.

**Advocacy** – CUNA political experts will conduct a training session to demonstrate how credit union people can effectively share information with legislators about the positive impact they are having on their members and communities. Participants will learn how to tell the credit union story succinctly and with memorable impact.

**Financial Education** – National Credit Union Foundation staff will discuss the latest research on Financial Health and showcase Biz Kid\$, a television program about how young people make and manage money. Participants will find out about the wealth of high quality educational resources available to teach students and adults about finances.

*AND MORE!*

## Event Details

**Date & Time:** Wednesday, July 24, 2019 1:00 pm – 5:00 pm  
Thursday, July 25, 2019 8:30 am – 3:00 pm

**Location:** ICUL Naperville Office  
(1807 W Diehl Rd, Naperville, IL 60563)

**Registration:** Full Conference  
~~\$200~~ 50% off – Introductory Year Discount - \$100  
Dinner/Activity Only  
~~\$100~~ 25% off – Introductory Year Discount - \$75

## CU CAFÉ Sponsors

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**FOUNDATION**



## CU CAFÉ Agenda

### Wednesday, July 24

12:30 pm – 1:00 pm	Registration & Basket Drop-Off	
1:00 pm – 2:00 pm	Welcome Setting the Scene	Tom Kane <i>CEO, Illinois Credit Union League</i> Melanie Murphy, ICUL <i>Director of Education, Illinois Credit Union League</i>
2:00 pm – 5:00 pm	CUNA Advocacy Training	Richard Gose <i>Chief Political Officer, CUNA</i> Adam Engleman <i>Director, Federal Grassroots and Programs, CUNA</i>
5:00 pm – 6:00 pm	Travel to Dinner/Activity Venue	
6:00 pm – 8:30 pm	Dinner & Networking <b>Main Event</b> (28248 Diehl Road Warrenville IL 60555)	

### Thursday, July 25

8:30 am – 10:15 am	Financial Health Update & Biz Kid\$ Program	Danielle Brown <i>Engagement Director, National CU Foundation</i>
10:15 am – 10:30 am	Break	
10:30 am – 12:00 pm	Community Outreach Within Reach!	Staci Hering <i>Marketing &amp; Event Coordinator, Illinois Credit Union League</i> Anna Hauck <i>Manager of Member Resources, Illinois Credit Union League</i>
12:00 pm – 12:45 pm	Networking Lunch	
12:45 pm – 1:00 pm	CUPAC Awards	Pat Huffman <i>Political Action Director, Illinois Credit Union League</i>
1:00 pm	Basket Fundraiser Bidding Ends	
1:00 pm – 2:00 pm	The Psychology of Money	
2:00 pm – 2:45 pm	Event Review & Planning for 2020	Melanie Murphy <i>Director of Education, Illinois Credit Union League</i>
2:45 pm – 3:00 pm	Wrap Up & Safe Travels Home	

## HOTEL

Springhill Suites (Chicago Naperville Warrenville)  
4305 Weaver Parkway Warrenville, Illinois 60555  
\$119 + taxes per night

[Book your group rate for Illinois Credit Union League](#)

**Hotel Reservation Deadline – July 2, 2019**

## BASKET AUCTION FUNDRAISER

Attendees who would like to participate in the Basket Fundraiser can bring a gift basket to donate for a silent auction. Donated baskets are on display and open for bidding during the conference. Proceeds from the fundraiser are split between CUPAC and the ICU Foundation. Be creative. Baskets are typically valued from \$50 - \$350.

Baskets should be dropped off when you check-in at the conference to allow maximum bidding time. The Silent Auction ends at 1:00 pm sharp on Thursday. Winners can pay for their items with cash or checks.