

focused on... CREDIT UNIONS

RKL is a leading financially oriented professional services firm in Pennsylvania. Our growth and success is based on our commitment to quality and timely service, our range of services and our depth of experience. Consistently ranked as one of the top 20 leading credit union auditors in the U.S.*, RKL delivers the experience and industry-specific solutions that foster long-term financial success for credit unions. At RKL, our Credit Union Services Group is dedicated to the issues and challenges facing credit unions. We draw upon our experience serving approximately 30 credit unions to deliver solutions that work for you.

In addition to thorough and reliable financial statement audits, you can count on our team to provide specialized solutions, from quarterly supervisory committee assistance to business valuations for mergers and acquisitions. To keep you current with the latest success strategies, RKL regularly sponsors educational programs and seminars featuring industry thought leaders and experts.

RKL Credit Union Services

- Financial statement audits
- Supervisory Committee Examinations
- BSA compliance reviews
- ACH compliance reviews
- Quarterly supervisory committee assistance
- IT reviews
- Regulatory compliance reviews
- Business valuations – mergers and acquisitions

JAMES W. PRUZINSKY, CPA

Jim is a partner in RKL's Audit Services Group and leader of RKL's Credit Union Services Group. He has more than 30 years of public accounting experience and specializes in credit union and manufacturing industries.

STEVEN C. WEIDNER, CPA

Steve is a partner in RKL's Audit Services Group. He has more than 30 years of public accounting experience and specializes in accounting and consulting services for the firm's credit union and manufacturing industries.

FRANCIS J. DONNELLY, CPA

Frank is a partner in RKL's Audit Services Group. He specializes in accounting and consulting for the credit union industry and employee benefit plans.

Learn more at RKLcpa.com.

*of credit unions with an asset size of over \$40 million, Callahan & Associates Credit Union Survey



1330 Broadcasting Road
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REGISTER TODAY!

RKLcpa.com/credit-union-seminar

SPACE IS LIMITED | REGISTER TODAY!

RKL's 2016 CREDIT UNION SEMINAR

JOIN US ON OCTOBER 19!

Register today at RKLcpa.com/credit-union-seminar

Discuss challenges and opportunities facing America's credit unions with top experts and professionals within the credit union industry.



Wednesday, October 19, 2016

RiverCrest Golf Club & Preserve

100 Golf Club Drive
Phoenixville, PA 19460

Directions From PA Turnpike:

Take PA Turnpike to Exit #326 Valley Forge. Follow signs for 422 West. Take 422 West to the Collegeville Exit. Make turn onto Route 29 South. Travel over Black Rock Road. RiverCrest main entrance 1/4 mile on right. Follow RiverCrest Drive past pond and make right into clubhouse parking lot.

RKL's 2016

CREDIT UNION SEMINAR

Wednesday, October 19, 2016
RiverCrest Golf Club & Preserve
Phoenixville, PA

Featured Presenters:

Ryan Donovan

Chief Advocacy Officer, CUNA

Neekis Hammond

Senior Risk Management Consultant, Sageworks

David Peterson

Chief Strategic Officer, i7strategies

Frank Santucci

Managing Director of ALM Services, First Empire Securities Inc.



Focused. On You.

RKL's 2016 Credit Union Seminar

7:30 – 8:30 a.m. • Registration and Continental Breakfast

8:35 – 9:55 a.m. • There's an "S" in CAMEL?

Frank Santucci, Managing Director of ALM Services, First Empire Securities Inc.

The NCUA is about to add an "S" to the credit union industry's regulatory CAMEL rating system. The "S" represents sensitivity to interest rate risk, and it is being specifically isolated as a regulatory examination test based on a 2015 Office of Inspector General (OIG) review of the NCUA's interest rate risk (IRR) program. The OIG recommended to the NCUA that it enhance its examination policies and procedures relative to monitoring interest rate risk within the credit union industry. Frank will discuss this new NCUA examination process. Attendees of this session will be able to identify the ramifications of this process to the credit union industry. (qualifies for 1.5 specialized knowledge CPE credits)

10:10 – 11:10 a.m. • Five Steps to CECL Implementation

Neekis Hammond, Senior Risk Management Consultant, Sageworks

The Financial Accounting Standards Board recently released the new accounting standard addressing credit losses known now as the Current Expected Credit Loss (CECL) model. The model requires financial institutions to consider expected losses, rather than just incurred losses. While the standard is not effective until years beginning after December 15, 2020, now is the time to begin the implementation process. Attendees of this session will be able to describe a five-step approach to implement CECL within their credit union. Neekis will discuss all of the requirements of CECL and, more importantly, will actually review the various models/calculations that will be required to analyze future allowance for loan loss balances. (qualifies for 1 specialized knowledge CPE credit)

11:10 a.m. – 12:15 p.m. • CUNA Advocacy Outlook

Ryan Donovan, Chief Advocacy Officer, Credit Union National Association (CUNA)

Ryan will discuss CUNA's most recent advocacy focus and accomplishments as well as CUNA's prospective plans for 2017 and beyond. Ryan's presentation will enlighten us all on CUNA's efforts to reduce the credit union industry's regulatory burdens. Attendees will be able to identify current and upcoming initiatives that could impact their credit union. In addition, as the 2016 national, state and local elections near, Ryan will provide insight into possible road blocks or success paths projected across potential election results. (qualifies for 1 specialized knowledge CPE credit)

12:15 – 1:05 p.m. • Lunch

1:05 – 2:00 p.m. • Harriet Tubman and The Underground Rail Road

Portrayed by Dr. Daisy Century

Born Araminta Ross, Harriet Tubman lived as a slave on a Maryland plantation. Frequently threatened, beaten, whipped and starved, Ms. Tubman's indomitable spirit could not be broken. Even the daunting physical obstacle of a lifetime of seizures caused by her abuse could not keep her from her freeing herself and freeing others from slavery. A Union spy during the Civil War as well as a nurse, Ms. Tubman directed her energies towards humanitarian causes that included women's suffrage after the war.

2:10 – 3:40 p.m. • Who Moved My Members? Transforming Branches and Retail Engagement

David Peterson, Chief Strategic Officer, i7strategies

There are about 100,000 banking locations in the U.S. Most institutions have too many branches, and the ones they have are too big. Further, due to the explosion of online banking services, most branches are now too empty. What to do? As the purpose for the branch is changing, what will you do with your underutilized branch locations? Do you have a compelling reason for a member or prospect to come to your branch? And what changes are needed in branch activities to adapt to the transforming environment of fewer member visits to physical offices? Electronic banking pioneer and visionary David Peterson will provide a challenging and exciting message to teach attendees how to create an environment of branch engagement, which will lead the way to change how members feel about their financial institution, particularly when visiting a physical office. We'll examine three critical areas — consultative selling, education and problem solving — and what it will take to transform existing branch operations (and the people that staff them) into strategic engagement centers. (qualifies for 1.5 specialized knowledge CPE credits)



Frank Santucci

Managing Director of ALM Services, First Empire Securities Inc.

Frank has more than 25 years of experience working with credit unions nationwide on balance sheet management issues and regulatory challenges. As the principal author of the ALM model used by Balance Sheet Management Services, he has in-depth knowledge and insight on effective balance sheet and risk management strategies. Frank is a frequent speaker at regional and national conferences on various ALM and risk management techniques, as well as current industry trends.



Neekis Hammond

Senior Risk Management Consultant, Sageworks

Neekis Hammond is a senior risk management consultant at Sageworks. He provides financial institutions with advisory services, leads thought leadership, develops market strategies and consults with product development on solution requirements and accuracy.



Ryan Donovan

Chief Advocacy Officer, CUNA

As Chief Advocacy Officer for CUNA, Ryan Donovan is responsible for the development and implementation of the association's legislative, regulatory and state government advocacy efforts. In recent years, these efforts have proven successful in reducing credit unions' regulatory burden and protecting them from legislative proposals which would make it more difficult for them to serve their members.



Harriet Tubman

Portrayed by Dr. Daisy Century

Dr. Daisy Century considers Harriet Tubman her role model, someone who encouraged her to put others first and to lead by example. Trained as a teacher, Dr. Century earned a BA in Biology at Claflin College, a Master's in Science Education from South Carolina University and a PhD from Temple University, also in Science Education. Daisy inspires her audience through her thoroughly researched, dramatically intense portrayals. In addition, Dr. Century is a published author, writing under the name Emily Nelson, and is an accomplished singer.



David Peterson

Chief Strategic Officer, i7strategies

David serves as Chief Strategic Officer of i7strategies, an independent strategic planning and consulting firm for financial services and electronic payment initiatives. He was also the original founder of Goldleaf Technologies, a leading provider of electronic payments software and online banking services to independent financial institutions, where he was instrumental in establishing electronic banking and payment systems for commercial banks in both the U.S. as well as throughout Latin America and the Caribbean. David previously served as Executive Vice President for Q2, a virtual branch software provider where he focused on enterprise-wide strategic initiatives, product direction and executive consulting. He remains active in U.S. payment virtual banking initiatives, serving on the Boards of PaymentsFirst, a regional payment association based in Atlanta, Georgia that services over 350 members and ArgosRisk, a systemic risk tracking service provider based in Minneapolis, Minnesota.

As part of our commitment to the credit union industry, RKL has been hosting an annual Credit Union Seminar for more than a decade. Our goal is to feature expert speakers who provide timely information and lively discussions about the challenges and opportunities facing America's credit unions. Part of this tradition includes the appearance of United States historical figures as added educational entertainment. Due to the wide range of clients we serve across the Mid-Atlantic region, we host this event at a central location so attendees can gain valuable insights and network with fellow industry professionals.

Only \$150! Discounts are available for multiple registrants from the same credit union; for every three paid attendees, get one admission free!

Register today at
RKLcpa.com/credit-union-seminar
or by contacting Flame Vo at 610.376.1595 or
fvo@rklcpa.com.

CPE Information

CPE: Earn up to five hours in the fields of specialized knowledge. See course descriptions.

Cancellations: Cancellations outside of unforeseen circumstances are requested by October 14.

Prerequisites: None | Advanced Preparation: None | Program Level: Basic
Delivery Method: Group-Live

For information regarding our complaint policy contact RKL's HR department at 717.394.5666.

RKL is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have the final authority on the acceptance of individual courses for CPE Credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website, www.learningmarket.org.

