

FEATURED SPEAKER



RICH MEADE CHIEF OF STAFF AND COO, CUNA

Rich Meade is Chief of Staff and Chief Operating Officer of the Credit Union National Association (CUNA), a role in which he serves as the association's second-ranking executive and principal advisor to CUNA President and CEO Jim Nussle.

He has extensive experience in legislative, regulatory, political and public relations strategy, garnered through his service as a congressional staff member and as an advocate.

Meade served for 14 years as a congressional staffer in the Congress. He was chief of staff for the House Budget Committee, where he was the committee's principal liaison to the House leadership, the administration, and all committees of the House of Representatives. He was also the committee's leading policy director, placing him at the center of major legislative accomplishments in the 107th and 108th Congresses.

Meade also served in the office of Rep. Jim Nussle (R-Iowa) as legislative assistant, legislative director, chief of staff and lead policy advisor for the committees on which Nussle served, including the Ways and Means, Banking and Financial Services and Agriculture Committees. Prior to that, Meade worked for Rep. Tom Tauke (R-Iowa) and served on Tauke's U.S. Senate campaign.

He has been a guest on C-SPAN public affairs programs and a featured speaker at numerous industry conferences and events, including addresses at the National Press Club.

Meade served as an advisor on economic matters to the re-election campaign of President George W. Bush in 2004 and helped arrange the first campaign visit to Iowa of then-Governor Bush in 1999.

Prior to joining CUNA, Meade was Managing Director of Prime Policy Group, a public policy and government affairs firm.

He graduated with distinction from the George Washington University with a Bachelor's Degree in Economics. He and his wife, Elizabeth, reside in Falls Church, Virginia with their four children.

ABOUT RKL'S CREDIT UNION SEMINAR

As part of our commitment to the credit union industry, RKL has been hosting an annual Credit Union Seminar for over a decade. Our goal has always been 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. Attendees of RKL's 2015 Credit Union Seminar will:

- Recognize the interdependence of all 4 areas of ALM (interest rate risk, liquidity, capital and overall earnings).
- Describe how the CECL will impact institution's ALLL and identify how to prepare for changes.
- Identify areas of advocacy support from CUNA.



1330 Broadcasting Road
P.O. Box 7008
Wyomissing, PA 19610
www.RKLcpa.com

REGISTER EARLY!

CREDIT UNION SEMINAR

JOIN US ON OCTOBER 28, 2015

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



Wednesday, October 28, 2015
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 2015 CREDIT UNION SEMINAR



Wednesday, October 28, 2015

RiverCrest Golf Club & Preserve
Phoenixville, PA

Featured Presenters:

RICH MEADE
Chief of Staff and Chief Operating Officer, CUNA

FRANK SANTUCCI
Managing Director - ALM Services, First Empire Securities Inc.

ED BAYER
Vice President – Financial Institutions, Sageworks



REINSEL KUNTZ LESHER
certified public accountants & consultants

FOCUSED. ON YOU.
www.RKLcpa.com

PRESENTERS



FRANK SANTUCCI MANAGING DIRECTOR - ALM SERVICES, FIRST EMPIRE SECURITIES INC.

Frank has been a credit union member since he was eight years old and has been working with credit unions across the country since 1985. Frank is the principal author of the BSMS ALM Model, which has been used to measure, monitor and manage interest rate risk by over 500 credit unions ranging in size from \$10 million to \$8 billion in total assets. Along with his team, Ed provides comprehensive ALM Analysis, ALCO and Board Education, budget and strategic planning support and consultation.

Frank has been a frequent speaker at credit union conferences including presentations for the CUNA CFO Council the Financial Managers Society, and various state Credit Union League Meetings including the Montgomery County Chapter of the Pennsylvania Credit Union Association. He currently holds the following licenses from the Securities Industry and Financial Markets Association: Series 7 (General Securities Registered Representative), Series 63 (State Registrations), and Series 24 (General Securities Principal).

First Empire Securities, Inc. is a full service institutional fixed income broker-dealer servicing customers nationwide for more than 30 years. Other affiliated companies include: Balance Sheet Management Services, Inc, LPC Services, Inc. and First Empire CD Management, Inc. Combined, First Empire Securities, Inc. and its affiliated companies currently work with over 20 percent of the credit union industry.



ED BAYER VICE PRESIDENT – FINANCIAL INSTITUTIONS, SAGEWORKS

Ed Bayer is the vice president of Sageworks' financial institutions division. He previously served as managing director and as a senior risk management consultant, with a primary focus on allowance for loan and lease loss provisions (ALLL) and stress testing loan portfolios. Before joining Sageworks, he acted as president for a private holding company where he focused on new business acquisitions, valuation models, federal taxation, and subsidiary business structures. Ed received his MBA with concentrations in strategy and entrepreneurship from Vanderbilt University, where he was a CLARCOR Scholarship Recipient, and he received his bachelor's degree from the University of Tennessee.



GENERAL WILLIAM HOWE AS PORTRAYED BY ROBERT GLEASON

Robert Gleason was trained in Theater by performing in 60+ productions at West Chester University. A member of the Army's Special Services Chorus, he shared his three-octave vocal talents as a goodwill ambassador touring the United States and Germany.

Over the years, Mr. Gleason has been featured at the White House Visitor's Center, Ford's Theatre, the National Archives, the Library of Congress, the Air and Space Museum of the Smithsonian Institution, Constitution Hall, the National Constitution Center, Independence Hall,

Mask & Wig, Elder Hostels, Bartram's Garden, Betsy Ross House, the General Warren Inn, and the Freedoms Foundation of Valley Forge. Mr. Gleason has been especially popular at schools, museums, historic sites and libraries throughout the United States. In-depth historical research and audience interactivity have become hallmarks of Mr. Gleason's historical portrayals. He is now performing for the children of children he previously educated and entertained.

Mr. Gleason's performance is produced by the American Historical Theatre, www.AHTheatre.org.

SCHEDULE

8:00 - 9:15 am • REGISTRATION, BREAKFAST & INTRODUCTION

9:15 - 10:40 am • ALM STRATEGIES IN THE CURRENT ECONOMIC ENVIRONMENT

FRANK SANTUCCI Generally when we hear the term "Asset Liability Management" we tend to think of the measurement and management of Interest Rate Risk (both Market Value at Risk and Margins at Risk). Equally important in these economic times are the additional disciplines of effective management of liquidity, capital and of course overall earnings. This presentation will touch on all four areas of ALM and show their interdependence. Some specific measurement and reporting techniques will be shown, along with a discussion of the most current regulatory and compliance issues. The discussion will include both "novice level" introductions as well as some more advanced methodologies. *(Qualifies for two "specialized knowledge" credits.)*

10:40 - 11:00 am • BREAK

11:00 am - 12:00 pm • GENERAL WILLIAM HOWE

General William Howe challenges us to understand the other side of the Revolutionary War. He also reminds us that on both sides of a conflict, there are those who continue to lead with honor and respect for their opponents.

12:00 - 1:00 pm • LUNCHEON

1:00 - 2:00 pm • ACCOUNTING UPDATE & THE PROPOSED CREDIT LOSS STANDARD

JIM PRUZINSKY & ED BAYER Jim will present a general accounting industry update specific to credit unions followed by Ed's discussion on the FASB's current expected credit loss (CECL) model, which is expected to be finalized and released before the end of the year. The model will require institutions to consider expected losses, rather than just incurred losses. As a result, allowance levels are expected to rise and institutions will face a one-time capital adjustment. This presentation will review the latest news on guidance, how CECL will impact institutions' ALLL and how to prepare for the changes. *(Qualifies for one "A&A" credit.)*

2:00 - 3:30 pm • CUNA UPDATE: ADVANCING THE INTERESTS OF CREDIT UNIONS

RICH MEADE CUNA is removing barriers, raising awareness, and fostering service excellence to help credit unions. Come find out how CUNA's current priorities will advance the best interests of your credit union in the coming year. *(Qualifies for two "specialized knowledge" credits.)*

focused on... CREDIT UNIONS

RKL is a leading accounting, tax and consulting 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.

At RKL, we take great pride in our commitment to the credit union industry. Our credit union services group actively participates in industry-related organizations, such as CUNA and CUES. We make it a priority to monitor industry trends and concerns so we can offer you the best services and solutions.

RKL's accounting services include much more than certification of your financial statements. Our services include a management letter, which addresses timely and pertinent issues facing your credit union. Other services include:

- BSA compliance reviews
- ACH compliance reviews
- Quarterly supervisory committee assistance
- IT reviews
- Regulatory compliance reviews
- Business valuations - mergers

JAMES W. PRUZINSKY, CPA

Jim is a partner in RKL's Audit Services Group. He has over 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 over 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.



REINSEL KUNTZ LESHER
certified public accountants & consultants

RKL'S 2015 CREDIT UNION SEMINAR

Wednesday, October 28

RiverCrest Golf Club & Preserve

100 Golf Club Drive, Phoenixville, PA 19460

REGISTRATION FORM

Please register by October 21. Seating is limited. Dress is business casual.

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

- one attendee: \$150
- two attendees: \$300
- three attendees: \$450
- four attendees: \$450
- five attendees: \$600
- six attendees: \$750
- seven attendees: \$900
- eight attendees: \$900
- nine attendees: \$1,050
- ten attendees: \$1,200

Registrant's Name	Title
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____

\$ _____ x _____ = \$ _____
Registration Fee Total Registrants TOTAL ENCLOSED

Make checks payable to: Reinsel Kuntz Leshar LLP

Check # _____ Enclosed (Pre-payment is required to secure your reservation.)

Credit Union Name _____

Address _____

City _____ State _____ Zip _____

Phone () _____ Fax () _____

E-mail _____

Please provide your email address for registration confirmation.

Mail this form with payment by October 21, 2015 to:

Reinsel Kuntz Leshar LLP • 1330 Broadcasting Road • P.O. Box 7008 • Wyomissing, PA 19610

Any questions may be directed to:

James W. Pruzinsky, 610.376.1595 or jpruzinsky@RKLcpa.com

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

Refunds & cancellations: Cancellations and refund requests are requested by October 21. No refunds will be given after October 21.

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.