



Invite. Ignite. Unite.

Welcome to your 2004 Credit Union Leadership Summit.

The California Credit Union League's Annual Meeting and Convention has long been the leading forum for the movement's top minds to unite and consult. At this critical time in our history, that's never been more important.

With longer sessions and a more in-depth discussion of essential topics, the renamed 2004 Credit Union Leadership Summit highlights the issues shaping our movement's immediate future. Three days of highly focused educational sessions, roundtable discussions, and more than 140 exhibitors sharing the latest and best credit union products and services at the CU MarketPlace are just the beginning.

All the tools you need to keep your credit union on course and ahead of the pack are here. **Exchange effective, real-world ideas and practices with hundreds of other credit union experts and leaders.** Examine your market potential and understand how to better serve the rapidly growing Hispanic and small business markets. Explore the road ahead with a 5-year forecast and learn the full implications of this year's elections. Get the scoop on the competition straight from the mouths of two recent credit union converts in our new "Confessions of Recovering Bankers" session. Hear the expertise of bestselling business author Marcus Buckingham (*Now, Discover Your Strengths*) and former presidential advisers R. Glenn Hubbard and Gene B. Sperling, who headed economic teams for Presidents George W. Bush and Bill Clinton, respectively.

And, most importantly, join us at the must-attend, tradition-defying "**Most Important Session Ever**" to learn about the League's response to the renewed banker attacks—a large-scale Public Advocacy campaign whose success depends on your support.

We hope you join us in this exciting and educational journey—November 15-17 at the world-famous Mirage Hotel in Las Vegas—and make the most of this opportunity to put these proven ideas and practices to work at your credit union. More than ever before, your participation is essential.

See you in Las Vegas!

Register now for the 2004 Credit Union Leadership Summit at www.ccul.org/amc2004, or call toll free 800.472.1702, ext. 3260.

