

Take advantage of this opportunity to network with other credit union officials and hear how to put together a sound business and marketing plan to support conversion to a community credit union and expansion into an underserved area.

**FREE**  
**Credit Union Workshop**

**Workshop Schedule:**

**November 9, 2004**

**Embassy Suites Alexandria  
1900 Diagonal Road  
Alexandria, VA  
(703) 684-5900**

**Daily Parking Charge: \$14.00**

**Space is Limited!**

**Register Today!**

**Workshop is open to  
all federally insured  
credit unions  
regardless of asset  
size or charter type.**



**NCUA Region II- Capital  
1775 Duke Street, Ste 4206  
Alexandria, VA 22314  
Phone: 703-519-4628  
Fax: (703) 519-4620  
Director@ncua.gov**



**NCUA Region II (Capital)**

**Credit Union Development Workshop**

**Workshop  
Schedule and  
Registration Form**

**November 9, 2004  
Alexandria, VA**

## WORKSHOP AGENDA

### **Continental Breakfast**

8:00 a.m. to 8:30 a.m.

### **Opening Remarks**

8:30 a.m. to 8:45 a.m.

### **Underserved Area Expansion Community Charter Conversion**

*Find out how to develop a business and marketing plan to serve an underserved area or community field of membership*

8:45 a.m. to 11:30 a.m.

### **Break**

10:00 a.m. to 10:15 a.m.

### **Lunch—FREE**

11:30 a.m. to 12:30 p.m.

### **Real Solutions for Low Wealth Households**

*Learn how to initiate a relationship with people who otherwise might not enter the credit union.*

12:30 a.m. to 1:30 p.m.

### **Credit Union Panel Discussions**

*Learn how to reach out to new members, particularly those of modest means, once you have expanded your membership base.*

### **Underserved Area Expansion**

1:30 p.m. to 2:15 p.m.

### **Break**

2:15 p.m. to 2:30 p.m.

### **Community Charter Conversion**

2:30 p.m. to 3:15

## **Registration and Reimbursement Request Form**

TO RESERVE YOUR SPACE AND APPLY FOR REIMBURSEMENT, PLEASE MAIL OR FAX THIS FORM TO:

NCUA- REGION II (Capital)  
Attention: Diane Rector  
1775 Duke Street, Suite 4206  
Alexandria, VA 22314-3427  
Phone: 703-519-4628 Fax: 703-519-4620

Please use one registration form per participant, make additional copies if needed.

**DEADLINE TO REGISTER FOR THE CONFERENCE IS OCTOBER 29, 2004**

Name/Title: \_\_\_\_\_

Credit Union Name: \_\_\_\_\_

Credit Union Address: \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Charter #: \_\_\_\_\_ CU Phone #: \_\_\_\_\_ Email Address: \_\_\_\_\_

May we share your contact information with other workshop participants? yes \_\_\_\_\_ no \_\_\_\_\_

Complete the section below if requesting reimbursement of travel expenses

### **Estimated Travel Expenses**

Auto (roundtrip miles) \_\_\_\_\_ Airfare \$ \_\_\_\_\_ Lodging? yes \_\_\_\_\_ no \_\_\_\_\_

The first ten (10) requests per workshop will be honored.  
Only credit unions with the criteria listed below are eligible:

- \* under \$10 million in assets, or
- \* less than 10 years old, or
- \* low-income designated

**Reimbursement is limited to a maximum of \$150 per credit union. Reimbursement will be processed immediately following the workshop upon receipt of a signed travel voucher and supporting expense documentation. DEADLINE FOR APPLICATIONS IS OCTOBER 15, 2004.**

The **free** conference will be held on **November 9, 2004**  
at the following location:

**Embassy Suites Alexandria  
1900 Diagonal Road  
Alexandria, VA  
(703) 684-5900**