

**Sunday May 6, 2007**

<b>8:30a - 4:30p</b>	<b>-- Registration and Photographs --</b> (Booth open)
<b>11:00a - 4:00p</b>	<b>Pre-Conference Workshops (2 Sessions)</b>  <b>So You Think You're Good at Secondary Marketing? -</b> <b>Hosted/Presented by:</b> Nizar Hashlamon, VP CU Lending Solutions, Prime Alliance  <b>Sponsored By:</b> <a href="#">Freddie Mac</a>  <b>Description:</b> There's much more to secondary marketing than packaging loans for sale to investors. Best Efforts or Mandatory? Bulk or Flow? What products to we keep in portfolio? Sell? How does servicing value come into play? These are just a few of the questions Nizar Hashlamon, Prime Alliance's Vice President of Credit Union Lending Solutions and a veteran secondary market professional will address, assisted by other industry experts. You'll leave this workshop with a better understanding of how secondary marketing is an integral part of your credit union's mortgage strategy, and how to implement meaningful changes now.  <b>Make the Real Estate Community Work For You! -</b> <b>Hosted/Presented by:</b> Carolyn Hultquist, EVP Real Estate Services  <b>Sponsored By:</b> <a href="#">Charlie Mac</a>  <b>Description:</b> The real estate agent often directs where homes are financed. How can you place your credit union front and center to capture more of this business.
<b>3:00p - On</b>	<b>On Your Own</b>
<b>4:00p - 6:00</b>	<b>Wine and Cheese Party</b>  <b>- Hosted by:</b> First Close (Prime Alliance Closing Services)  <b>Description:</b>

**Monday May 7, 2007**

<b>8:00 a - 4:30 p</b>	<b>-- Registration and Photographs --</b> (Booth open)
<b>8:00 a - 9:30 a</b>	<b>-- Breakfast --</b>
<b>8:30 a - 9:45 a</b>	<b>Technology Speed Dating Session - Hosted by:</b> Mark Jones & Aaron Nelson  <b>Description:</b> Join Mark Jones and Aaron Nelson for another of Prime Alliance's fast-paced technology discussions. During this session we'll discuss how the Retail Lending Center (RLC), the Loan Officer Workbench and the Loan Fulfillment Center (LFC) were designed to be used. We'd like to hear from you how you're using them in your credit union, and gather your ideas for future development.
<b>8:30 a - 9:30 a</b>	<b>Annual Meeting of the Share Holders</b> (private)

<p><b>10:00 a - 11:30 a</b></p>	<p><b>Opening and Welcome... - Hosted by:</b> Joe Brancucci, President CEO, Prime Alliance</p> <p><b>If it Aint Broke... BREAK IT! - Guest speaker:</b> Dr. Robert Kriegel - <a href="#">Bio</a></p> <p><b>Description:</b> Dr. Robert Kriegel teaches bold, innovative, "out of the box" strategies for keeping ahead of the changes, challenges and competition in today's dynamic marketplace.</p> <p>Kriegel's hard hitting, high energy, humor filled presentations entertain, inform and inspire. You will learn tools and techniques to</p> <ul style="list-style-type: none"> <li>• Develop and lead proactive Change-Ready organizations</li> <li>• Differentiate from the competition and deliver the impossible for the customer</li> <li>• Streamline processes by rounding up sacred cows that are costly and prevent change &amp; innovation</li> <li>• Turn innovative ideas into action</li> <li>• Perform at peak levels under pressure</li> </ul>
<p><b>11:30 a - 12:45 p</b></p>	<p><b>Annual Awards Luncheon</b></p> <p><b>Sponsored By:</b> <a href="#">Online Documents Inc.</a></p> <p><b>- Hosted by:</b> Joe Brancucci, President CEO, Prime Alliance</p>
<p><b>12:45 p - 1:00 p</b></p>	<p><b>-- Break --</b></p> <p><b>Sponsored By:</b> <a href="#">AIG United Guaranty</a></p>
<p><b>1:00 p - 2:00 p</b></p>	<p><b>General Session</b></p> <p><b>Gen X and Gen Y: Your Credit Union's Lifeline.</b></p> <p><b>- Guest speaker:</b> Bryan Sims, <i>CEO brass MEDIA Inc.</i></p> <p><b>Description:</b> Who's going to replace your Baby Boomer's business? <i>Generation X and Y, that's who!</i> This is a vastly different target market with very different needs than Baby Boomers. Learn how to capture their business by understanding their needs and expectations.</p>
<p><b>2:00 p - 2:15 p</b></p>	<p><b>-- Break --</b></p> <p><b>Sponsored By:</b> <a href="#">MGIC</a></p>
<p><b>2:15 p - 3:30 p</b></p>	<p><b>Break-Out Sessions (Two Concurrent)</b></p> <p><b>Session #1: Innovation. Emerging Market Lending... You CAN'T afford NOT to! - Guest speaker:</b> Tim Mislansky, <i>President of myCUMortgage</i></p> <p><b>Sponsored By:</b> <a href="#">CMGMI</a></p> <p><b>Description:</b> As America's multicultural markets grow, so do the opportunities surrounding</p>

	<p>an untapped market of families for home financing. Is your credit union ready?</p> <p><b>Session #2: Experience. Lending BIG... When You're NOT. - Guest speaker:</b> Tonya Coon, <i>Regional Sales Manager, CU Members Mortgage</i></p> <p><b>Sponsored By:</b> <a href="#">FNTG</a></p> <p><b>Description:</b> Learn how a small credit union consistently posts impressive results by leveraging resources and partnerships. Size really doesn't matter!</p>
<b>3:30 p - 3:45 p</b>	<b>-- Break --</b>
<b>3:45 p - 5:00 p</b>	<p><b>General Session</b></p> <p><b>Great Debate #1: The URGENT Decade!</b></p> <p>- <b>Guest speakers:</b> Diana Dykstra, <i>President and CEO, San Francisco Fire FCU</i> Steve Mase, <i>President and CEO, Dexma, Inc.</i></p> <p>- <b>Moderated by:</b> Tracy Ashfield, <i>EVP, Strategic Mortgage Solutions, Prime Alliance Solutions, Inc.</i></p> <p><b>Description:</b> During this, the first of two Point / Counterpoint sessions, Diana Dykstra, President and CEO of San Francisco Fire CU and Steve Mase, President and CEO of Dexma, Inc., will debate the merits of working our way from 2% annual mortgage market share to 10 % share in the next ten years. The shift is significant; achieving this goal means our industry goes from lending \$50 billion to \$80 billion per year to more than \$250 billion per year. Can we do it? Our experts will share their opinions in a session you won't soon forget.</p>
<b>5:30 p - 7:30 p</b>	<b>Welcome Reception</b> Casino Night! ( <a href="#">video</a> ) <b>Sponsored By:</b> <a href="#">Fannie Mae</a>
<b>Tuesday May 8, 2007</b>	
<b>7:30 a - 8:30 a</b>	<b>-- Breakfast --</b>
<b>8:30 a - 9:45 a</b>	<p><b>Opening General Session</b></p> <p><b>The Art of Vision - Guest speaker:</b> Mr. Eric Whal - <a href="#">Bio</a></p> <p><b>Description:</b> Mr. Whal Will help you explore techniques to stretch your mind, and uncover new methods to solve old problems, discover new opportunities, become more creative, and productively differentiate yourself from the competition. (<a href="#">video</a>)</p>
<b>9:45 a - 10:00 a</b>	<b>-- Break --</b>

	<p>Sponsored By: <a href="#">Ticor Title</a></p>
<p><b>10:00 a - 11:30 a</b></p>	<p><b>Break-out Sessions</b> (Three Concurrent)</p> <p><b>Session #1: Innovation. Going for "Broker" - Guest speaker:</b> Janice (Jan) M. Hix, Senior Consultant NBC Business &amp; Technology Consulting Group, Fannie Mae</p> <p>Sponsored By: <a href="#">CMGMI</a></p> <p><b>Description:</b> Mortgage brokers command between 30% - 40% of market share each and every year. It makes sense that they make better friends than foes. Learn how to leverage this all important channel and gain more market share.</p> <p><b>Session #2: Experience. There is more than meets the eye – the "TRUE" value of existing relationships. - Guest speaker:</b> Dave Harden, CEO, Profitable Data</p> <p>Sponsored By: <a href="#">FNTG</a></p> <p><b>Description:</b> If you do the math, you know it's easier to get a loan from a current member than it is to get a loan from a new member. Profitable Data CEO Dave Harden will discuss various tools and methods you should consider to determine the true value of the existing member data and how to make the most of it for you and your credit union.</p> <p><b>Session #3: Choices. 2005's Easy Money... 2007's Hard Luck? - Guest speaker:</b> John Sahagian, Baxter Credit Union</p> <p><b>Description:</b> Loans came pouring through the doors in 2005. Some already refer to this time as the "good old days" wishing for more. Be careful what you wish for as we examine the potential impact those loans might have on your members and on your credit union in 2007.</p>
<p><b>11:30 a - 11:45 a</b></p>	<p>-- Break --</p>
<p><b>11:45 a - 1:15 p</b></p>	<p><b>Luncheon and Presentation Top 10 Paths to Mortgage Lending Success</b></p> <p>Sponsored By: <a href="#">Prime Valuation Services</a></p> <p>- <b>Guest speaker:</b> Mercy Jimenez, SVP, Fannie Mae</p> <p><b>Description:</b> Increasing credit union mortgage market share from a stagnant 2% to 10% will require creative approaches to strategy and top-notch execution. Learn useful strategy concepts, how to weigh your options and make the best net trade offs to achieve your goals. Also, discover the top 10 ways credit unions are taking advantage of mortgage lending opportunities to put more members into homes.</p>

1:15 p - 1:30 p	<p>-- Break --</p> <p>Sponsored By: Digital Docs</p>
1:30 p - 3:00 p	<p><b>General Session</b></p> <p><b>Lending with a Purpose.</b></p> <p>- <b>Guest speaker:</b> Craig Nickerson, <i>VP, Expanding Markets/Housing and Community Investment, Freddie Mac</i></p> <p><b>Description:</b> The housing finance market is changing more dramatically now than at any time since the late 1940s. Today's - - and tomorrow's - - buyers are culturally diverse, family structures are changing, core credit union members are aging. At the same time, congressional and regulatory scrutiny of credit union lending is increasing. It's no coincidence shifting demographics and outside examination of our lending practices are related. Is your credit union ready for these substantial market transformations? This session will help you formulate strategies that will put more members in homes while addressing findings from the recent NCUA and GAO studies.</p>
3:00 p - 3:15 p	<p>-- Break --</p>
3:15 p - 5:00 p	<p><b>General Session</b></p> <p><b>Great Debate #2: Mortgage Lending... A Core Credit Union Strategy?</b></p> <p>- <b>Guest speakers:</b> Chip Filson, <i>President, Callahan and Associates, Inc.</i> Chris Oldag, <i>SVP, Lending, Patelco Credit Union</i></p> <p>- <b>Moderated by:</b> Tracy Ashfield, <i>EVP, Strategic Mortgage Solutions, Prime Alliance Solutions, Inc.</i></p> <p><b>Description:</b> The second of two Point / Counterpoint sessions at this year's Symposium, Msrs. Filson and Oldag will engage in a lively discussion about credit union mortgage lending strategy. Mr. Oldag, whose credit union has been a significant player in housing finance for more than two decades, will discuss mortgage Lending as a core strategy, and why credit unions should engage. Mr. Filson, President of Callahan and Associates, will talk about how he sees credit union strategic focus, and how shifts toward mortgage lending could improve financial performance and member relationships.</p>
6:00 p - 9:00 p	<p><b>Dinner Cabaret</b></p> <p>Sponsored By: BECU</p>
<p><b>Wednesday May 9, 2007</b></p>	
7:30 a - 8:30 a	<p>-- Breakfast --</p>
8:30 a - 10:00 a	<p><b>General Session</b></p>

	<p><b>Oh! The Loans You Will Make.</b></p> <p>- <b>Guest speaker:</b> Dan Green, <i>EVP / COO, Prime Alliance Solutions, Inc.</i></p> <p><b>Description:</b> The answer is obvious: YOU are in charge. The SYSTEM, with all its capabilities, works for <b>YOU</b>. Using Prime Alliance's popular 'Did Ya Know' series, Dan Green will take you on the Tour de PA, providing tips and tricks to help you maximize your use of the Prime Alliance</p>
<p><b>10:00 a - 10:15 a</b></p>	<p>--Break--</p>
<p><b>10:15 a - 11:30 a</b></p>	<p><b>Closing General Sessions</b></p> <p>- <b>Speaker:</b> Joe Brancucci, President CEO</p>
<p><b>1:00 p - 6:00 p</b></p>	<p><b>2007 Prime Alliance Golf Outing</b> (See 2005's Golf Outing <a href="#">here.</a>)</p>