

News Now

VolCorp forum focuses on 'innovate, impact, change'

NASHVILLE, Tenn. (8/2/10)--Volunteer Corporate CU (VolCorp) will host its annual forum Aug. 19 in Nashville.

The day will feature presentations by Kelley Parks, Matt Davis and Joe Calloway. They will speak on Innovate, Impact and Change, the forum's theme to help members develop new ideas for their credit union.

Parks, the creative catalyst of gira{ph}, was the 2008 CUNA Marketing & Business Development Council's Marketing Professional of the Year. She has served as a member of Filene Research Institute's i3 team. Parks will show attendees how to make the most of a marketing budget during tough economic times in "How Low Cost Guerilla Marketing Can Really Work." Parks will share the internal and external changes at her credit union after it rebranded and reached 90% of its potential membership.

Davis, of the Filene Research Institute, is an adviser specializing in implementation. He will speak about "The Magic of Doing", which will look at common innovation barriers from a human-centered design perspective and make the case that inaction can be riskier than action. Participants will learn how to sell ideas, how to build effective innovation teams, and why the public is counting on the magic of "doing."

Calloway is a partner in Engage Consulting Group and the author of best-selling business books including, *Becoming a Category of One* and *Indispensable*. He will be speaking on "Minds Wide Open: Creating a Mindset of Everyday Innovation, Ideas and Improvement." Minds Wide Open is about ordinary people doing extraordinary things, while creating differentiation and a competitive advantage.

VolCorp's Annual Meeting will be held with Forum '10. Members will hear about VolCorp's accomplishments during the past year, its future direction and board election results.

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