

News Release

VolCorp's Forum '10: Innovate, Impact and Change

07/30/10

NASHVILLE –Volunteer Corporate Credit Union (VolCorp) will host its annual Forum August 19, 2010 at the Embassy Suites Nashville – South/Cool Springs.

Thursday, August 19th will be a day filled with presentations by Matt Davis, Joe Calloway, and Kelley Parks. All three will be speaking on the topics of *Innovate, Impact and Change*, designed to help members develop new ideas for their credit union.

Kelley Parks is the Creative Catalyst of gira{ph}. Kelley was the 2008 CUNA Marketing & Business Development Council's Marketing Professional of the Year and has served as a member of Filene Research Institute's i³ team. Kelley will show attendees *How Low Cost Guerilla Marketing Can Really Work*. She will share how to make the most of a marketing budget during these tough economic times to invest in differentiation as the secret weapon to develop your own super hero marketing powers. You'll discover how some simple out-of-the-box ideas can gain attention to get Results with a capital R. Kelly will also share *Lessons Learned from Branding, Beancounters & New Beginnings* during her tenure at Call FCU. She will share the dramatic internal and external changes that happened after her credit union's rebranding as a result of reaching 90% of its potential membership. She'll share the good, the bad and the ugly from the process and how Call FCU's branding strategy now impacts everything from the front line to the bottom line.

Matt Davis of Filene Research is an advisor specializing in implementation. He is also known as CUWarrior of "The Credit Union Warrior" blog. Matt will be speaking on *The Magic of "Doing"*. Credit Unions have no shortage of great ideas. Instead of focusing on the positive impact these ideas can make on members and credit unions, we tend to overwhelm ourselves with the fear involved in putting ideas into action. *The Magic of "Doing"* will look at common innovation barriers from a human-centered design perspective and make the case that inaction can be riskier than action. You will learn how to sell your ideas, how to build effective innovation teams, and why the public is counting on the magic of "doing".

Joe 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*. For over 25 years, Joe Calloway has worked with extraordinary companies and studied how they create a mindset of innovation, ideas, and improvement. *Minds Wide Open* is about ordinary people doing extraordinary things, creating differentiation and a competitive advantage. Some key points include: passionate curiosity, a propensity for action, tearing down barriers, not knowing what you can't do, seeking out and destroying complacency among others.

VolCorp's Annual Meeting will be held in conjunction with Fourm '10 on August 19th at 3:00 p.m. Members will hear about VolCorp's accomplishments for the past year, the future direction, and board election results will be announced.

For more information and to register for Fourn '10, visit www.volcorp.org

Volunteer Corporate Credit Union (VolCorp) is a not-for-profit financial cooperative that serves natural person credit unions nationally. Guided by a volunteer board of directors, VolCorp was organized for the express purpose of providing low-cost financial services and competitive investment and lending rates to our member/owners.