



# MACUMA

METROPOLITAN AREA CREDIT UNION  
MANAGEMENT ASSOCIATION

*Expanding Perspectives*

## Our Upcoming Meeting

**January 9, 2012**  
**Dinner Meeting**  
**Key Bridge Marriott**

Guest Speaker: Fred Becker, President, NAFCU

Please join us for our first monthly meeting of the new year when NAFCU President Fred R. Becker, Jr. will offer his unique insight on the latest issues on the legislative and regulatory landscape facing credit unions in 2012 and beyond.

Mr. Becker joined NAFCU as president and CEO in January 2000. Since then, he has worked tirelessly to advance credit union issues with federal regulatory agencies, the White House and Congress. During his tenure at NAFCU, Becker has fostered innovation and a commitment to membership, dramatically increasing NAFCU's direct contact with its membership and outreach to the national media.

Register online at [www.macuma.org](http://www.macuma.org)

Non-Members may register by contacting us: [operations@macuma.org](mailto:operations@macuma.org)

Afternoon Educational Session 4:30 – 5:30 PM  
Networking 5:30 – 6:30 PM  
Dinner Meeting 6:30 PM – 8:00 PM

**Register by noon on January 4<sup>th</sup>:**

Member Credit Unions and Affiliates: \$59 Dinner  
Non-Member Credit Unions: \$69 Dinner  
Non-Member Affiliates: \$75 Dinner and/or Networking

After noon on January 4<sup>th</sup>, rates will increase by \$10  
Cancellations made after noon on January 6<sup>th</sup> will be non-refundable.

Afternoon Educational Session, 4:30 - 5:30 PM, January 9th

### **Local Market Analytics: Trends, Performance and Opportunity**

Scott Patterson and Lydia Cole, Callahan & Associates

*"You cannot manage what you cannot measure" - Bill Hewlett*

For most financial institutions, evaluating performance and opportunity can often be more art than science. Sophisticated industry peer group analysis provides a great start to gain a better understanding of results in an important context. However, analyzing local market trends can also play a critical role in understanding the key drivers of performance as well as a credit unions' evolving role for its members among the range of alternatives they have in the community.

Join Callahan and Associates' Scott Patterson (VP Analytics) and Lydia Cole (Senior Industry Analyst) for an enhanced look at how the latest analytical resources can help credit unions gain an improved perspective on local market trends and seize new opportunities to grow member relationships.

## This Month's Sponsor

We are especially grateful to MACUMA Affiliate **Andy Keeney and Kaufman & Canoles, PC** for sponsoring this month's meeting. Be sure to visit them at [www.kaufcan.com](http://www.kaufcan.com)

## News & Events

### Upcoming Meetings

**February 13**

Dinner Meeting in VA  
TBA

**March 12**

Dinner Meeting in VA  
TBA

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**Budget Now:**

2012 MACUMA  
Annual Leadership  
Conference  
September 14 – 16  
Hershey, PA

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**Did you know?**

MACUMA donated to **Susan G. Komen for the Cure** and **CU Miracle Day** in 2011.

MACUMA is a proud Benefactor of **The Credit Union Foundation of MD and DC!**

**Mark your calendar:**

April 23, 2012  
MACUMA's **Annual Golf Outing** at  
The Country Club at  
Woodmore  
Mitchellville, MD