



48th Annual Meeting and Membership Conference



Wednesday, April 29, 2026
8:30 a.m. to ~1 p.m. ET



The Conference Center
at Bentley University
LaCava Center
Executive Dining Room
175 Forest Street
Waltham, MA

8:30 a.m.

REGISTRATION and Deluxe Continental Breakfast

9:30 a.m.

48th ANNUAL BUSINESS MEETING

Board of Directors, Committee, and Management Reports

10:30 a.m.

THE CREDIT UNION WORKFORCE OF TOMORROW

Credit union thought leaders share how they approach talent and culture to prepare for a new era of member service and technology in a discussion moderated by Jon Jeffreys, President/CEO of Callahan & Associates. Panelists include:

- *Laurie Butz, President and CEO, Capital Credit Union*
- *Ami Iceman-Haueter, Chief Experience Officer, MSU Federal Credit Union*
- *Brenda Jaimes, Head of Value Management Office, Technology Credit Union*

Refreshments Break

~11:45 a.m.

THE NEXT CHOICES FACING CREDIT UNIONS: RETHINKING THE CREDIT UNION ADVANTAGE IN A DISRUPTED FINANCIAL SYSTEM

The financial services sector is being reshaped in ways that challenge long-standing assumptions about competition, service, and scale. In this keynote address, futurist, economist, and bestselling author Dr. Shawn DuBravac explores how operations, service models, and workforce strategies must adapt to changing consumer and employee behaviors. Drawing on research into consumer behavior, workforce transformation, payments innovation, and the evolving role of AI, DuBravac connects macroeconomic forces to practical implications for credit unions. He'll unpack what this means for credit union leaders navigating workforce upskilling, talent shortages, and new service models. Discover opportunities for innovation and growth unique to our collaborative organizations and learn why technology investments must be paired with cultural and organizational readiness.

~12:45 p.m.

CLOSING REMARKS