



2024  
**ECONOMIC  
SUMMIT**

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**2024 ECONOMIC  
SUMMIT**

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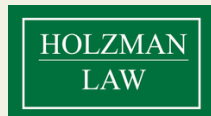
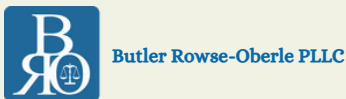
**NOVEMBER 7 & 8, 2024**

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**MARRIOTT EAGLE CREST**

**1275 S HURON ST,  
YPSILANTI, MI 48197**

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# AGENDA

ANN ARBOR MARRIOTT YPSILANTI AT EAGLE CREST

## THURSDAY, NOVEMBER 7

### 1:00PM **CHARLEY MCQUEEN**

*President & CEO | McQueen Financial Advisors*

#### **The Future is Coming Fast**

Correct balance sheet management is not new. Join us for an entertaining discussion on ways to plan now for the unknown world we live in.

### 2:00PM AFTERNOON BREAK

### 2:15PM **BREWSTER KNOWLTON**

*CEO | Gemineye*

#### **From Chaos to Clarity: Lessons Learned over a Decade of Data Transformations**

This presentation will explore the triumphs and challenges faced while implementing data solutions and shaping data strategy in credit unions. From leveraging AI to fostering a culture of data-driven decision-making, Brewster Knowlton, Founder and CEO at Gemineye, will delve into key takeaways from over a decade of driving data transformations. You'll gain insights into what works, what doesn't, and practical steps for driving success in future data initiatives.

### 3:30PM **JOSEE FARMER**

*Economic Analyst | Experian*

#### **State of the U.S. Economy and Consumer Health**

This session will cover the U.S. macroeconomic backdrop including economic growth, the health of the labor market, and the trajectory of rates. It will also include a closer look at consumer health, including the implications of inflation on spending and incomes, and current trends in credit activity.

## FRIDAY, NOVEMBER 8

### 7:30AM - 9:00AM BREAKFAST

### 9:00AM **ELLIOT EISENBERG**

*Internationally Acclaimed Economist & Public Speaker*

#### **The US Economy in 2025: Forecast and Insights**

This presentation will explore the key factors shaping the US economy in 2025, including technological investment, energy costs and transitions, and potential economic challenges. We'll provide insights into expected growth trends and the potential impacts of global and domestic uncertainties.

**REGISTRATION LINK**

# FRIDAY, NOVEMBER 8 AGENDA

ANN ARBOR MARRIOTT YPSILANTI AT EAGLE CREST

## 10:00AM - 10:15AM BREAK

### 10:15AM **FRANK SANTUCCI**

*Managing Director | Stifel*

#### **Investigating Financial Performance and Breaking Down Balance Sheet Economics**

This session will analyze current credit union industry performance benchmarks that will assist any attendee with budget tools and peer comparisons to assist you in building your 2025 and beyond financial performance objectives. Stifel's industry information is a must have, ready to use tool for both management team and board presentations.

### 11:15AM **ANDREAS EKSTRÖM**

*Digital Futurist and Best Selling Author*

#### **The Big Five**

Andreas Ekström offers a fresh perspective on familiar topics by exploring political and technical trust in the age of digital dominance. With major tech players like Google, Facebook, Apple, Microsoft, and Amazon shaping our online lives, Andreas examines how their influence impacts business, money, power, and trust. His insights delve into how digitalization affects various aspects of society and relationships.

## 12:15PM - 1:00 PM LUNCH BREAK

### 1:00PM **CRAIG DISMUKE**

*Chief Market Strategist | Stifel*

#### **Macro Outlook: The Case for a Faster Pace of Policy Normalization**

The severe imbalance between demand and supply caused by the pandemic has largely been addressed, and although inflation remains above the Fed's 2 percent target, policymakers are growing more confident about its trajectory. As attention shifts to a labor market showing early signs of weakening, markets anticipate that the Fed will reduce its restrictive interest rate policies more quickly, potentially normalizing the yield curve after two years of inversion. This presentation will explore the factors influencing the pace of policy normalization and interest rate expectations.

### 2:00PM **ADAM GRANT**

*CEO of Campus Commandos*

#### **Conquering the Task of Landing Gen Z as Members**

In this session, Adam will share how he has helped brands such as HP, Coca Cola and E-Bay connect with millions of college students to build brand loyalty. He will share successful techniques to reach and land this growing demographic.

**REGISTRATION LINK**