



**88th League Annual Meeting
April 25-27, 2024
Embassy Suites
Charleston, WV**



**Featuring
Karen Knotts
and stories of her
famous Dad**

Official Call





**EMBASSY
SUITES**
by HILTON™

West Virginia Credit Union League 4/24/2024

Group Code 906

Embassy Suites Hotel

300 Court Street ~ Charleston, WV 25301

www.EmbassySuitesCharlestonWV.com

The Embassy Suites Hotel has reserved a block of suites at the rate of **\$143.00 per suite**

To reserve a suite at this rate, **please make your reservation by 4/10/2024** by calling 1-800-EMBASSY or 304-347-8700 or online at www.embassysuitescharlestonwv.com. After 4/10/2024 the discounted rate will not be available. Please note that the Embassy website details points of interest in the Charleston area.

Be sure to use the special code when reserving rooms...

You must use the **code 906** - when making reservations to receive the discounted rate.

Online you will click the special rates tab next to the dates you select and enter **906** in the group code box.

Alternatively you can click on the following link and be directed to the personalized web page for booking reservations.

[WV CREDIT UNION](#)

Check-In time is **4:00 PM** and Check-Out time is **11:00 AM**. Requests for early arrival, late departure, room type, or floor assignments cannot be guaranteed. Reservations must be canceled by **4:00 PM** 24 hours before arrival to avoid charges.

Complimentary breakfast is available on Weekdays 6:00 AM – 9:00 AM and Weekends 7:00 AM – 10:00 AM. Breakfast includes a made-to-order omelet station along with your favorite breakfast items.

Join us for the Manager's Reception from 5:30 PM – 7:00 PM each evening. This includes **complimentary cocktails, non-alcoholic beverages, and light snacks.**

Embassy Suites offers a shuttle to and from Yeager Airport for a \$5 fee. Additional shuttle services can be arranged at the front desk of the hotel. Also available is an indoor pool, an exercise facility, and a 24-hour business center.

Parking is located adjacent to the Embassy Suites Hotel. **There is a \$15 overnight parking charge.**

Schedule of Events



THURSDAY April 25

- 9:00 am Board of Directors Meeting
- 1:00 pm **Golf Tournament (Separate fee and registration)** Little Creek Country Club, So. Chas.
Sponsored by TruStage
- 7:00 pm — 8:30 pm **Exhibits open in Ballroom**
Cocktail reception sponsored by TruStage
- 8:30 pm — 10:00 pm **Dance Party with Track 9**
Sponsored by Advantage powered by JMFA

FRIDAY April 26

- 8:00 am — 10:00 am **Complimentary Breakfast in Atrium**
Sponsored by TruStage
- 8:00 am — 10:00 am **Exhibits open in Ballroom**
- 10:00 am — 11:15 am **The Top 10 Marketing Trends Every Credit Union Should Know**
Mark Arnold, On the Mark Strategies
- 11:15 am — 12:00 pm **Exhibits Re-open**
- 12:00 pm — 1:00 pm **Group Luncheon in Atrium** Ticketed Event
- 1:15 pm — 2:30 pm **Dialogue with Wendy Angus**
Associate Regional Director, Eastern Region
National Credit Union Administration
- 2:45 pm — 4:00 pm **Developing the Ultimate Strategic Plan**
Mark Arnold, On the Mark Strategies
Special thanks to **Vizio** for sponsoring our Friday refreshment center.
- 6:30 pm — 9:00 pm **Banquet / Entertainment in Ballroom** (Doors open at 6:00 pm.) Ticketed Event
Tied Up In Knotts!
Karen Knotts, daughter of comedy legend and WV native Don Knotts, pays tribute to her father
Entertainment sponsored by Volunteer Corporate CU and RA Business Solutions

SATURDAY April 27

- 8:00 am — 9:00 am **Complimentary Breakfast in Atrium**—All registered participants are invited to attend
Sponsored by Federal Home Loan Bank Pittsburgh
- 9:00 am — 10:00 am **Business Meeting and Awards Presentation in Ballroom**
Presentation of all awards and certificates including William Bryan Hawkins & Pacesetter Awards
Meeting concludes following Business Meeting

10:00-11:15 am. Ballroom

Mark Arnold-*On the Mark Strategies*

The Top 10 Marketing Trends Every Credit Union Should Know

Wayne Gretzky, the great hockey player, once said “I skate to where the puck is going to be, not where it has been.” It’s the same thing with identifying marketing trends: as credit union officials you need to know what the trends are going to be, not the ones that have worked well in the past decade. Marketing is changing. And your credit union must change as well. This session examines trends including:

- Employing a digital strategy
- Staying relevant is key to sustainability
- Creating a unique user experience



Exhibits reopen at 11:15 am.—Noon

1:15-2:30 pm Ballroom

Dialogue with Wendy Angus

**Associate Regional Director, Eastern Region
National Credit Union Administration**

Join us for an afternoon dialogue with NCUA East Region Associate Director, Wendy Angus. Moderated by League staff, this conversation provides a great opportunity to gain firsthand insights into the NCUA’s 2024 examination priorities and initiatives. This discussion will include a question and answer session.



Friday Presenters

2:45-4:00 pm Ballroom

Mark Arnold-*On the Mark Strategies*

Developing the Ultimate Strategic Plan

Successful credit unions have sharp strategic plans. Organizations that consistently plan well enjoy success more frequently. As author Jim Collins notes in his book *Good to Great*, “good is the enemy of great.” Ultimate strategic planning sessions focus on how to ensure your credit union does not settle for good, but strive for greatness. This session covers:

- The strategic funnel
- How to put zing into your planning sessions
- The magic ingredient to the ultimate strategic plan
- Tips for improving your strategic plan

Banquet Entertainment



“When my father, Don Knotts, passed away in February 2006, I wanted to pay tribute to him in the way I knew him best: as an amazing, loving dad. It’s true that Don Knotts was one of the greatest and most beloved comedic actors of his generation, with many awards to his credit! However, in my one-woman show *TIED UP IN KNOTTS!*, I try to capture the essence of Don, the man, because I always thought he was the funniest when he was just being himself.” — Karen Knotts

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[WV CREDIT UNION](#)
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FROM I-64 East...HUNTINGTON, KENTUCKY & OHIO

Take the Lee Street Exit #58C. At the light turn RIGHT onto Lee Street. Follow Lee Street 3 blocks. Embassy Suites is on the LEFT.

FROM I-79 South...PITTSBURGH, MORGANTOWN & FAIRMONT

Take the Washington Street Exit #58C. Go through the 1st light. At the 2nd light turn LEFT onto Lee Street. Follow Lee Street 3 blocks. Embassy Suites is on the LEFT.

FROM I-77 North...BECKLEY, VIRGINIA & NORTH CAROLINA

On I-77 North you will veer RIGHT to I-64 West. From I-64 West take the Washington Street Exit #58C. Go through the 1st light. At the 2nd light turn LEFT onto Lee Street. Follow Lee Street 3 blocks. Embassy Suites is on the LEFT.

Changes to Sales Tax Exemption Procedures for Embassy Suites 2024 League Annual Meeting

In order to obtain the hotel lodging city and state sales tax exemption, the Embassy Suites Charleston has requested that credit unions paying with a credit union check or credit card complete both the City of Charleston and West Virginia Streamlined Sales and Use Tax Agreement included in the Official Call.

Direct Billing Option

If your credit union has arranged direct billing , the forms will to be completed and sent in advance to the hotel. (Usually done by CUs with multiple rooms)

Pay at time of check-in option

Credit unions paying upon check-in will bring the completed forms and submit to the Embassy Suites upon check-in. (Typically done by credit unions with less than five rooms and bring credit union payment with them.)

City Sales Tax Exemption Form (One form per guest room)

One guest per hotel room will need to complete and sign the City of Charleston form and turn it at the hotel registration desk. This guest would be the credit union official or staff.

State Sales Tax Exemption Form (One form per credit union)

Only one form needs to be completed per credit union and turned in at the hotel registration desk.

Please feel free to contact Rich Schaffer (rschaffer@wvcul.org) 1-800-642-1946 at the League office in advance with any questions.



City of Charleston

Office of the City Collector

915 Quarrier Street, Suite 4 • Charleston, West Virginia 25301 • Phone: 304-348-8024 • Fax: 304-347-1810
www.charlestonwv.gov • Email: citycollector@cityofcharleston.org

HOTEL OCCUPANCY TAX EXEMPTION CERTIFICATE

Instructions for Applicant:

All hotels located within the City of Charleston are required to impose a six percent (6%) occupancy tax on any consumer occupying a hotel room in the city. Rooms **paid directly** by the Federal government, State of West Virginia or one of its political subdivisions are exempt from the tax. 501(c)(3) non-profit corporations, churches or other non-profit organizations that may be exempt from state sales tax **ARE NOT** exempt from the occupancy tax.

Check the appropriate reason for your tax exemption in Section I, and provide all of the information requested in Section II. Sign and date the certificate, and present to the desk clerk upon your check-in at the hotel. **You must present a tax exemption certificate for each stay no matter how often you may frequent a hotel.**

Section I (Please check one of the following):

- ☐ I am an **employee** of the United States government staying at this hotel on business related to my job with the occupancy charges **billed to and paid directly** by the United States government.
- ☐ I am an **employee** of the State of West Virginia, or one of its political subdivisions staying at this hotel on business related to my job with the occupancy charges **billed to and paid directly** by the State of West Virginia or one of its political subdivisions. (Use of a government issued purchase card "P-Card" applies.)
- ☐ I am an **employee** of a state or federal credit union staying at this hotel on business related to my job with the occupancy charges **billed to and paid directly** by the applicable state or federal credit union.

Section II

Name of Exempt Organization: _____

Name of Occupant: _____ Phone No.: _____

Method of Payment (please circle): _____ Credit Card / Check

First Four Digits of Credit Card: _____ Sixth Digit of Credit Card: _____

Name on Checking Acct: _____ Check No: _____
(Must match organization name above)

Occupant Declaration

By signing below, I do hereby certify, declare and attest, under penalty of perjury that I am exempt from the City of Charleston Hotel Occupancy Tax for the reason checked in Section I above.

Signature

Date

Hotel Use

Hotel Name: _____

Received By: _____

Date Received: _____

This form must be presented to the desk clerk upon check-in and retained at the hotel.

This is a multi-state form. Not all states allow all exemptions listed on this form. Purchasers are responsible for knowing if they qualify to claim exemption from tax in the state that would otherwise be due tax on this sale. The seller may be required to provide this exemption certificate (or the data elements required on the form) to a state that would otherwise be due tax on this sale.

The purchaser will be held liable for any tax and interest, and possibly civil and criminal penalties imposed by the member state, if the purchaser is not eligible to claim this exemption. A seller may not accept a certificate of exemption for an entity-based exemption on a sale made at a location operated by the seller within the designated state if the state does not allow such an entity-based exemption.

1. ☐ Check if you are attaching the Multi-state Supplemental form.
☐ ☐ ☐ If not, enter the two-letter postal abbreviation for the state under whose laws you are claiming exemption.

2. ☐ Check if this certificate is for a single purchase and enter the related invoice/purchase order # _____.

3. Please print

Name of purchaser _____

Business Address	City	State	Zip Code
------------------	------	-------	----------

Purchaser's Tax ID Number	State of Issue	Country of Issue
---------------------------	----------------	------------------

If no Tax ID Number Enter one of the following:	FEIN	Driver's License Number/State Issued ID Number	Foreign diplomat number
		State of Issue: Number	

Name of seller from whom you are purchasing, leasing or renting _____

Seller's address	City	State	Zip code
------------------	------	-------	----------

4. Type of business. Circle the number that describes your business

- | | |
|---|---------------------------------------|
| 01 Accommodation and food services | 11 Transportation and warehousing |
| 02 Agricultural, forestry, fishing, hunting | 12 Utilities |
| 03 Construction | 13 Wholesale trade |
| 04 Finance and insurance | 14 Business services |
| 05 Information, publishing and communications | 15 Professional services |
| 06 Manufacturing | 16 Education and health-care services |
| 07 Mining | 17 Nonprofit organization |
| 08 Real estate | 18 Government |
| 09 Rental and leasing | 19 Not a business |
| 10 Retail trade | 20 Other (explain) Credit Union |

5. Reason for exemption. Circle the letter that identifies the reason for the exemption.

- | | |
|---|---|
| A Federal government (department) _____ | H Agricultural production # _____ |
| B State or local government (name) _____ | I Industrial production/manufacturing # _____ |
| C Tribal government (name) _____ | J Direct pay permit # _____ |
| D Foreign diplomat # _____ | K Direct mail # _____ |
| E Charitable organization # _____ | L Other (explain) 12 USC Sect 1751 |
| F Religious or educational organization # _____ | |
| G Resale # _____ | |

6. Sign here. I declare that the information on this certificate is correct and complete to the best of my knowledge and belief.

Signature of Authorized Purchaser _____

Print Name Here _____

Title _____

Date _____

Dance Party
with

TRACK 9



Thursday, April 25th @ 8:30 pm

Sponsored by

ADVANTAGE
powered by JMFA

CREDENTIALS

RETURN THIS FORM TO THE LEAGUE BY MARCH 22, 2024

To: WV Credit Union League
411 Cedar Grove Road
Parkersburg, WV 26101

OR

Fax To: (304) 485-0573

Email: mtant@wvcul.org

88th ANNUAL MEETING WEST VIRGINIA CREDIT UNION LEAGUE

CREDIT UNION: _____

TO: CREDENTIALS COMMITTEE CHAIRMAN

This is to certify the persons designated below are the Official Delegates and Alternates and are authorized to represent this credit union at the 88th Annual Meeting of the West Virginia Credit Union League on April 25 – 27, 2024.

DELEGATES

Name: _____ Address: _____

Name: _____ Address: _____

ALTERNATES

(List only if alternates are attending)

Name: _____ Address: _____

Name: _____ Address: _____

Signature of Credit Union Board President

Signature of Credit Union Board Secretary

WV Credit Union League's 88th Annual Meeting - Registration Form

Preferred
Method

[REGISTER ONLINE](#)

Credit Union: _____

Contact: _____

Please list each individual(s) from your credit union. Print name to appear on badge. Anyone attending from your credit union must be registered including League Directors, Credit Union Board of Directors, committee members, credit union employees, spouses and guests. Check boxes for each function they plan to attend. Advance registration and payment is required for all paid events. Registration Online Preferred.

Credit Union Employees Volunteers / Board of Directors	Delegate	Alternate	Volunteer / Board CU Employee	Thursday, April 25	Golf Tournament	Friday, April 26	Luncheon	Banquet	Spouse / Guest / Other	Thursday, April 25	Golf Tournament	Friday, April 26	Luncheon	Banquet

Paid Events Summary

Event	Cost per Person	# Attending	
Golf Tournament	\$75		
Friday Luncheon	\$35		
Friday Banquet & Entertainment	\$55		
		Total	

Please remit payment to:

West Virginia Credit Union League
411 Cedar Grove Road
Parkersburg, WV 26104

Please select payment method below:

Check Enclosed \$ _____

ACH Option: Financial Institution _____ DDA/SAV

Routing # _____ Account # _____

in the amount of \$ _____

By signing this agreement, I authorize WV Credit Union League to initiate DB/CR entries to the account indicated above.

Registration/Cancellation Deadline
March 22, 2024

Authorized Signature

Date

33rd Annual Ronald R. Smurthwaite Memorial Golf Tournament



2 Man Scramble Format

Little Creek Golf Course

Thursday, April 25, 2024 – 1:00 p.m.

Net proceeds to benefit WV Foundation Scholarships

Sponsored by  **TruStage™**

Prize awarded to two-person team with lowest gross score.

Hole prizes: Closest to the Pin and & Longest Drive

No need for separate registration! Please indicate golfers on the Annual Meeting Registration form. Three ways to register: fax, email to mtant@wvcul.org , or online at wvcul.org

Every effort will be made to arrange golfing “foursomes”. WVCUL reserves the right to arrange golfing “foursomes” as it sees fit for the good of tournament play.

Golfers must submit signed score cards to the clubhouse following play in order to be eligible for awards. In the event of a tie after 18 holes, score cards will be matched for the score on the last nine holes, last six holes (if needed), last three holes (if needed), and finally the last hole (if needed).

The participation fee is \$75 per person and is due no later than **March 22, 2024**.

All USGA rules apply except where local club rules apply.

Directions to Little Creek: 99 Fairview Drive, Charleston, WV 25309 (304) 746-4653

- Head southwest on Court Street toward Lee Street East
- Turn right onto Quarrier Street
- Continue onto Randolph Street
- Take I-64 to Kanawha Turnpike in South Charleston; Take exit 55 from I-64 West
- Turn left onto Pennsylvania S
- Use the left lane to take the US 119 S/Interstate 64W ramp to Huntington
- Merge onto I-64 W/US 119 S
- Take Exit 55 (towards VA-601
- Continue onto Kanawha Turnpike
- Turn left onto Spring Hill Avenue
- Continue straight onto Rumbaugh Road
- Little Creek on the left