

## **International Symposium on Measuring Credit Union Performance**

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Friday, May 10th, 2013

Rotman School of Management

University of Toronto Event Hall,

105 St. George St., 2<sup>nd</sup> floor, south building

- 8:00 a.m.      **Sign-In and Continental Breakfast**
- 8:30 a.m.      **Opening Remarks**
- 8:45 a.m.      **Improving Benchmarking for Credit Unions**  
Mike Higgins, Mike Higgins & Associates
- 9:45 a.m.      **Knowledge Transfer: Measuring Best Practices**  
Nick Bontis, McMaster University
- 10:45 a.m.     **Networking Break**
- 11:15 a.m.     **The Australian Perspective**  
Mark Degotardi, Abacus – Australian Mutuals
- 12:15 p.m.     **Lunch**
- 12:45 p.m.     **Measuring Channel Strategies**  
Dennis Campbell, Harvard Business School
- 1:45 p.m.      **Measuring Share of Wallet**  
Lerzan Aksoy, Fordham University
- 2:45 p.m.      **Networking Break**
- 3:00 p.m.      **Measuring the Credit Union Brand**  
Hope Schau, University of Arizona
- 3:45 p.m.      **Concluding Remarks**

# LOGISTICS

## AIRPORT

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Code – YYZ	Shuttle Option	Taxi Numbers
<a href="http://www.torontopearson.com/">http://www.torontopearson.com/</a>	<a href="http://www.torontoairportexpress.com/">http://www.torontoairportexpress.com/</a>	1-416-829-4222
	One Way - \$26	1-416-457-6608
	Round Trip - \$44.95	One Way - \$55

If considering the shuttle option, guests need to get off at 89 Chestnut Street and then take a taxi to Park Hyatt Hotel which is 2km away and will cost approximately \$10.00 one way.

## HOTEL

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Park Hyatt Toronto <http://parktoronto.hyatt.com/en/hotel/home.html>  
4 Avenue Road  
Toronto, ON M5R 2E8  
Tel: 1-416-925-1234

Storage of your luggage at Rotman School of Management is not recommended as it is in an open space. The Park Hyatt Toronto's concierge desk can accommodate your storage.

There is no taxi stand located outside the hotel however valet concierge will gladly assist in calling a taxi.

## SYMPOSIUM

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Rotman School of Management <http://www.rotman.utoronto.ca/>  
University of Toronto  
Event Hall  
105 St. George Street, 2<sup>nd</sup> Floor, South Building  
Toronto, ON M5S 3E6  
Tel: 1-416-978-4193

There is no taxi stand located outside the University. Should you need one, please contact one of the taxi numbers.

## DRESSCODE

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Business Casual

## GIVE INSTANT FEEDBACK

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Please remember your mobile device to render real-time feedback on presentations at [www.filenefeedback.com](http://www.filenefeedback.com)

For assistance during the symposium, please contact: Anna Morena | 1-613-447-7614 | [morenaa@cucentral.com](mailto:morenaa@cucentral.com)