

2010 Neocog Technologies  
Client Conference

NOVEMBER 9-10, 2010

illuminate



## The Pillar and Post

Niagara-on-the-Lake, Ontario

**NEOCOG**  
TECHNOLOGIES INC

**Sponsored by:**



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## Tuesday, November 9<sup>th</sup>, 2010

8:30–9:00	<b>Registration</b>		Location: The Gallery
9:00-10:00	<b>Session 1:</b>	<b>Illuminate: Lighting the Way Forward</b> <i>Presenter: Chris Palmer, President &amp; CEO Neocog Technologies Inc.</i>	
10:00-10:30	<b>Session 2:</b>	<b>Documents: Illuminating the Possibilities</b> <i>Presenter: Jason Heffren, Communications Manager Neocog Technologies Inc.</i>	
10:30-10:45	<b>Break</b>		
11:00-12:00	<b>Session 3:</b>	<b>Relationship Profitability Management</b> <i>Presenters: Sandy Ferguson, VP Operations &amp; Christine Chieu, Financial Analyst United Communities Credit Union</i>	
12:00-1:00	<b>Lunch</b>		Location: The Dining Room
1:15-2:15	<b>Session 4:</b>	<b>“No Choice But To Change” - Leading Through Turbulent Times</b> <i>Presenter: David Bratton, President &amp; CEO Bratton Consulting Inc.</i>	
2:15-2:45	<b>Session 5:</b>	<b>Cognito: Intelligent Delivery – Using SQL Reporting to Deploy Your Reports</b> <i>Presenter: Chris Palmer, President &amp; CEO Neocog Technologies Inc.</i>	
2:45-3:15	<b>Break</b>		
3:15-3:45	<b>Session 6:</b>	<b>IntelliLender: More Than Just an Origination Tool</b> <i>Presenter: Rita Epp, Senior Manager, Retail and Special Credit, Meridian Credit Union</i>	
3:45-4:15	<b>Session 7:</b>	<b>IntelliLender Update</b> <i>Presenter: Sanju Sivan, VP Solutions &amp; Service Delivery Neocog Technologies Inc.</i>	
5:30	<b>Cocktails</b>		Location: Vintages Wine Bar & Lounge
6:30	<b>Dinner</b>		Location: Carriages Dining Room
8:00	<b>Hospitality Lounge: Sponsored by CUMIS Insurance</b>		Location: The Chicago Suite

## Wednesday, November 10<sup>th</sup>, 2010

9:00-10:00	<b>Session 8:</b>	<b>Driving Profitable Growth &amp; Relevance Through Member Intelligence</b> <i>Presenter: Derek Tufford, Director Sales Effectiveness Meridian Credit Union</i>	Location: The Gallery
10:00-10:30	<b>Session 9:</b>	<b>Cognito: Self-Serve BI</b> <i>Presenter: Chris Palmer, President &amp; CEO Neocog Technologies Inc.</i>	
10:30-10:45	<b>Break</b>		
10:50-11:50	<b>Session 10:</b>	<b>Moving Forward: ACE Enhancements</b> <i>Presenter: Sanju Sivan, VP Solutions &amp; Service Delivery Neocog Technologies Inc. with: Kevin O'Rourke, VP Retail Banking &amp; Keiko Nitta, Sales &amp; Service Coach Westminster Savings Credit Union</i>	
11:50-12:00	<b>Concluding Remarks</b>		
12:00-1:00	<b>Lunch</b>		Location: The Gallery

## Presenters:

**Chris Palmer,  
President & CEO  
Neocog Technologies Inc.**

Chris Palmer is the founder, President & CEO of Neocog Technologies Inc. and the architect of Neocog's CRM software ACE. Chris is a Microsoft Certified Database Administrator and oversees all aspects of Neocog's business activities. Prior to forming Neocog Technologies in 2000 Chris was a Professor of Information Technology at Fanshawe Community College and a Senior Systems Analyst for Libro Financial Group. It was while working for Libro Financial that Chris was asked to develop customer relationship software that would meet the needs of Libro staff, and ACE was created. Chris began his career as a Technical Analyst for the Royal Bank of Canada where he was involved in the production of one of the first CRM applications to be built and used by a financial institution. Chris holds bachelor's degrees in Music Performance and Computer Science and an MBA from the Richard Ivey School of Business at the University of Western Ontario.

**Sanju Sivan,  
Vice President Solutions &  
Service Delivery,  
Neocog Technologies Inc.**

As Vice President Solutions & Service Delivery, Sanju Sivan is responsible for managing a team of developers/database analysts at Neocog Technologies. In addition to his managing responsibilities he oversees the implementation and software upgrades for all Neocog clients. Sanju is a Microsoft Certified Professional and has been with Neocog since 2001 assisting with the design, development and implementation of a variety of solutions and applications including CRM, Lending software, Data Warehousing, and Web-based reporting solutions. Sanju's prior experience was working at the London Health Sciences Centre in various positions as a Programmer/Analyst, Customer Support Representative and Data Analyst. Sanju holds bachelor's degrees in Music, Theory & Composition and Computer Science and a master's degree in Music Composition at the University of Western Ontario.

**Jason Heffren,  
Communications Manager,  
Neocog Technologies Inc.**

Jason Heffren is the Communications Manager for Neocog Technologies. Jason has been with Neocog since 2005. Prior to this Jason held a number of positions in Sales, Retention and Collections at Citigroup. Jason is the primary contact with all Neocog Clients and functions as their relationship manager. Jason's extensive business experience in financial services allows him to function as a liaison between Neocog's technical team and the client business units. Jason also facilitates the coordination of the implementation process as well as performs the train the trainer sessions. Jason holds a bachelor's degree in Sociology from the University of Western Ontario and Communication Studies at the University of Windsor.

**David A. Bratton, MBA, FCMC  
President,  
Bratton Consulting Inc.**

**David Bratton** is President of Bratton Consulting Inc., a firm dedicated to delivering high-quality, customer-focused human resources, change management and executive coaching services to local and national markets. As an Associate of DBM Canada, David's firm provides career counseling and outplacement services to the southwestern Ontario market including London, Windsor, Sarnia and Chatham.

David has over thirty years of experience as a management consultant and executive coach as well as successful corporate senior management experience. He was Director of Human Resources for London Life Insurance Company prior to becoming an independent management consultant.

His clients include 3M, London Regional Cancer Program, LHSC, and a number of small to medium-sized organizations in IT, Financial Services, Sales and Manufacturing. He also has extensive public-sector consulting experience.

David holds an Honours B.A. in Psychology from the University of Western Ontario; an MBA in Organizational Behaviour from York University's Shulich School of Business and he has completed Executive Programs from Harvard (HR) and General Electric. He is a Fellow of CMC-Canada.

David has published two books, one on Best Practices in Human Resources and one on Change Management and has over one hundred articles to his credit. He is currently a freelance columnist for various publications where he has written several columns on coaching, employee engagement and team building. He is frequently called upon to speak to audiences on issues of managing change and cultural transformation, Human Resource strategy, performance management, attraction and retention and employee engagement.

For eighteen years, David was an Affiliate Professor of HR and Organizational Behaviour at University of Toronto's Rotman School of Management where he taught HR Strategy and Management of Change in the school's Executive Programs Division. He taught HR Strategy in the Police Leadership Program which is jointly sponsored by Rotman and the Association of Police Chiefs of Ontario.

David sits on the Board of Pacific & Western Bank, Canada's most technologically-innovative financial institution and the ninth largest in Canada. He is Chair of the Human Resources and Corporate Governance Committee and a member of the Conduct Review Committee.

David is a member of the Institute of Corporate Directors, CMC-Canada, the London Hunt Club, the London Club, and the London Squash Racquets Club

**Sandy Ferguson,  
Vice President Operations,  
United Communities Credit  
Union**

Sandy Ferguson offers over 27 years of experience in the Credit Union system in finance, technology, and operations efficiency. Prior to joining United Communities CU in 2006, she was Senior Manager of Information Systems and Chief Financial Officer for Motor City Community Credit Union. As a key strategic and tactical leader she has earned promotions both as Senior Manager of Finance and most currently Vice President of Operations at United Communities.

Throughout her career, Sandy has taken every opportunity to establish a strong network of contacts. She currently chairs the Southwestern Ontario Managers Association and is a board member of the Ontario Credit Union Managers Association.

As a lifelong resident of Windsor-Essex County, Sandy lives in Chatham, Ontario, and is married with 3 children.

**Christine Chieu,  
Financial Analyst,  
United Communities Credit  
Union**

Christine Chieu is a financial analyst at United Communities Credit Union. She assisted with the implementation of the Relationship Profitability Management system and currently trains front line sales staff in utilizing the tool. Additionally, she is working with Neocog to create profitability reporting for management at United Communities. Christine holds a bachelor's degree in Finance and an MBA from the University of Windsor. She is currently pursuing her CMA designation.

**Rita Epp,  
Senior Manager, Personal  
Lending & Special Credit,  
Meridian Credit Union**

In her role as Senior Manager of Retail and Special Credit, Rita leads the Personal Lending, Credit Recovery and Mortgage Broker Unit teams at Meridian Credit Union. Having spent 25 years with MCU, with a stop of 6 years at Vancity CU, Rita has held Senior Lending and Audit positions in both the Branch environment and Corporate Office. She is credited with the transformation of Meridian's personal lending function from being a conservative formula driven practice to being a fluid risk based process and continues to lead this transformation with a profound passion for changing the way lending is done at Meridian.

Rita lives in Niagara on the Lake with her husband of 34 years, has 2 sons, a daughter in law and 2 cats.

When not promoting Meridian, she is involved with her church, sitting on several committees, chairing the "practical assistance team" as the financial subject matter expert. She enjoys singing with her brother and sister, they have cut CD, and have raised in excess of \$500,000 for numerous charities with their vocal talents. Not good enough to quit her day job, but certainly an enjoyable sideline to relieve the stresses of daily living.

**Derek Tufford,  
Director Sales Effectiveness,  
Meridian Credit Union**

Derek Tufford is currently the Director of Sales Effectiveness at Meridian Credit Union. In this position he has accountability for accelerating the shift in sales culture to drive member relevant profitable growth. He is responsible for business strategy, sales planning, sales coaching and ensuring the right tools and processes are in place. Derek's background includes more than 13 years of progressive sales and marketing experience at both the regional and national level, with companies such as Meridian Credit Union, Labatt Breweries of Canada, Pizza Hut & KFC.

Over the last 5 years, Derek has championed the emerging discipline of Member Management at Meridian - building their Member/Business Intelligence group, and introducing programs such as "New Member On-Boarding" and "Sales Lead Generation"; key initiatives designed to accelerate profitable growth through proactive contact.

Derek graduated from McMaster University with an Honours Bachelor of Commerce degree from the DeGroot School of Business. Derek is an active member of a number of organizations and the father of 2.