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The Future of Money

*Industry experts and economist take a look ahead
at the 34th annual Economic Forum*

Plano, TX – An in-depth look at how the near term economy will affect credit union operations and a fascinating look at the future of money are two compelling aspects featured at the 34th annual Economic Forum, sponsored by Catalyst Corporate Federal Credit Union.

A trio of credit union-oriented economists will give attendees a heads-up on the likely economic conditions following the year-end national debt reduction efforts. Steve Rick, senior economist at CUNA, and Tun Wai, chief economist at NAFCU join well-regarded credit union economist Charles Idol during the two-day event which will be held October 25-26, in Frisco, Texas.

Credit union consultant and futurist Tim Lerew will also analyze technology trends that are changing the way consumers deal with money—and may even change money itself.

Lerew is among the top-notch economists and financial experts tapped for this year's Economic Forum. A popular presenter from past events, Lerew will help credit unions peer just over the horizon at new technologies that promise to transform how payments are made and processed. This is critically important to credit unions and all other "traditional" banking institutions, Lerew said, as the payment franchise has long been the anchor that marries consumers to their primary financial institution.

"No one expected mobile banking to have the adoption rate that it is now experiencing. And tablets are the next frontier," said Tim Lerew, credit union consultant/technology futurist. "What is your credit union's role in the new world of electronic wallets, digital payments and changing consumer needs?"

Credit unions have an opportunity to move to the front of the mobile payments curve—ahead of big banks, data aggregators such as Google, and cell phone carriers—with "innovative product planning and packaging," Lerew said. "Credit unions have always been careful to offer fraud education and protection. If credit unions could extend this to the mobile payments world, why wouldn't your members continue a trusted relationship with you?" He added: "We will not only examine the coming changes, but also explore the risks and rewards these changes hold for the credit union movement."

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Economic Forum—ad one

Following 33 years of economic analysis and forecasting under the banner of Southwest Corporate Federal Credit Union, the 2011 Economic Forum will be the first for Catalyst Corporate. This year's two-day event, themed "Engaging a New Era," will be held at the Embassy Suites Hotel & Convention Center in Frisco, Texas.

The Oct. 3 deadline for early bird registration and securing the group rate at the conference hotel is fast approaching. Information and registration details are online at www.catalystcorp.org. Hotel reservations can be made online on the Catalyst website. Reservations can also be made by phone by calling 1-800-EMBASSY. Please mention Catalyst Corporate Economic Forum to receive the group rate.