



# It's time to commemorate our shared success

Meet industry leaders, grow your professional network and illuminate the path for those who will follow.

**Urban Financial  
Services Coalition –  
50th Anniversary  
Celebration**

***‘Cheers to 50  
Years and  
Beyond’***



April 11-12, 2024



**Hosted by**  
The Federal Reserve  
Bank of Kansas City



[www.ufscnet.org](http://www.ufscnet.org)

# 50 years of UFSC



Join us in our commitment to advancing the visibility of minorities in financial services.



Since 1974, Urban Financial Services Coalition (UFSC) has relentlessly worked to empower communities by creating local and national-level programs that focus on advancing the visibility of minorities in the financial services sector. Our 50th Anniversary celebration will honor our engagement in the financial services industry to bring professional development and mentorship opportunities to individuals at all levels of their professional careers.

## **Contribute with your valuable skills & leave a glowing legacy**

The UFSC 50th Anniversary Celebration Event is open to all current members, former members, prospective members and anyone interested in supporting the organization to advance the interests of minorities in the financial services in the areas of mentorship, professional development, or with corporate sponsorship.

## **Who Should Attend**

### **Seasoned professionals seeking growth:**

Affiliated with financial institutions, government agencies, and fortune 500 corporations who are looking to expand their professional network and learn best practices from industry subject matter experts

### **Aspiring professionals seeking opportunities:**

Students and seasoned professionals interested in careers in the financial services industry; (college students; entrepreneurs; individuals in community/nonprofit organizations).

### **Current & past members of NAUB or UFSC**

chapter are encouraged to attend to celebrate their contributions over the last 50 years, and be a part of the next era.





## President's Message



Dear Members and Supporters,

With immense joy and pride we are delighted to announce that UFSC - formerly known as the National Association of Urban Bankers - is celebrating its 50th anniversary in 2024. Indeed, it has been fifty incredible years of progress, empowerment, and community.

To celebrate this momentous occasion, we cordially invite you to join us in Kansas City on April 11-12, 2024, at the Federal Reserve Bank of Kansas City for an extraordinary celebration. Under the captivating theme of "Cheers to 50 Years and Beyond," our anniversary celebration will center around fostering Economic Empowerment, Educational Advancement, and Professional Development for minorities in the financial services industry and beyond.

As we reflect on the tremendous accomplishments of the past five decades, we want you to be a part of this historic event. This gathering will provide a unique platform to exchange ideas regarding the ever-evolving landscape of the financial services industry, one that directly impacts our personal and professional lives. Let us come together to share insights, explore opportunities, and forge connections that will shape the future.

So mark your calendars now for April 11-12, 2024, and save the date! We genuinely hope you can join us in the vibrant city of Kansas City, Missouri. This is an incredible opportunity to reconnect with old friends, network with industry leaders, and celebrate "50 Years and Beyond" with various communities.

Together, let's commemorate how far we have come and become the resounding voice for those who will follow in our footsteps.

We eagerly anticipate your presence, your insights, and your unwavering support.

Sincerely,

Ola Truelove-Ross  
UFSC – National President

# About UFSC



The Urban Financial Services Coalition (UFSC) is a non-profit organization of minority professionals in the financial services industry and related fields. Chartered as 'The National Association of Urban Bankers' in 1974, the organization was rebranded in 2000 with the objective to expand its reach beyond the banking sector & encompassing the entire financial services industry.

UFSC fosters the personal and professional growth of its members, advocates for their concerns, and mobilizes resources to enhance economic development in under-served communities.

In 2024, UFSC will celebrate 50 years of providing educational, technical, and advisory assistance to the community, professional development for its members, and scholarships for local minority students pursuing degrees for disciplines within the financial services industry.



## Mission:

To be the preeminent financial services organization that provides professional development programs, supports educational advancement and promotes economic empowerment for its members and minority communities at large.

# Objectives:



Connect minority professionals in the financial services industry to exchange experiences, ideas, and foster career growth.



Provide educational, technical, and advisory support to minorities in banking and financial services, as well as guidance to the business community.



Educate and inform young individuals about the diverse employment opportunities within the banking and financial services sector.



Offer mentoring, scholarships, and programs to support minority youth pursuing careers in the financial services industry.





# The UFSC Impact

**Helping individuals enhance their leadership skills through volunteering and leadership positions in local chapters; and building life-long networks and friendships that advance professional growth.**

Over the years, the UFSC has had the privilege to interact with pre-eminent industry leaders and senior executives. Some of the major accomplishments of the last 50 years are:

**10,000+**

members across all disciplines of the banking and financial services industry

**25**

National Presidents who went on to become fortune 500 division leaders, delivering business outcomes and growing other leaders

**\$1M+**

in scholarships to deserving students

**500+**

young adults introduced to careers in financial services through the UFSC MARK I Leadership program



**UFSC Events offer successful career transitions through networking at UFSC events, conferences, summits, and regional meetings**

# Event Schedule



<b>Wednesday, April 10, 2024</b>	<ul style="list-style-type: none"><li>• Registration</li><li>• Welcome to Kansas City Networking Reception (offsite)</li><li>• Hospitality Suite (offsite)</li></ul>
<b>Thursday, April 11, 2024</b>	<ul style="list-style-type: none"><li>• Registration</li><li>• Opening Breakfast</li><li>• General Sessions</li><li>• Luncheon</li><li>• General Sessions</li><li>• Federal Reserve Bank of Kansas City Reception</li></ul>
<b>Friday, April 12, 2024</b>	<ul style="list-style-type: none"><li>• Registration</li><li>• Breakfast Session</li><li>• General Sessions</li><li>• Luncheon Session</li><li>• Concurrent Sessions</li><li>• 50<sup>th</sup> Anniversary Soirée (offsite)</li></ul>

*The two-day event will be onsite at the Federal Reserve Bank of Kansas City, 1 Memorial Drive, Kansas City, MO 64198 except where noted.  
\*Schedule Subject to Change*

# Registration



The UFSC 50th Anniversary Celebration is an in-person event. Full Registration include Welcome to Kansas City Networking Reception, 50th Anniversary Celebration, and Friday evening Soiree. Register early for preferred rates.

## Members

Super Early Bird Individual Registration	<b>\$174.00</b> (Before October 1, 2023 )
Early Bird Individual Registration	<b>\$199.00</b> (Before January 1, 2024)
Regular Registration	<b>\$224.00</b> (After January 1, 2024)
Additional ticket for Friday evening Soiree	<b>\$129.00</b>

## Non-Members

Super Early Bird Individual Registration	<b>\$199.00</b> (Before October 1, 2023 )
Early Bird Individual Registration	<b>\$224.00</b> (Before January 1, 2024 )
Regular Registration	<b>\$249.00</b> (After January 1, 2024 )
Additional ticket for Friday evening Soiree	<b>\$129.00</b>

*\*All sessions on Thursday and Friday are at the Federal Reserve Bank of Kansas City. The offsite Welcome to Kansas City Networking reception is included in the full registration package. One ticket to the Friday evening Soiree also included in the full registration package. You can purchase additional tickets for guests to attend the Friday evening Soiree. Registration is non-refundable*

**Register  
using the link  
or QR code**



**<https://bit.ly/3Ert6SC>**







# Making your stay comfortable & enjoyable

## The Westin Kansas City at Crown Center

1 E Pershing Rd,  
Kansas City,  
MO

UFSC room block rate:  
**\$209.00**



Reservations must be made by January 1, 2024 to guarantee room rate. Please register early as there is limited availability of hotel rooms at UFSC rate.

### **Convenient Location:**

Within a few minutes walk from the Federal Reserve Bank of Kansas City, this 4-star hotel is a 5-minute drive from the Hallmark Visitors Center, T-Mobile Center, Nelson-Atkins Museum of Art and Kemper Museum of Contemporary Art.

### **Luxury Rooms:**

Featuring refrigerators and LCD televisions, pillowtop bed with premium bedding, satellite programming and video-game consoles and wireless Internet access (surcharge) to keep you connected. Private bathrooms with shower/tub combinations feature designer toiletries and hair dryers.

### **Enjoyable Amenities:**

Don't miss out on the many recreational opportunities, including a health club, an outdoor pool, and a spa tub. Additional amenities include wireless Internet access, concierge services, and gift shops/newsstands.

### **Unlimited access to Business Amenities:**

Featured amenities include unlimited access to the business center, limo/town car service, and express check-in. A bus station shuttle is provided at no charge, and self parking (subject to charges) is available onsite.

### **Easy Dining:**

Satisfy your appetite at One East, a restaurant which features a bar/lounge. Dining is also available at the coffee shop/cafe. Wrap up your day with a drink at the poolside bar. Buffet breakfasts are available daily from 6:30 AM to 9:00 AM for a fee.

### **Complimentary shuttle service:**

The shuttle travels between the hotel and the Power and Light District as well as the Freight District. Runs Monday - Saturday, 3PM-10PM Available upon request for trips to local businesses in the immediate area, weekdays 7AM-10AM Shuttles guests between the hotel and the Power and Light District and the Freight District.

### **The preferred airport:**

Kansas City International Airport (MCI) - 20.4 mi Super Shuttle is \$19 one-way, \$31 roundtrip; Taxis are approx \$50 one-way.

### **A limited number of rooms are available at the UFSC rate.**

Please contact The Westin Kansas City at Crown Center directly at 1-816-474-4400 to reserve your room at the UFSC Rate of \$209. before January 1, 2024.

The room block may sell out prior to this date, so please make your reservations early to be guaranteed the UFSC rate of \$209.00 per night.