

*“The Ones In Red” Present*

# NATIONAL CREDIT UNION CONFERENCE

For Directors & Senior Management

May 16 – 19, 2019

✦ *Omni Royal Orleans* ✦  
*New Orleans, Louisiana*



Join credit union board of directors, board chairs, supervisory committee members, CEOs, senior management, committee members, branch managers & other credit union leaders from across the country for an exploration of today’s biggest challenges facing credit unions. Return to your credit union revitalized with fresh ideas & innovative solutions for taking your credit union to the next level.

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Tentative Schedule – subject to change

✿ **THURSDAY, MAY 16, 2019** ✿

**11:30 a.m. – 1:00 p.m. CONFERENCE REGISTRATION**

**1:00 – 1:15 p.m. Opening Remarks**

**1:15 – 2:15 p.m. Rediscovering Your Bylaws**

**David Reed, Attorney At Law, Reed & Jolly, PLLC**

Your bylaws are the rules adopted by the board that govern the internal operation of the credit union. From the relationship with members to board duties and supervisory committee powers to dividend declaration, the bylaws control the essential elements of your credit union's affairs.

Unfortunately, this important document is often overlooked as a source of guidance. More troubling is the fact that some credit unions fail to update their bylaws with new board resolutions, leaving them incomplete or, worse, inaccurate.

The importance of bylaws has grown as they have been re-incorporated into NCUA regulations and have become the subject of increased regulatory examination to protect "fundamental member rights." Your bylaws must meet the needs of your credit union as well as pass regulatory scrutiny. Will yours pass the test?

**2:15 – 2:30 p.m. Networking/Refreshment Break**

**2:30 – 3:30 p.m. So You Want to Hire a New CEO?**

**Bruce Kempkes, Former Assistant Iowa Attorney General**

Selecting a new CEO is among the most important decisions your board will make. Bruce Kempkes will guide conference participants through the vital questions you must consider.

- When should a board start planning for a new CEO?
- How should a board prepare for a CEO's planned or unplanned departure?
- Whom, if anyone, should a board hire to help it negotiate the path for hiring a new CEO?
- What role, if any, should an outgoing CEO play in hiring a new CEO?
- What is the importance of defining in writing the specific roles of board members and the board's various committees regarding the hiring of a new CEO?
- What due diligence is necessary if the board wants to hire a particular internal candidate?
- What due diligence is necessary before the board makes an offer to a prospective CEO candidate?
- What due diligence is necessary for transitioning to a new CEO who has accepted an offer of employment?
- What IRS regulations & tax laws should a board consider in determining the amount of compensation offered to a prospective CEO candidate?
- What should a board put in its policy regarding payment of CEO compensation?

**3:30 – 3:45 p.m. Daily Wrap-Up**

**5:00 – 6:00 p.m. (GP)**

**Welcome Reception**

**Cocktails, light dining & great conversation with "The Ones In Red"!**



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*Omni Royal Orleans Hotel*  
**New Orleans, LA**

Join Experienced  
Credit Union Advisors for  
Timely Sessions Packed  
With Fresh Ideas and  
Innovative Solutions to  
the Issues Facing Today's  
Credit Unions

Learn From and Share Ideas  
With Other Credit Union  
Leaders During a Conference  
Sized to Allow More  
One-On-One Interaction

Share the Excitement of  
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**8:00 – 9:00 a.m. (GP) *Sit-Down Breakfast***

**9:00 – 9:15 a.m.** *Opening Remarks*

**9:15 – 10:15 a.m.** **Marketing Ideas to Partner with Your Community and Grow Your Credit Union**

**Lynn Giuliani, CSP, *President/Founder, Progressions, Inc.***

In this highly interactive session you will explore numerous new approaches to partnering with businesses, organizations and non-profits to enhance your brand recognition and grow your credit union.

Your credit union undoubtedly gets requests daily for donations. During Lynn Giuliani's presentation, you'll learn how to maximize those contributions through partnerships in your community. Take back new ideas, campaigns, and strategies to your CEO that provide you a solid return on your investment. Hear from other credit unions about their best practices and share your own.

**10:15 – 10:30 a.m.** *Networking/Refreshment Break*

**10:30 – 11:30 a.m.** **The E7 Factor: How a Leader's Energy Impacts Performance, Engagement & Profit**

**Shari B. Roth, *Executive Coach, Managing Partner, CAPITAL iDEA***

Whether from increasing demands to produce more, the pressure to be plugged in 24/7, or the general uncertainty of what the future may bring, leaders seem to be surrounded by stress. These stressors can trigger negative, catabolic energy, which over time, has a destructive effect on performance, engagement and ultimately the bottom-line.

The energy that exists in an organization impacts how effective the actions taken will be. In this session, you will be encouraged to think about how your team responds when presented with a problem or challenge . . .

- Recognize the range of energy from destructive to productive
- Understand the hidden factors that sabotage results
- Learn how a leader's energy influences your credit union's culture and performance
- Methods a leader can employ to shift their energy and positively impact their teams

**11:35 a.m. – 12:35 p.m. **7 Habits of Highly Effective Boards****

**Ancin Cooley, *Principal, Synergy Credit Union Consulting***

The presence of a strong board leadership creates a sustainable advantage for a credit union. However, in the absence of board leadership, a credit union will likely suffer financially, and ultimately hurt its members. Finding the right balance between board and management leadership is essential to creating a sustainable culture, reducing risk, and providing value to members. A few of the topics discussed include:

- Conduct effective board evaluations
- Governance best practices
- Dealing with underperforming directors
- Implementing the risk appetite and risk tolerance statements
- Effectively prepare & address management & board succession
- When to stay out of the way of management

**12:35 – 1:35 p.m. (GP) *Group Luncheon***

**1:35 – 2:35 p.m.** **Spotting the "Red Flags": An Interactive Approach to Reading the Board Packet**

**Diane Reed, *President, CU Doctor***

As a board member, you're in the hot seat. It's your job to manage the general direction and control of the credit union and be the watchdog for your members. Each month, you receive your packet filled with tons of information regarding your institution's financial performance and general activities. By now, you probably know how to read the financial statements and "dashboard" reports on performance . . . but, how do you spot potential problems? In this informative session we examine the ins & outs of effective board package evaluation and shed light on how to recognize potential red flags before it is too late.

**2:40 – 3:40 p.m.** **Recognizing and Dealing with Conflicts of Interest**

**David Reed, *Attorney At Law, Reed & Jolly, PLLC***

Having a conflict of interest does not make a volunteer a bad person or imply they're trying to do something wrong. It simply means they have a relationship which places them at risk of putting their own interest ahead of the credit union. Perhaps no single issue has caused more emotionally charged moments in a boardroom than conflicts of interest; yet they are relatively simple to recognize and even easier to deal with, if you know what to do & when to do it. Unfortunately, if they are ignored they can lead to hurt feelings, distrust and even increased risk of liability. Join David as he breaks down the issue of conflicts of interest and gives you the tools & technics needed to avoid this potential governance landmine.

**3:40 – 4:00 p.m.** *Daily Wrap-Up*

✿ SATURDAY, MAY 18, 2019 ✿

8:00 – 9:00 a.m. (GP) *Sit-Down Breakfast*

9:00 – 9:05 a.m. *Opening Remarks*

9:05 – 10:05 a.m. **Redefine Your Credit Union's Culture**

*Ancin Cooley, Principal,  
Synergy Credit Union Consulting*

Small and larger credit unions often lack the institutional framework to understand their risk appetite, talent risk, and institutional biases. This insightful and entertaining presentation will provide credit union leaders with the tools and resources needed to push their credit unions forward.

After attending this session, the attendees will be able to:

- Define their institution's risk appetite
- Manage their talent risk
- Understand their institutional biases

10:05 – 10:20 a.m. *Networking/Refreshment Break*

10:20 – 11:20 a.m. **Leverage Business Intelligence to Maximize Your Credit Union Data**

*Derek Wilson, President, CDO Advisors*

Regardless of your revenue asset size, your greatest asset to improve credit union operations is your enterprise data. This information is collected in various formats and at different touch points with your members. This includes pulling information from structured data such as databases or unstructured data such as emails or call center notes. Managing this data and creating effective business intelligence tools is critical to your success.

Join Derek Wilson for a discussion of what a business intelligence program is and how to implement or enhance your current use of your data. Consider the benefits of business intelligence:

- Accelerating and improving data driven decision making
- Optimizing internal business processes
- Increasing operational efficiency
- Driving new revenues through analytics
- Identifying trends
- Spotting business problems that need to be addressed

11:25 a.m. – 12:25 p.m. **Exceeding Member Expectations**

*Lynn Giuliani, CSP, President/Founder,  
Progressions, Inc.*

Only your members can define your true success, by their loyalty, referrals and repeat business. Their choice of using your credit union to help them with their financial needs is what makes your credit union grow. To earn that choice you must be ahead of your competitors in service, products and delivery.

Lynn Giuliani will reveal new ways of exceeding member expectations by going beyond the norm. Brisk table exchanges and new ideas will send you back to your credit unions with stimulating initiatives.

12:25 – 12:45 p.m. *Daily Wrap-Up*

*Take the Afternoon & Evening  
to Enjoy the Sites, Sounds  
& Flavors of New Orleans!*



✿ SUNDAY, MAY 19, 2019 – TRAVEL DAY ✿

*Have a Safe Trip Home!*

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Located at the fashionable intersection of St. Louis and Royal streets, *Omni Royal Orleans* hotel offers graceful elegance in the heart of New Orleans' French Quarter. The proud recipients of the Four Diamond luxury award for the past 31 years & the Pinnacle Award for thoughtful meeting services, you will find the spirit of "The Big Easy" captured in classic design, modern amenities of spacious guestrooms, iconic wrought-iron balconies and public areas that are alive with the colors and culture of New Orleans. Soak up the sun in the outdoor pool before enjoying a sumptuous dinner at the Zagat-rated *Rib Room* where literary greats and the politically infamous have gathered for over 50 years.



**Reserve Your Room Now!** You may make your reservations via a special link at [www.cuconferences.com](http://www.cuconferences.com) or by calling *Omni Royal Orleans* hotel at **800-843-6664**. Please mention *CU Conferences* to receive special rates as low as **\$249.\***

*\*Special rates based on availability*

**GUEST PROGRAM (GP):**

*CU Conferences' Guest Program* enables your registered guest(s) to join you during the following conference events:

- Thursday's **Only \$225**  
**Welcome Reception**
- Friday's **Sit-Down Breakfast**
- Friday's **Sit-Down Luncheon**
- Saturday's **Sit-Down Breakfast**

*Registered guests are welcome at these (GP) events*

**TRAVEL INFORMATION:\*\***

- Louis Armstrong International Airport (MSY) is approximately 30 minutes from *Omni Royal Orleans Hotel*
- **Airport Shuttle:** For scheduling and rates please visit [airportshuttleneworleans.hudsonltd.net](http://airportshuttleneworleans.hudsonltd.net) or call 504-522-3500
- **Taxi Service:** Approximately \$33 one way for up to 2 passengers; \$14 per person for additional passengers
- **Hotel Parking:** Overnight valet parking with unlimited in/out privileges is \$47.33 (incl. tax per day/per vehicle)
- **Airfare & Car Rental Assistance:** Call *Altair Travel & Cruises:* 800-264-3316; Mon. – Fri.; 8:30 a.m. – 5 p.m. CST. (Nominal Service Fee Applies)

**\*\* Rates subject to change**

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## For Directors And Senior Management

May 16 – 19, 2019  
 Omni Royal Orleans Hotel  
 in New Orleans, Louisiana

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**1ST PARTICIPANT:**

Name _____	<b>Register Early &amp; Save!</b>	
Title _____	On or Before March 14, 2019	<input type="checkbox"/> \$1095
Nickname for ID Badge _____	March 15 Through April 11, 2019	<input type="checkbox"/> \$1145
 Please Provide Your Email Address To Receive Conference Materials And Updates Email Address _____	April 12, 2019 and Beyond	<input type="checkbox"/> \$1195
	Guest Program (GP)	<input type="checkbox"/> \$225
Spouse/Guest Name _____	<b>1st Participant</b>	
Spouse/Guest Nickname for ID Badge _____	Subtotal: \$ _____ (Based on selected registration deadline date and guest program)	

**2ND PARTICIPANT:**

Name _____	On or Before March 14, 2019	<input type="checkbox"/> \$1095
Title _____	March 15 Through April 11, 2019	<input type="checkbox"/> \$1145
Nickname for ID Badge _____	April 12, 2019 and Beyond	<input type="checkbox"/> \$1195
Email Address _____	Guest Program (GP)	<input type="checkbox"/> \$225
Spouse/Guest Name _____	<b>2nd Participant</b>	
Spouse/Guest Nickname for ID Badge _____	Subtotal: \$ _____ (Based on selected registration deadline date and guest program)	
Register Additional Conference Attendees & Guests On Separate Sheet Or Call CU Conferences At 888-465-6010		
Total Amount Due: \$ _____		

**CREDIT UNION INFORMATION:**

Credit Union Name \_\_\_\_\_ Asset Size \_\_\_\_\_

Contact Person \_\_\_\_\_ Contact Person's E-mail \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number ( \_\_\_\_\_ ) \_\_\_\_\_ Fax Number ( \_\_\_\_\_ ) \_\_\_\_\_

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**Cancellation Policy:**

If you need to cancel for any reason, you are welcome to send a substitute. Or, if you cancel in writing at least 10 business days prior to the conference date, you will receive a full refund, less a \$50 administrative fee.

There are no refunds for cancellations made less than 10 business days prior to the conference date. However, your credit union may apply the paid registration fee to any future conference. Registrants who do not attend are liable for the full conference fee.

*Please Note:* CU Conferences reserves the right to photograph official events & sessions for exclusive use in marketing materials

**Upcoming Credit Union Educational Conferences:**

**Detecting Fraud & Managing Risks Conference**

■ JUNE 20 – 23, 2019 ■  
**Francis Marion Hotel**  
**Charleston, South Carolina**



**Social Media Conference**

■ JUNE 20 – 23, 2019 ■  
**Francis Marion Hotel**  
**Charleston, South Carolina**

**You Can't Miss Us – “WE'RE THE ONES IN RED”**

At CU Conferences® we've been dedicated to educating the credit union community exclusively since 1979. And we are proud to note that many who attend our conferences are loyal, repeat participants.

What sets us apart? The relaxed atmosphere, sit-down meals and meeting environments that are perfect for plenty of networking and for allowing you the personal attention you deserve. Should you need anything at all while you're at our conferences – if you have questions, problems or even if you just want to shoot the breeze – look for a member of our CU Conferences® staff.

We appreciate your participation, and we're here to do whatever it takes to make your conference experience a cut above the rest.



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