

# 2010 CEO strategies week

November 8, 9, 10

OR

November 10, 11, 12

Choose the 2½ days that work best  
in your schedule

seating is limited!  
register today!

## the events...

### DAY 1: COLLABORATION WORKSHOP

This half-day workshop lets CEOs do some brainstorming about a hot topic of the day, such as profitability analysis or expanding your credit union's opportunities. This year's topic:

#### Starting a Business in the CU\*Answers Network

*NOTE: Because of the topic this year, we are also inviting other interested players from your credit union to join us, for this day only. A special invitation with registration info will be sent separately.*

### DAY 2: CEO SCHOOL

This will be a day of mentoring and coaching. Randy Karnes will discuss how he would use CU\*BASE tools as a credit union CEO to interact with management and Board teams. Covered will be how CU\*BASE tools can be used interactively with your team during presentations, how they can be the cornerstone of tracking a business plan throughout the year with both your managers and Board, and how these tools can be used to identify opportunity.

### DAY 3: CEO ROUNDTABLE

The CEO Roundtable is a special event designed to create a new style of focus group to address topics and concerns unique to credit union CEOs. The central point of the CEO Strategies week is this full-day chance for peers to come together in a unique way.

Participants join in frank discussions about our business plans (both for your credit unions and our CUSO), how we all see the marketplace changing and what our response should be, and the potential for new partnerships and businesses over the coming year. In addition to open roundtable and facilitated discussions, part of our time at the end of the day to allow you to get up, move around, and network with your peers in a more social setting.

### DAYS 4 & 5: REPEAT OF CEO SCHOOL AND COLLABORATION WORKSHOP

We will repeat all of the classes from Day 2 as well as the half-day collaboration workshop from Day 1, so that you can choose to attend either Monday through Wednesday, or Wednesday through Friday.

## the details...

**What:** Strategies for Credit Union CEOs

**Who:** Credit Union CEOs only, please

**When:** Monday through Friday, November 8-12, 2010  
(Attend Monday through Wednesday, **OR** Wednesday through Friday)

**RSVP:** Space is limited; **you must register online** no later than October 29, 2010:

[http://cuanswers.com/education/special\\_events](http://cuanswers.com/education/special_events)

**Where:** Refer to the schedule on the next page (note the location of Wednesday's CEO Roundtable)

# the schedule...

	Date	Time	What	Location	Max. Seating
Come Monday through Wednesday...	<b>Monday, November 8</b>	1:00 pm - 5:00 pm	Collaboration Workshop This year: <b>"Starting a Business in the CU*Answers Network"</b>	CU*Answers University Learning Center	40
	<b>Tuesday, November 9</b>	9:00 am - 5:00 pm (lunch included)	CEO School	CU*Answers University Learning Center	40
	<b>Wednesday, November 10</b>	10:00 am - 4:00 pm (lunch included)	CEO Roundtable	Frederik Meijer Gardens 1000 E Beltline NE Grand Rapids, MI www.meijergardens.org	50 (CEOs <u>only</u> , please)
...Or Wednesday through Friday!	<b>Thursday, November 11</b>	9:00 am - 5:00 pm (lunch included)	Repeat of Tuesday's CEO School	CU*Answers University Learning Center	40
	<b>Friday, November 12</b>	8:00 am - 12:00 noon	Repeat of Monday's Collaboration Workshop	CU*Answers University Learning Center	40

# the accommodations...

The Hilton Grand Rapids Airport, 4747 28th Street SE, Grand Rapids, is one of the closest to our office and just a short freeway drive to the Meijer Gardens.

Contact the reservation line at 616-957-9072, or email [janet.wilson@hilton.com](mailto:janet.wilson@hilton.com) or [tricia.zeno@hilton.com](mailto:tricia.zeno@hilton.com) and ask for our corporate rate (\$89/night).

If you need assistance, contact PJ Haehnel at 800-327-3478, ext. 104.

**seating is limited!**  
**register today!**

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