

2011 CEO Strategies Week

November 7, 8, 9 (M-W) or November 9, 10, 11 (W-F)

Choose the 2½ days that work best in your schedule

A Network of Venture Capitalists

CU*ANSWERS
A CREDIT UNION SERVICE ORGANIZATION

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.

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**

As the central rallying point of the week's events, the CEO Roundtable gives CEOs a unique chance to address topics and concerns with their direct peers at other credit unions. Participants join in frank discussions about their shared challenges as CEOs,

and explore the potential for developing new partnerships over the coming year. In keeping with this year's theme of "A Network of Venture Capitalists," at the end of the day you'll even have a chance to grab the microphone and sell something to your peers.

Day 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.

New this year:

Management Dashboards Labs

During the evening on CEO School days, stick around for some pizza while getting some practical, hands-on help working with your own CU*BASE member data. Spend 2 hours in the lab with experts from the CU*Answers leadership team and discover how to use dashboards as the analytical tool you need to move your business forward in 2012.

Class size is limited to 12 so please register early!

The Details

What: **Strategies for Credit Union CEOs**

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

When: **Monday-Friday, November 7-11, 2011**
(Attend M-W, or W-F)

RSVP: **Space is limited; YOU MUST REGISTER ONLINE no later than October 28, 2011:**
http://cuanswers.com/education/special_events

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

Why CEOs only? **The reason we keep this for CEOs only isn't our own idea...it was what CEOs specifically wanted! You asked us for a forum where you could be with your direct peers in a unique setting, and that's our intent here. That's also why we offer a separate "Mid-year CEO School: Not Just for CEOs" event, specifically for your other key leaders. The next mid-year event is scheduled for Wednesday, March 21, 2012. Stay tuned for an invite and more details after the first of the year!**

The Schedule

Seating is limited
Register Today!

Come Monday through Wednesday

or

Wednesday through Friday

Monday November 7

1:00 PM - 5:00 PM

What:
**Collaboration
Workshop**

Where:
CU*Answers
University
Learning Center

Max. Seating: 40

Tuesday November 8

9:00 AM - 5:00 PM
lunch included

What:
CEO School

Where:
CU*Answers
University
Learning Center

Max. Seating: 40

Management Dashboard Lab

5:00 PM - 7:00 PM
pizza dinner included

**Only 12 Seats
Available!**

Wednesday November 9

10:00 AM - 4:00 PM
lunch included

What:
CEO Roundtable

Where:
Frederik Meijer
Gardens
1000 E. Beltline NE
Grand Rapids, MI
meijergardens.org

Max. Seating: 50
CEOs only please

Thursday November 10

9:00 AM - 5:00 PM
lunch included

What:
**Repeat of
CEO School**

Where:
CU*Answers
University
Learning Center

Max. Seating: 40

Management Dashboard Lab

5:00 PM - 7:00 PM
pizza dinner included

**Only 12 Seats
Available!**

Friday November 11

8:00 AM - Noon

What:
**Repeat of
Collaboration
Workshop**

Where:
CU*Answers
University
Learning Center

Max. Seating: 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 or elijah.wier@hilton.com and ask for our corporate rate (\$89/night).

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

Registration

http://cuanswers.com/education/special_events

CU*ANSWERS
A CREDIT UNION SERVICE ORGANIZATION

6000 28th Street SE
Suite 100
Grand Rapids, MI 49546

Phone: 800-327-3478

Fax: 616-285-5735

E-mail: info@cuanswers.com
www.cuanswers.com