

CU*ANSWERS
A CREDIT UNION SERVICE ORGANIZATION

CEO strategies week

2009

November 9, 10, 11
or
November 11, 12, 13

Choose the 2½ days that work best in your schedule

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. As an example, last year's topic was "Collaboration as a Business Template."

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 Schedule

Date	Time	What	Location	Max. Seating
Monday, November 9	2:00 pm - 4:00 pm	Collaboration Workshop	CU*Answers University Learning Center	40
Tuesday, November 10	9:00 am - 4:00 pm (lunch included)	CEO School	CU*Answers University Learning Center	40
Wednesday, November 11	10:00 am - 3:00 pm (lunch included)	CEO Roundtable	Frederik Meijer Gardens 1000 E Beltline NE Grand Rapids, MI	50 (CEOs only, please)
	3:00 pm - 4:00 pm	Social Hour (beer & wine)	www.meijergardens.org	
Thursday, November 12	9:00 am - 4:00 pm (lunch included)	Repeat of Tuesday's CEO School	CU*Answers University Learning Center	40
Friday, November 13	9:00 am - 11:00 am	Repeat of Monday's Collaboration Workshop	CU*Answers University Learning Center	40

Turn the page for details about how to register > > >

The Details

- What:** Strategies for Credit Union CEOs
- Who:** Credit Union CEOs only, please
- When:** Monday through Friday, November 9-13, 2009
(Choose to attend Monday through Wednesday, **OR** Wednesday through Friday)
- Where:** Refer to the schedule on the previous page. Please be sure to note the different locations.
- RSVP:** Space is extremely limited so you must register online no later than November 2, 2009:

http://cuanswers.com/education/special_events

Hotel: 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 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.

November 2009				
9	10	11	12	13
Monday (Afternoon only)	Tuesday (All day)	Wednesday (All day)	Thursday (All day)	Friday (Morning only)
Collaboration Workshop	CEO School	The CEO Roundtable (for CEOs only)	CEO School (repeat of Tuesday)	Collaboration Workshop (repeat of Monday)

Choose the 2½ days that work best for you!

CU^{*}ANSWERS
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