

## 2017 CEO Strategies

November 7, 8, 9 (Tuesday-Thursday)

**Mark your calendar for this year's event!**

All CEOs will attend the same 2 1/2 day event once again!

**The Schedule**

Date	Time	Event
Tuesday, November 7	1:00pm - 5:00pm	CEO Collaboration in the cuasterisk.com Network <i>(past, present, and future)</i>
	5:00pm - 6:30pm	CEO Strategies Open Networking Session <i>(Refreshments served)</i>
Wednesday, November 8	9:00am - 4:30pm	CEO School: Driving Solutions and Execution
	5:00pm - 6:30pm	"Thinking 2018" Networking Session <i>(Refreshments served)</i>
Thursday, November 9	9:00am - 3:00pm	CEO Roundtable

**Registration**

[www.cuanswers.com/ceo2017](http://www.cuanswers.com/ceo2017)

**The Details**

**What:** Strategies for Credit Union CEOs

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

**When:** Tuesday - Thursday, November 7 - 9, 2017

**RSVP:** YOU MUST REGISTER ONLINE no later than October 27, 2017: [www.cuanswers.com/ceo2017](http://www.cuanswers.com/ceo2017)

**Where:** Watermark Country Club, 500 Cascade Road SE, Grand Rapids, MI

**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 Events

Register Today!

## Day 1:

### CEO Collaboration Workshop

In this half-day session, CEO peers collaborate with the goal of earning a yield on doing things collectively, across the cuasterisk.com network. The CEO Collaboration Workshop speaks to the essence of why credit unions own CU\*Answers: so that their voice is heard, their ideas are worked on, and their priorities are considered as part of everything this CUSO tries to accomplish.

### CEO Strategies Open Networking Session

Relax at the end of the day and spend some time networking and collaborating informally with your CEO peers.

## Day 2:

### CEO School: Driving Solutions and Execution

As CEOs, we know that the requirements of our job and the expectations of the teams and our employers are changing dramatically with each new gadget that comes onto the market. CEOs cannot afford to assume that past talents will ensure their future careers. Understanding where and how to look for current information is trumping experience – in today's world, you need both. Can your stakeholders testify to your grasp of today's credit union database and what it means to your success? This session will explore how CU\*BASE tools can be used to find opportunity and to track your business plan throughout the year with your managers and Board.

### "Thinking 2018" Networking Session

Another period for CEO-to-CEO networking. Share insights about what you've learned so far and start thinking about your 2017 business planning with your credit union peers.

## Day 3:

### CEO Roundtable

The culmination of the week's events, the CEO Roundtable gives CEOs a unique chance to interact with their direct CEO peers at other credit unions. We'll learn from each other about credit union activities that are focused on manufacturing opportunity. We'll find out how our peers are adjusting their teams to meet the challenge to reach out to members, mine data for opportunities, and put their teams to work in a new way.



## Accommodations

DoubleTree by Hilton Grand Rapids Airport, 4747 28th Street SE, Grand Rapids, MI

Contact the reservation line at 616-957-0100, and ask for our corporate rate (\$105/night) - rate cut off 10/16.

## Additional Places to Stay

Drury Inn & Suites, 175 28th Street SE, Grand Rapids, MI

Contact the reservation line at 616-228-6321 and refer to Corporate ID: #326589 to receive your group rate (\$105/night).

## CU\*ANSWERS

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If you need assistance, call Stephanie Underwood at 800-327-3478, ext. 511