

Coastal Employees Conference

May 16–17, 2008 • Myrtle Beach, SC

*Develop your purpose and passion
for credit union success!*



The Power of Partnership

GEORGIA CREDIT UNION

Affiliates



NORTH CAROLINA
CREDIT UNION LEAGUE

Committed to helping credit unions succeed



Credit Union
National Association

Coastal Employees

Conference

To members, you ARE the credit union. You're the friendly face who answers their questions, handles their cash, resolves their concerns, or fulfills their borrowing needs. And it's never easy – it takes energy, flexibility, and commitment to provide the excellent member service that credit unions are known for. Take this opportunity to break away from your credit union's day-to-day operations to bring out the great energies and talents of you and your team.

DAY 1: LED BY JULI LYNCH, Ph.D

Noon–2:00 p.m.

Registration

2:00–3:15 p.m.

Pushing the Limits on What You Know and Do

When was the last time you did something that really scared you? To improve and excel at any level you must be willing to take risks – the kind of risk that announces you're ready step up and embrace potential greatness. Find out how the leadership lessons Juli acquired while training with the Navy SEALs in expedition-length endurance races can apply to your credit union. Learn how to push yourself and your team to improve service and boost performance.

3:30–4:30 p.m.

Becoming an Authentic Employee

Authentic employees are genuine, reliable, and trustworthy. In this thought-provoking session you'll reflect on your own unique qualities and define success that is both good for business as well as meaningful to you and your team. Gain awareness of your focus and actions, determine your principles and values as an individual, and know how to incorporate them more fully into your actions.

4:45–6:00 p.m.

Welcome Reception

Participants and registered guests

PRESENTERS

Juli Lynch, Ph.D., president of Turning Pointe Consulting, has a passion for experiences that guide individuals and organizations toward realization of their true potential. Her expertise is in the area of team and leadership development with a special emphasis on the dynamics of organizational culture. Juli is also a Life Coach, working with professionals one on one to guide them toward their purpose and passions.

Jim Mathis has much to share about the role your attitude plays in success. He has been leading conferences and coaching executives for over 25 years. Jim helps business leaders increase market share by improving their skills and helping their people to work together better. He is a partner in Leading With Spirit!, a member of the National Speakers Association, the International Coach Federation, and author of *Reaching Beyond Excellence*.

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DAY 2: LED BY JIM MATHIS

9:00–10:15 a.m.

Changes in Attitudes, Changes in Altitudes

You can improve your lifestyle and work productivity by making one change – your attitude. As your attitude improves, your altitude increases. Discover the keys to motivating you, your team, and your organization to a higher level. Listen and laugh as Jim walks you through five steps to lifting your altitude of living.

10:30–11:45 a.m.

Project Professionalism

What factors do attitude, appearance, communication, and reliability play in your credit union's success? A lot more than you think! Learn how to shape your workforce into a professional, finely tuned team. With ever-increasing competition in the marketplace, it's more important than ever to project a professional image.

11:45 a.m.–12:45 p.m.

Networking lunch

12:45–2:00 p.m.

Create More Time in a Day

Your productivity would jump 8.3 percent if you reduced your wasted time by just five minutes every hour. Your efficiency would also rise as you begin to devote more time to completing critical tasks. Gain strategies to manage your time to accomplish more, meet project deadlines, and provide better service.

2:15–3:15 p.m.

Change is Constant: Learn to Embrace It

How many of us have experienced a change that was “effectively immediately” and found ourselves scrambling to react? Whether it's a change in responsibilities or teammates or procedures, the change process is crucial for achieving credit union and personal goals. Your credit union's success depends on how ready employees and supervisors are to accept and embrace change.

WHO SHOULD ATTEND?

This conference provides an excellent learning opportunity for anyone who is responsible for member service. It is especially suited for frontline staff, member service representatives, call center staff, member service supervisors, and managers.

Register online today!

Georgia training.gcu.org

North Carolina training.ncleague.org

South Carolina training.sccul.org

For registration information or assistance, e-mail reginfo@cuna.coop
or call 800-356-9655, ext. 4387.

REGISTRATION & LODGING

Registration

Your conference fee is \$319 (CUs with less than \$10 million in assets receive a 25% discount; use code SREG). You may register a guest for the Friday evening reception for \$35.

Location

Hilton Myrtle Beach Resort

10000 Beach Club Drive

Myrtle Beach, SC 29572

Reservations: 866-454-8309

Phone: 843-449-5000

Fax: 843-497-0168

Rates: \$169 single/double

Reserve your lodging by April 15, 2008

This beautiful oceanfront resort is located at the north end of Myrtle Beach. You'll enjoy a spectacular ocean view from your private balcony, and you'll be just minutes away from Broadway at the Beach, Myrtle Beach House of Blues, and Tanger Outlet Mall. Each guest room is equipped with a mini-refrigerator and microwave oven.

Confirmations

If you register online and pay by credit card or ACH, you will receive your registration confirmation within three business days. Please allow up to 10 days if you pay by check.

Cancellations

Cancellations received in writing (via fax 608-231-4327) seven or more days before the start of the program are eligible for a refund of the amount paid minus a \$50 administrative fee. No refunds will be granted if cancellation is received six days or less before a program begins. Substitutions are accepted anytime prior to the start of the program at no additional cost. Simply fax event and contact information, listing the new participant and who they will be replacing.

ADDITIONAL LEARNING OPPORTUNITIES

You'll find links to these additional learning resources, including webinar topics, on your league's training website.

Be Our Credit Union Guest: Treating Members as Guests Webinar

Identify ways to create an outstanding experience for your members. Determine what members really need through active listening and reiteration.

March 6 • Tuition \$219

IRA Workshops: Essentials & Advanced

Whether you're new to IRAs or you've been working with them for years, here's an opportunity to refresh your knowledge and provide top-notch service to members. Attend both days for \$349 or choose one day for \$199.

March 12–13 • Atlanta, GA

March 19–20 • Greensboro, NC

October 15–16 • Atlanta, GA

November 18–19 • Columbia, SC

Credit Union Trust Accounts Webinar

Gain the basic trust account information you need to work with trust accounts and answer member questions.

April 22 • Tuition \$219

Bank Secrecy Act/OFAC Workshop

Get the information you need to ensure your credit union is in BSA compliance before your examiner walks in the door.

July 23 • Greensboro, NC,

December 9 • Greensboro, NC

Tuition \$169

CUNA Experience Learning Live!

Explore cutting-edge training techniques and connect with other credit union trainers at this high-energy event.

October 26–29 • Tempe, AZ

Tuition \$895 (\$995 after Sept. 12)

Credit Union Front Line Newsletter

Credit Union Front Line is packed with sales strategies, fraud prevention tactics, and real-life stories of outstanding service. Subscriptions provide six copies of each monthly issue for \$253 per year. To download a free issue and subscribe, visit advice.cuna.org and choose *Magazines & Newsletters* under *Quick Links*.

Credit Union Seminars in a Box for Staff

Everything you need to plan and execute a sales or regulatory compliance workshop is in the box – just add staff! Visit training.cuna.org and choose *Seminars in a Box*.



PO Box 431 | Madison, WI 53701-0431

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Sign up now to get the latest training updates from your league and CUNA.
cuna.org/cunaresourcelink.html