

Third Year

July 13-25, 2008, Madison, WI

Revised: 4/30/08

(Schedule is subject to change)

Sunday 7/13	Monday 7/14	Tuesday 7/15	Wednesday 7/16	Thursday 7/17	Friday 7/18	Saturday 7/19
<p>1:00-4:00 p.m. Registration</p> <p>4:00-5:00 p.m. First-Year Orientation</p> <p>5:00-6:00 p.m. Second and Third Year Orientation</p> <p>6:30-9:00 p.m. Welcome Dinner</p>	<p>8:00-8:30 a.m. All School Meeting</p> <p>8:30 a.m.-12:00 p.m. Creating the CU Experience</p>	<p>8:30 a.m.-12:00 p.m. Seminar Work Group Presentations</p> <ul style="list-style-type: none"> • Work closely with small groups of approximately 15 of your peers. • Give a 20-25 minute presentation. • Actively participate in presentations through open discussions, questions and answers. 	<p>8:30a.m.-12:00 p.m. Strategic Marketing</p> <ul style="list-style-type: none"> • Understanding strategic analysis and the planning process. • Implementation and going to market. • How to find your credit union's competitive advantage. 	<p>8:30 a.m.-12:00 p.m. Media Relations</p> <ul style="list-style-type: none"> •How to make sure your credit union's story gets told accurately •Mistakes will happen, but there's a right way and a wrong way to set the record straight •How to put a new spin on an old story •Make sure cu's website is media-friendly •How to build relationships with the media. 	<p>8:30 a.m.-12:00 p.m. Legislative Affairs, Political Action and Credit Unions</p> <ul style="list-style-type: none"> • Better understand the political and legislative process in Washington and learn inside information on what really happens on Capitol Hill. • Find out how credit unions can become involved in the political process, so that the credit union voice is heard by lawmakers. 	<p>Free Time</p> <p>Chicago Excursion</p>
	Lunch Provided 12:00-1:30 p.m.	Lunch Provided 12:00-1:30 p.m.	Lunch Provided 12:00-1:30 p.m.	Lunch Provided 12:00-1:30 p.m.	Lunch Provided 12:00-1:30 p.m.	
	<p>1:30-4:30 p.m. i3 Innovation</p>	<p>1:30-4:30 p.m. Seminar Work Group Presentations (cont.)</p>	<p>1:30-4:30 p.m. Strategic Marketing (cont.)</p>	<p>1:30-4:30 p.m. Media Relations (cont.)</p>	<p>1:30-4:30 p.m. Members Today & Tomorrow, and What It Means for Your Credit Union?</p> <ul style="list-style-type: none"> •Learn about the numerous challenges facing credit unions and use this information as a point of reference as you refocus and reprioritize for the coming year. 	
	All School Picnic	2 nd Year Auction	Exam Study Groups	3 rd Year Event	Free Time	

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Sunday 7/20	Monday 7/21	Tuesday 7/22	Wednesday 7/23	Thursday 7/24	Friday 7/25
Free Time Golf Tournament	8:30 a.m.-12:00 p.m. Economic Environment and Credit Unions <ul style="list-style-type: none"> Structuring product offerings and portfolio composition to withstand economic cycles. Understanding the impact of shifts in member demographics and preferences. 	7:30 –12:00 p.m. Ultimate Team Adventure <ul style="list-style-type: none"> An adventure in teamwork, communication and leadership skills. Experience the learning adventure of a high-performance team in action. Experience and build greater individual and team effectiveness. 	8:30 a.m.-12:00 p.m. Coaching <ul style="list-style-type: none"> What is coaching, and why should you care? Using coaching skills to build a more effective management team. Importance of flexibility in your approach to coaching. Small wins. 	8:30 a.m.-12:00 p.m. Exam Preparation	<i>Have a Safe trip home!</i>
	Lunch Provided 12:00-1:30 p.m.	Lunch Provided 12:00-1:30 p.m.	Lunch Provided 12:00-1:30 p.m.	Lunch Provided 12:00-1:30 p.m.	
	1:30-4:30 p.m. Emerging Issues	1:30-4:30 p.m. Ultimate Team Adventure (cont.)	1:30 p.m.-4:30 p.m. Coaching (cont.)	1:30-4:30 p.m. ACE Exams	
Expo Night-CUNA Campus	1 st Year Event	Exam Study Groups	Commencement & Reception		