



School of Member Experience
September 18-19, 2017
Orlando, FL

[Where should I stay?](#)

The Embassy Suites Orlando International Drive Convention

8978 International Drive
Orlando, FL 32819
800.433.7275

Rates at the Embassy Suites Orlando International Drive Convention are \$144 per night for single/double occupancy. Please make your hotel reservations prior to Friday, August 18, 2017, by going [online](#) and using the group code: CUE, or calling 800.433.7275 and mentioning Credit Union Executives Society or CUES.

Staying within CUES' room block will help keep room rates down. The hotel will accept reservations after August 18th based on availability; however, rooms may be gone before then so early reservations are recommended.

*Remember that all hotel arrangements are strictly between you and the hotel. In the event your flight is canceled, you are responsible for calling to cancel your room reservation.

Check-in time is 4:00 p.m., and check-out is 12:00 p.m.

Embassy Suites Hotel provides a complimentary breakfast Monday - Sunday.

Embassy Suites Hotel provides a complimentary evening reception Monday - Sunday, from 5:30 p.m. to 7:30 p.m. The Reception is located in the Atrium on the Lobby Level.

Tax Exemption Information

Federal credit unions are exempt from the hotel room & occupancy tax when rooms are paid directly with a U.S. government issued check or credit card. You must inform the hotel at check-in of the exemption and present the exemption claim form, which is located on the last page of this document.

[How do I get there?](#)

Airport

Fly into Orlando International Airport ([MCO](#)). The Embassy Suites Orlando International Drive Convention is 13 miles from the airport.

Transportation

Taxis are approximately \$40 one way

Air Travel

CUES conference participants may call Fox World Travel for airfare reservations at **877.691.9163** between 7:30 a.m. and 5:00 p.m. CST and reference Group Code **09AN57**.

Car Rental

Hertz is the official car rental company for this meeting. You can take advantage of their discounted rates by placing your reservation online at www.hertz.com or through the Hertz Meeting Sales Desk within the U.S. at 800-654-2240; from within Canada call 800-263-0600 refer to Meeting CV#02ZG0013.

Parking

There is self-parking for \$15 and valet parking is \$20 per day. (Subject to change)

What will I learn?

Speakers:

Mike Neill
President and Founder
Michael Neill & Associates, Inc. (MNA)

Tansley Stearns
Chief Impact Officer
Filene Research Institute

Beyond member satisfaction and sales and service culture, research shows that to maximize member profitability and competitive advantage, credit unions must analyze every member touch point to ensure that member experience is one that develops and retains high value members.

We'll cover findings from Filene's report, *Customer Experience and Credit Union Opportunities*, and tap into knowledge developed by MNA Consulting, Inc. over years of creating member-centered credit union culture.

CPEs

- Earn up to 15 CPE Credits
- Program Level: Overview
- Delivery Method: Group-Live
- Field of Study: Business Management & Organization
- Prerequisites: None

Credit Union Executives Society (CUES) is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.nasbaregistry.org.

When should I arrive?

Registration will be Monday, September 18th from 8:00–8:30 a.m. Class starts at 8:30 a.m. and continues until 4:30 p.m. each day.

What should I pack?

Suggested dress for this seminar is business casual. Although we try to keep meeting room temperatures comfortable, we suggest you bring a sweater or jacket. The temperature in Orlando this time of year is in the high 80's during the day and cools down to low 70's in the evening.

What else do I need to know?

Registration Fee Includes

- All educational sessions and materials
- Lunch Monday and Tuesday
- Morning and afternoon refreshments Monday and Tuesday

Cancellations

ALL CANCELLATIONS MUST BE IN WRITING. (cues@cues.org)

- Prior to 60 days – full refund
- 31-60 days before start of event – 50% refund
- 0-30 days before start of event – no refund

Substitute attendees are welcome, subject to eligibility. CUES reserves the right to cancel or reschedule the event due to unforeseen circumstances, and will refund fees if the event is rescheduled or location is changed and you are unable to attend.

Questions

If you have any questions, call CUES Headquarters at 800.252.2664 or outside the U.S. call 608.271.2664, ext 340.

WE LOOK FORWARD TO SEEING YOU IN ORLANDO!