

CEO/EXECUTIVE TEAM NETWORK™

NOVEMBER 5-7, 2018 | NASHVILLE, TN



CUES
POTENTIAL, REALIZED.™

LEADERSHIP & STRATEGY FOR CU EXECS

Each fall, top credit union execs gather at CEO/Executive Team Network, an event combining exploration of hot industry topics and powerful networking. Don't miss the opportunity to join in, and hear from noted speakers on these vital topics:


- Effective strategy
- How to keep your CU secure in the age of IoT (internet of things)
- Learn to create products that will resonate with your members in the digital economy
- Keys to fintech growth
- Advanced analytics
- Creating members for life

Plus, you'll have the opportunity to participate in a discussion about cybersecurity and identity with a panel of experts.

Register today, and look forward to the idea-sharing, networking and learning alongside your friends, and colleagues—many of whom hail from top-rated credit unions across the U.S. and Canada.

» **Based on your feedback, this conference is once again happening in early November. Register now!**





“Great flow and content! The focus on real world skills fosters growth and development in a fun, positive way.”

2017 Attendee



“The level of talent among the attendees really sets this conference apart.”

2017 Attendee

CEO/EXECUTIVE TEAM NETWORK SCHEDULE

Registration starts at 5:00 p.m. on Monday, followed by a First Time Attendee and Awards Celebration. Breakfast is from 7:00 to 8:00 a.m. on Tuesday and Wednesday.

TUESDAY

- 8:00 a.m. **Opening General Session** – *Good Strategy/Bad Strategy*
- 9:30 a.m. **Breakout Sessions**
- 11:00 a.m. **Hot Topic Open Forums**
- 11:50 a.m. **Next Top Credit Union Exec Luncheon Presentations & Voting**
- 2:20 p.m. **General Session** – *Internet of Things: Your Next Security Breach*

WEDNESDAY

- 8:00 a.m. **General Session** – *Identity Cloak: The Data Game*
- 9:25 a.m. **General Session** – *The BOSS Model: A Go-To-Market Framework for the Digital Economy*
- 10:50 a.m. **Breakout Sessions**
- 12:00 p.m. **Lunch with Next Top Credit Union Exec Announcement**
- 2:00 p.m. **Closing General Session** – *Brand the Moment: 5 Ways to Create Members for Life*

CEO/Executive Team Network concludes at 3:15 p.m. on Wednesday. For a detailed schedule, visit cues.org/CNET.

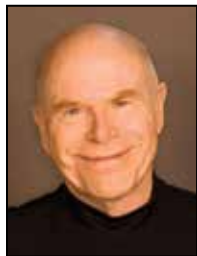


VITAL TOPICS, TOP SPEAKERS

CEO/Executive Team Network features two full days packed with great content!

GENERAL SESSIONS

TUESDAY



Good Strategy/Bad Strategy

Richard Rumelt, Harry and Elsa Kunin Professor of Business & Society, UCLA Anderson Graduate School of Business and Management; Author, *Good Strategy and Bad Strategy: The Difference and Why It Matters*

The Difference and Why It Matters

You won't find a rehash of existing strategy doctrines and frameworks here. Instead, get ready to discover views on a range of issues that are fundamental, yet which have not been given much daylight. Attend and learn the logic of good strategy, the sources of power talented strategists have tapped, and the pitfalls to avoid.



Internet of Things: Your Next Security Breach

Jim Stickley, CEO, International Cyber Security Expert, Stickley on Security

Criminals are finding new ways to target organizations—they're going way beyond the PC with a shift in focus to internet-of-things (IoT) devices. Explore the risks often overlooked, and learn ways to protect your credit union against these coming attacks.

WEDNESDAY



Identity Cloak: The Data Game

Bianca Lopes, World Renowned Identity & FinTech Influencer; former Chief Identity Officer, BioConnect

Explore current industry trends and concerns as you learn about the landscape of attributes being used as identity. Gain an understanding of biometrics, including how existing attributes are data assets that can be used for protection or fraud in the cloak of identity.

Discuss the siloed technology strategy and data shortcomings vastly found in enterprises, and the fraud and privacy concerns that have us all wondering what the future of privacy holds.



The BOSS Model: A Go-To-Market Framework for the Digital Economy

David Bell, Xinmei Zhang and Yongge Dai Professor, The Wharton School, University of Pennsylvania; Author, *Location is (Still) Everything: The Surprising Influence of the Real World on How We Search, Shop, and Sell in the Virtual One*

Learn how to use the BOSS model to create products, experiences and brands that will resonate with your members.

“The networking and quality of the speakers made this conference extremely valuable.”

2017 Attendee



Brand the Moment: 5 Ways to Create Members for Life

Simon T. Bailey, Executive Advisor, Career Mentor, Author, and Keynote Speaker, Simon T. Bailey International; former Sales Director, Walt Disney Company

If you're unforgettable, you'll create a member for life. And in this service-driven economy, every moment is an opportunity.

Learn to create a culture where everyone matters, and people are invited to be their best selves. In the process, your credit union will transform from providing good service to platinum service—making memories that matter, and every member a member for life.



BREAKOUT SESSIONS

TUESDAY



Strategic Growth: What Credit Unions Can Learn from FinTech

Steve Williams, Partner, Cornerstone Advisors

Many credit unions are completely rethinking their strategies and tactics to acquire and engage members. Discover the key traits of FinTech growth tactics CUs should adopt, and cover case studies of credit unions that have started the journey.



The Data-Driven Credit Union: Powering Transformation with Advanced Analytics

Shazia Manus, SVP, Strategy and Business Development, CUNA Mutual AdvantEdge Analytics, LLC

Learn where your credit union falls on the data and analytics spectrum, and how to define value at each stage. Explore case studies demonstrating predictive analytics and best practices for bringing business value to your credit union leaders and front-line staff, and head home with an understanding of what best-in-class analytics means to your CU space.

WEDNESDAY



Cybersecurity and Privacy Panel

Moderator: Bianca Lopes

Join Bianca and a panel of top experts for this interactive session. We'll discuss the best course of action to take in defending information systems against attacks, best practices for protecting personal information, and how to assure the integrity of digital systems while making room for the innovation promised by new technologies.



Insights to Drive Organizational Acceleration in Your Credit Union

Nicole Adams Kraus, Principal, Heidrick & Struggles

Learn how the best performing organizations differentiate themselves from the rest. You'll discover how they mobilize their people under a common vision and purpose, execute on their promises, transform their organizations, and build the agility needed to see around the corner of their industries at pace, systematically decreasing the time to value.

Learn more about our sessions and speakers at cues.org/CNET. Speakers and topics subject to change.



The 2017 Next Top Credit Union Exec Finalists are, from left to right: winner Geoff Bullock, Lindsey McMillen, Derek Fuzzell, Jessica Vartanian, and Josh Gelser.

VOTE FOR THE NEXT TOP CREDIT UNION EXEC!

A perennial highlight, get ready to hear from tomorrow's leaders as the 2018 CUES Next Top Credit Union Exec top five present their projects live onstage. Your votes, along with a panel of judges and votes from our online audience, determine the winner of the competition, to be named on November 7.

CUES Next Top Credit Union Exec, which is powered by Currency and in partnership with DDJ Myers, is currently in its ninth year. Discover more, including how the young leaders at your credit union can get involved, at nexttopcreditunionexec.com.

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Advancing Leadership Success

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Earn Credit for Attending

Attendees of CEO/Executive Team Network can earn continuing professional education credits. This conference meets the following standards:

- CPE credits: Earn up to 14
- Program level: Overview
- Delivery method: Group-live
- Preparation: No advance preparation is required
- Prerequisites: None

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 addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417 or by visiting the Web site www.learningmarket.org.



“General session
speakers were
all excellent and
triggered many ideas.”

2017 Attendee



THE WESTIN NASHVILLE

Discover the best of Music City from the Westin Nashville, ideally situated in the city's lively downtown district.

Rates at the Westin are \$279 for single/double occupancy per night. Make your hotel reservations prior to **October 15, 2018**, by going online at **cues.org/CNET**, or by calling **615.248.2800**, and referring to CUES.

The hotel will accept reservations after October 15 based on availability; however, rooms may be gone before then, so early reservations are recommended.

REGISTER NOW !

You don't want to miss this conference. Not only will you walk away inspired, you'll return home with real-world solutions ready to put into action at your credit union.

CUES members attend for \$1,295—a \$650 savings off the nonmember price of \$1,945. Register early! Rates increase \$400 after September 21, 2018.

Registration fee includes:

- CUES Awards Celebration on Monday
- Breakfast on Tuesday and Wednesday
- Lunch on Tuesday and Wednesday
- All educational sessions & materials

Visit **cues.org/CNET** or call **800.252.2664** or 608.271.2664, **ext. 340**, and register today. If you're in Canada, please call **604.559.4455**.

THANKS TO
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BACK IN EARLY NOVEMBER!

CEO/EXECUTIVE TEAM NETWORK™

NOVEMBER 5-7, 2018
NASHVILLE, TN



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CUES is a Madison, Wisconsin-based, independent, not-for-profit, international membership association for credit union executives. Our mission is to educate and develop credit union CEOs, executives, directors and future leaders.



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