



Execu/Net™
August 19–22, 2018
Hilton Sedona Resort
at Bell Rock
Sedona, AZ

Cathedral Rock Formation

Learn and Explore in Red Rock Country

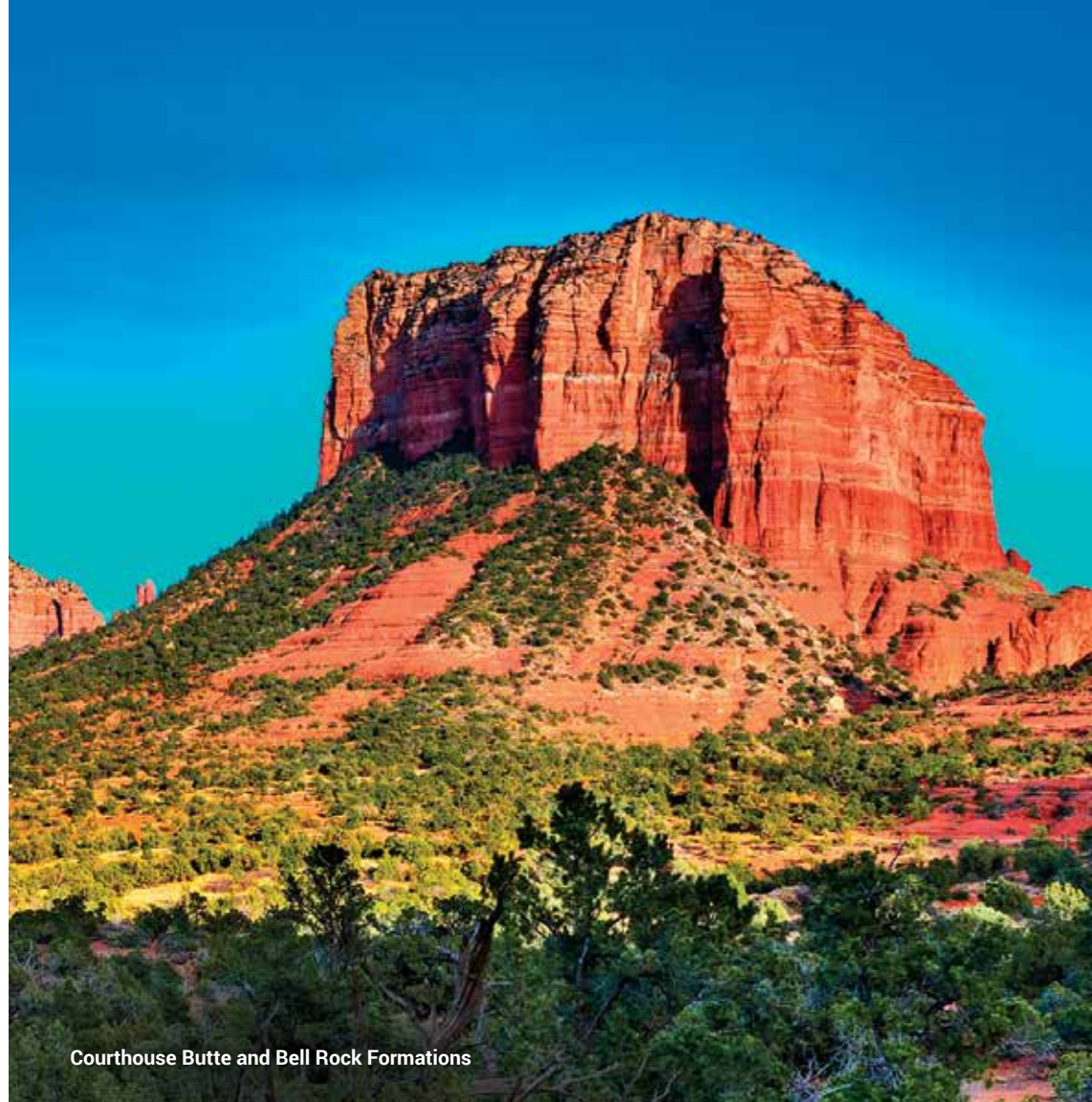
Execu/Net is a truly unique event among talent development programs, boasting an innovative agenda backed by a spectacular location—a combination giving you an unforgettable, transformative experience.

You'll spend mornings in thoughtful discussions led by some of the highest rated speakers in the industry. Join us and explore:

- › *Partnership is the New Leadership* and *The Power of Storytelling*, with best-selling author Ty Bennett, CEO, Leadership, Inc.
- › *Strategies for Winning with Empowered Members*, with *Forbes* contributor Jeff Fromm, president, FutureCast
- › *T Minus 10 – How to Build an Incident Response Mission Control*, with Seth Jaffe, JD, CBCP, vice president, Incident Response, and general counsel, LEO Cybersecurity

Afternoons are left open so you can recharge your batteries amid the geological wonderland that is Sedona. We're staying at the Hilton Sedona Resort at Bell Rock, in the heart of Red Rock Country, conveniently located to many popular attractions.

» **Don't miss this extraordinary opportunity; be sure to register before July 5 for the best rates!**



Courthouse Butte and Bell Rock Formations



“There was a good balance of networking and education sessions; I love the half day schedule!”

Tim Considine • Director
I.H. Mississippi Valley
Credit Union • Moline, IL
Assets: \$1.2 billion



Red Rock State Park at Sunset

Who Should Attend?

Any credit union leader or director who wants to learn, grow, network, relax and recharge is an ideal candidate for Execu/Net, particularly:

- › CEOs
- › Board chairs and directors
- › Senior executives
- › Supervisory committee members

What's Different About Execu/Net?

The unique opportunity to learn, contemplate, and connect with colleagues will help you take your organization from where it is now to where you want it to be. Here's how Execu/Net makes it happen:

- › Spend each morning in high-level, interactive workshops. You'll find the lively discussions and group problem-solving provide a fresh perspective.
- › In the afternoon, you'll have time for reflection among some of the country's most beautiful vistas. Imagine the possibilities for integrating what you've learned into your credit union's plans when you return home.
- › Enjoy extensive peer networking throughout your time at Execu/Net. Share ideas with fellow CU leaders as you foster new—and deepen existing—relationships.

"Very good learning experience, good networking, and it met all my expectations!"

Charles A. Sabia Jr. • Director/Secretary
Nutmeg State Financial Credit
Union • Rocky Hill, CT
Assets: \$427 million





Hot Topics Brought to You by Highly-Rated Speakers



Ty Bennett

Best-selling Author and CEO, Leadership, Inc.

Monday, August 20

Partnership is the New Leadership and The Power of Storytelling

Join Ty and discover proven strategies to build relationships, and improve your leadership skills in the process. You'll learn ways to strengthen your influence, create buy-in, and avoid the three most common obstacles that cause leaders to fail.

Then, we'll shift to the art of storytelling as a communication and sales tool. Ty will give you tips on humanizing your message, and ways to engage the emotional, creative side of the brain. You'll walk away with solid methods to make connections, instead of trying to sell.

Find full session descriptions and speaker bios at
cues.org/ExecuNet.

Topics and speakers subject to change.



Sunset Over Sedona

“I would recommend this event to other board members.”

Michelle Randall • Director
Michigan Educational Credit
Union • Plymouth, MI
Assets: \$800 million



Jeff Fromm
President, FutureCast; Author & *Forbes* contributor

Tuesday, August 21

Strategies for Winning with Empowered Members

Learn how culture and technology drive trends that impact your CU's bottom-line performance. You'll also discover new ways to attract and retain talent, and create a high-performing work culture. Jeff will close the morning with a look at ways top brands utilize innovation, and how you can apply an innovation framework to your institution.



Seth Jaffe, JD, CBCP
Vice president, Incident Response, and General Counsel, LEO Cybersecurity

Wednesday, August 22

T Minus 10 – How to Build an Incident Response (IR) Mission Control

Examine ways you can apply time-tested practices from NASA to build a robust, yet budget-friendly, IR program at your CU. Seth will explain what a successful IR plan looks like. You'll be introduced to NASA's simulation processes, which was designed to train members of varying skill levels. Finally, we'll put it all into practice and run through an incident simulation.



Stay in the Heart of Red Rock Country

Nestled amid the world-famous red rocks, Hilton Sedona Resort at Bell Rock is just minutes from shopping, dining, hiking, mountain bike trails, and art galleries. The onsite adventure concierge and hike shop can help you get the most out of your free time.

Rates at the Hilton Sedona Resort at Bell Rock are \$169 per night for single/double occupancy. Make your reservation prior to July 27 online at cues.org/ExecuNet, or by calling **928.284.4040**. Be sure to mention you are with CUES—Credit Union Executives Society's Execu/Net.

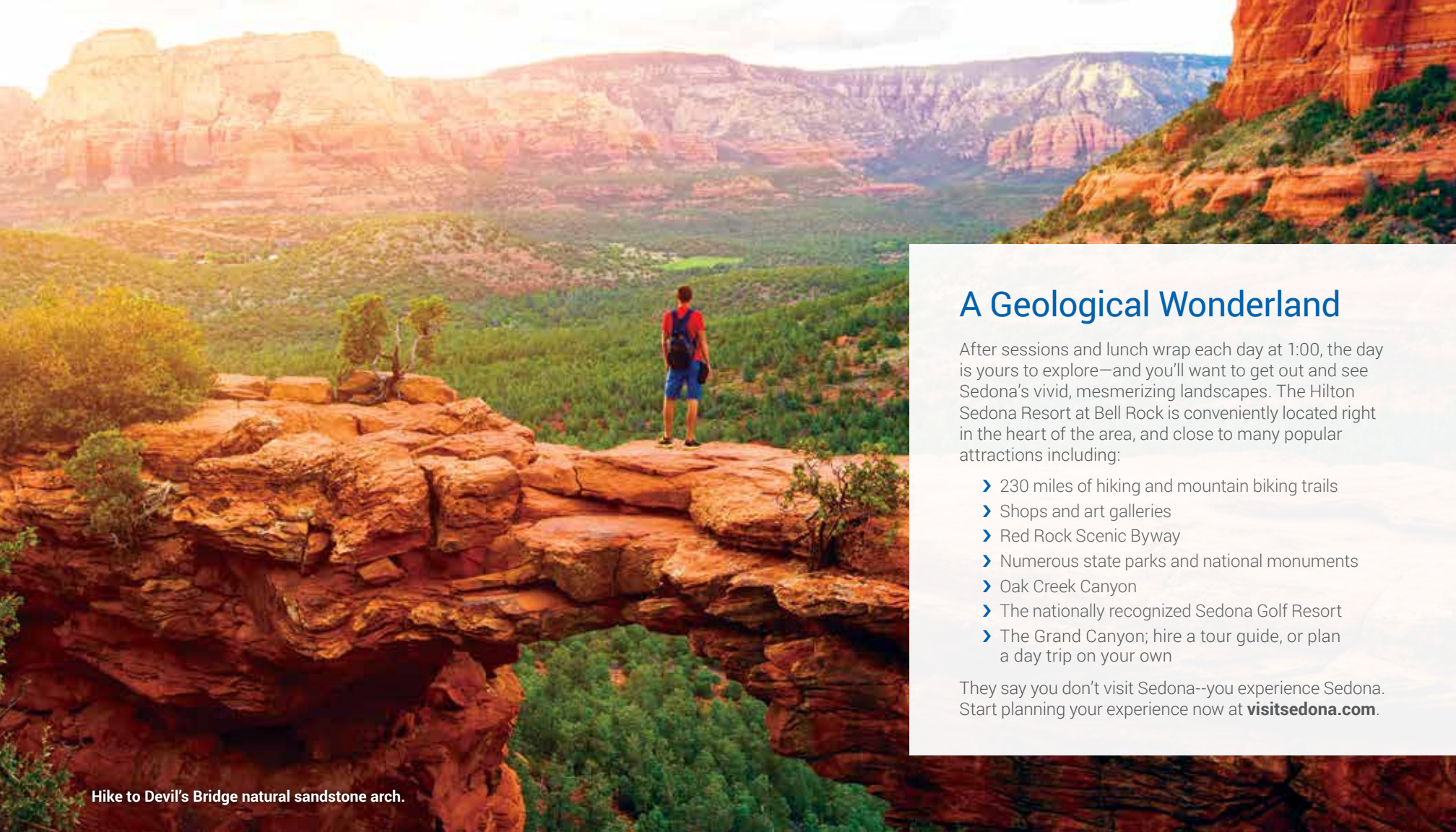
Children 18 and under are free when staying in the same room as their parents. There is an extra charge of \$20 per person/per day for triple/quad occupancy. A daily resort fee of \$10 per room per night includes:

- › Self-parking
- › Wi-Fi in the guest rooms and lobby
- › Access to Sedona Athletic Club
- › A 15% discount on selected eforea Spa Services
- › A 10% discount at Sedona Golf Resort and on Pro Shop purchases
- › Unlimited local and 800 telephone access, in-room coffee and tea

Check-in time is 4:00 p.m. and check-out time is 11:00 a.m.

Air Travel

Flagstaff Pulliam Airport (FLG), a 45 minute drive from Sedona, offers flights through American Airlines. Phoenix Sky Harbor International Airport (PHX) offers a wider range of carrier options, and is about an hour and a half drive to Sedona.



A Geological Wonderland

After sessions and lunch wrap each day at 1:00, the day is yours to explore—and you'll want to get out and see Sedona's vivid, mesmerizing landscapes. The Hilton Sedona Resort at Bell Rock is conveniently located right in the heart of the area, and close to many popular attractions including:

- › 230 miles of hiking and mountain biking trails
- › Shops and art galleries
- › Red Rock Scenic Byway
- › Numerous state parks and national monuments
- › Oak Creek Canyon
- › The nationally recognized Sedona Golf Resort
- › The Grand Canyon; hire a tour guide, or plan a day trip on your own

They say you don't visit Sedona--you experience Sedona. Start planning your experience now at visitsedona.com.

Hike to Devil's Bridge natural sandstone arch.

Experience the Difference

Get ready to leave the everyday behind at CUES' Execu/Net! After morning sessions, your afternoons are free to network and explore Sedona. This proven approach—combining learning with free time—will awaken your mind and senses to what is possible. The investment for CUES, Director and CCUBE members is \$1,645, and \$2,445 for nonmembers.

Registration includes:

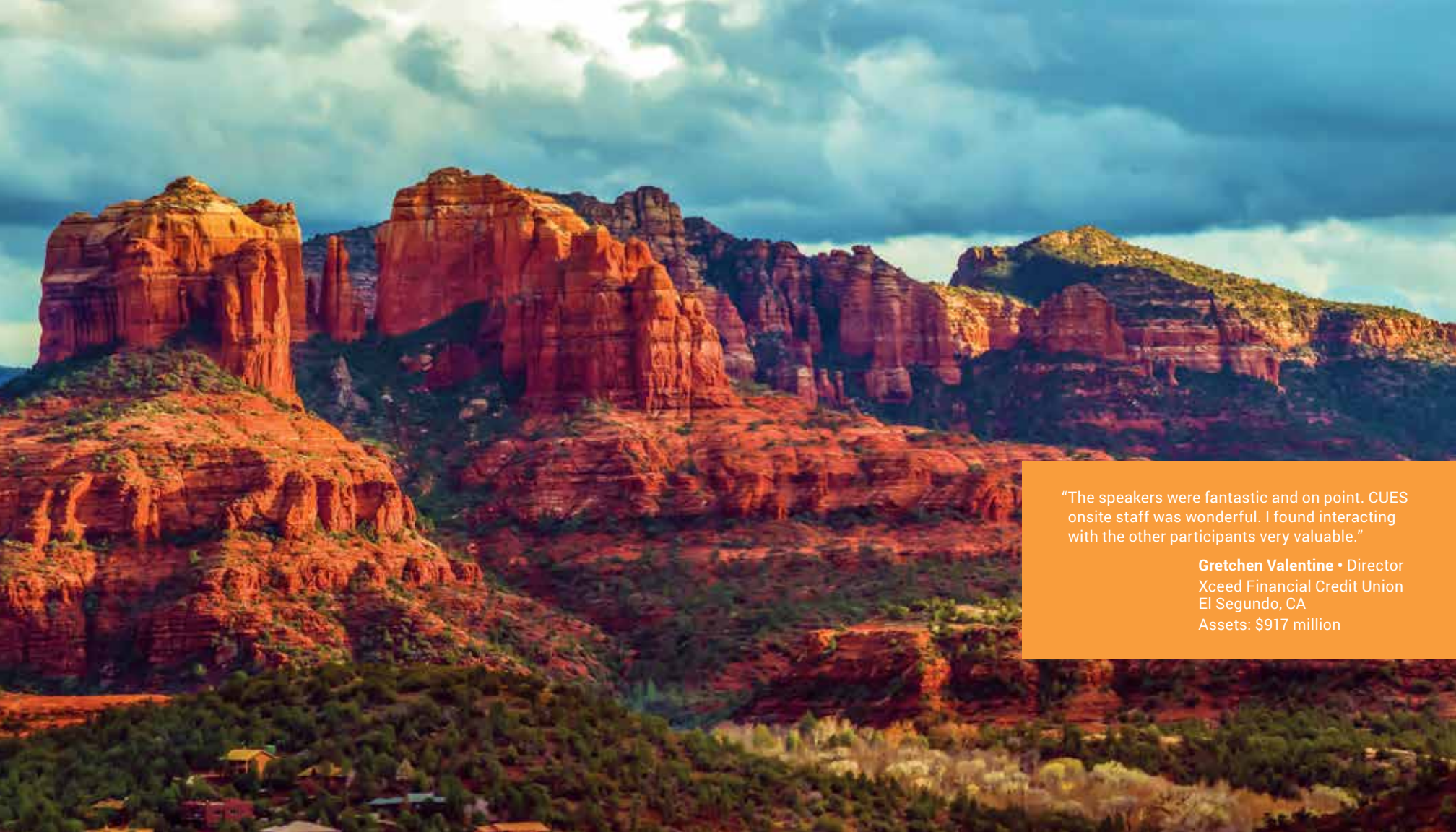
- All educational sessions and materials
- Sunday Welcome Reception
- Breakfast Monday through Wednesday
- Lunch on Monday and Tuesday

If you are traveling with a guest, spend more time together by adding a companion meal plan. It includes the welcome reception, breakfast each morning, and lunch on Monday and Tuesday for \$400 per person.

Register today at cues.org/ExecuNet, or call **800.252.2664** or 608.271.2664, **ext. 340**. Remember—rates increase \$400 after July 5, so don't delay!



Cathedral Rock Formation



"The speakers were fantastic and on point. CUES onsite staff was wonderful. I found interacting with the other participants very valuable."

Gretchen Valentine • Director
Xceed Financial Credit Union
El Segundo, CA
Assets: \$917 million

Execu/Net™

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Sedona, AZ



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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.