



School of Member Experience
September 10–11, 2018
Denver, CO

Where should I stay?

Embassy Suites by Hilton Denver Downtown Convention Center

1420 Stout Street
Denver, CO 80202
303.592.1000

Rates at the Embassy Suites by Hilton Denver Downtown Convention Center are \$209 per night for single/double occupancy. Please make your hotel reservations prior to Monday, August 20, 2018, by going [online](#) or calling 303.592.1000 and mentioning Credit Union Executives Society or CUES.

Staying within CUES' room block will help keep room rates down. Hotel arrangements are strictly between you and the hotel. The hotel will accept reservations after August 20th 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 daily.

Embassy Suites Hotel provides a complimentary evening reception daily from 5:30–7:30 p.m. The reception is located on the 4th Floor Lobby Level.

Tax Exemption Information

Attendees coming from Federal Credit Unions are entitled to have the room tax waived. These attendees are responsible for presenting their own tax-exempt form at the time of check-in. Please have the form on the last page of this document filled out upon your arrival to receive exemption.

How do I get there?

Airport

Embassy Suites by Hilton Denver Downtown Convention Center is located approximately 27 miles from Denver International Airport ([DEN](#)). Approximate drive time is 40 minutes from the airport to the hotel.

Airport to Hotel

When requesting transportation services at the airport, please head to Level 6. Taxi service is approximately \$68 one way. Uber service is approximately \$40 one way. Lyft is approximately \$30 one way.

Air Travel

CUES conference participants may call Fox World Travel for airfare reservations at 888.691.9163 between 7:30 a.m. and 5:30 p.m. CST and reference Group Code **09FP1344**. Please note that a ticket processing fee of \$37 domestic or \$46 international will be added. CUES does not offer a discounted rate, but Fox World Travel will ensure the best pricing available.

Parking

There is valet parking for \$44 per day. Self-parking is not available.

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# 02ZG0014.

When should I arrive?

Registration will be Monday, September 10th 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 this time of year is in the high 80s during the day and cools down to low 50s in the evening.

What will I learn?

Speakers:

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

Tansley Stearns
Chief Marketing & Strategy Officer
Canvas Credit Union

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.

*** CPE Credits subject to change without notice*

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

If you have any allergies or dietary restrictions, please contact Shonda at shonda@cues.org.

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.