



# **DIRECTORS CONFERENCE**

**December 2–5, 2018**

Waikoloa, Big Island, HI

**Powerful Learning & Networking**  
for Credit Union Directors



# A MEETING OF THE MINDS

Directors Conference is where credit union board members gather to learn, communicate and grow as industry leaders. It's also where you'll:

- Benefit from a world-class business education fostering critical thinking
- Combine theory and application to support comprehensive, effective governance
- Gather ideas and strategies to take home
- Foster strong peer relationships

Register today, and gain a deeper and broader understanding of industry trends, enhanced skills and new approaches to governance—critical competencies for 21st century credit unions.

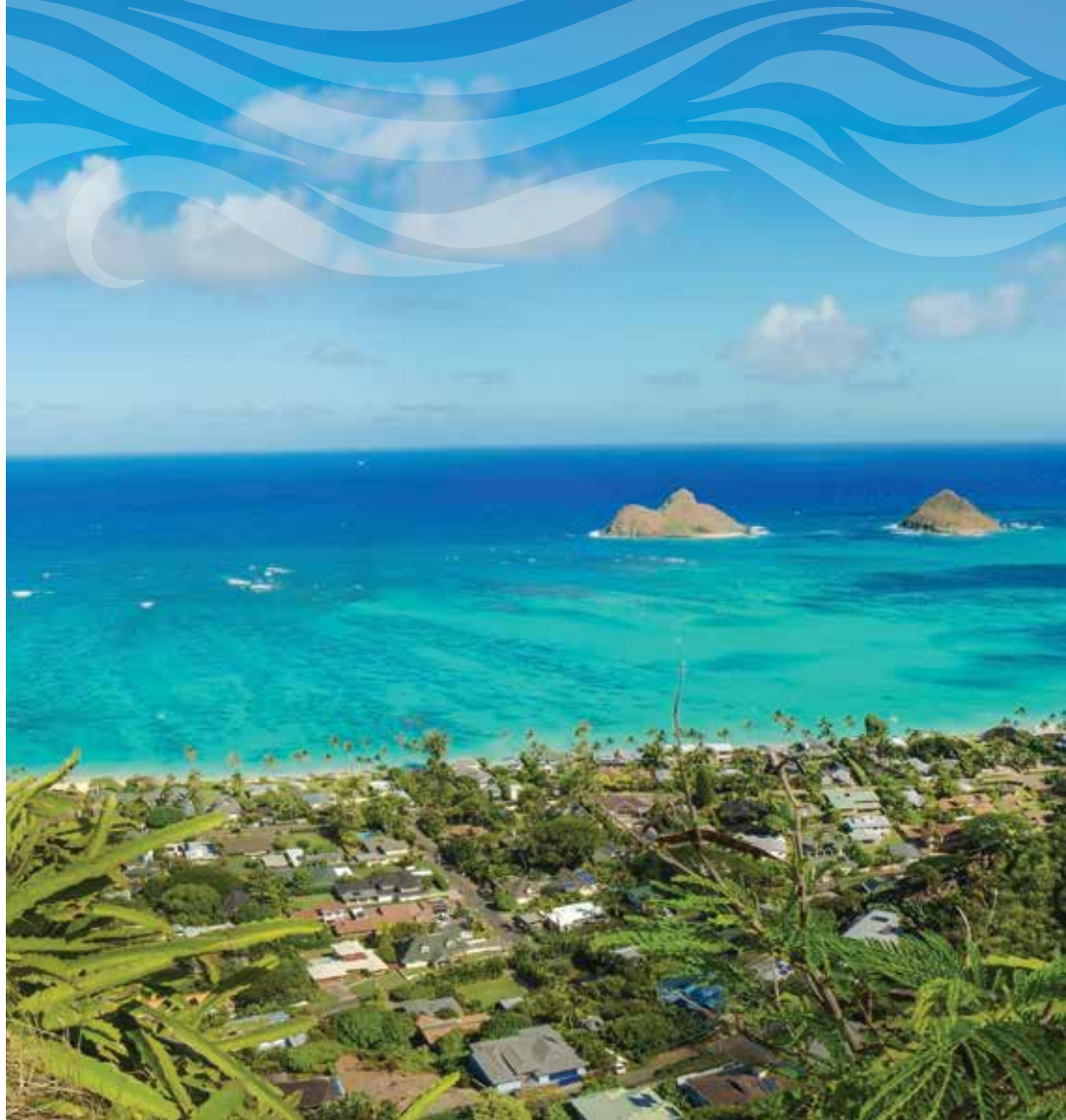
## Who Should Attend

Directors Conference is ideal for your:

- Directors
- Board officers
- Supervisory committee members
- CEO

Register everyone on your board—you'll benefit from learning alongside each other, plus we can help you plan a full-board meeting on-site!

**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.**







## Jump Start Your Learning

# PRE-CONFERENCE DIRECTOR EXCELLENCE TRAINING

Make the most of your educational experience by attending a pre-conference session on Sunday, December 2 from 1:00–3:30 p.m. Separate registration is required to attend.

CUES and CUES Director Members \$195/Non-Members \$295



### ***The New Rules of Board Technology and Delivery Oversight***

**Terence Roche**, Partner, Cornerstone Advisors

The banking industry is going through a fundamental change both in member behavior and the ways credit unions must adapt. The old adage that strategy drives technology no longer applies. Rather, new technology and web-based delivery tools are driving the important strategic decisions your credit union must make. How will credit union boards know what questions to ask to ensure management is ready for the future?

Join Terence, and explore the major technology trends you and your board need to understand and track, and learn about important strategic investments to make. You'll walk away with pragmatic ideas on ways to guide and manage the future readiness of your board.

## Earn Credit for Attending Directors Conference



Attendees of Directors Conference 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
- 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 addressed to the National Registry of CPE Sponsors through its website: [www.learningmarket.org](http://www.learningmarket.org).



“As always, talking and networking with other directors was invaluable. The presentation content was current and matched what I needed for my growth and as a credit union director.”

**Ron Meyers** • Director  
DUPACO • Dubuque, Iowa  
Assets: \$1.55 billion

**Register early and save!**

Rates increase \$400 after  
October 18, 2018.

# CONTENT THAT DELIVERS

Directors Conference provides high-level, board member-specific content not available anywhere else.

## GENERAL SESSIONS



### Opening General Session



#### ***Embrace the Shake: Transforming Limitations into Opportunities***

**Phil Hansen**, Multimedia Artist and Co-Founder, Phil in the Circle

Success, especially in today's fast-changing business environment, depends on our ability to make creativity and innovation a continuous process. Whether it's to embrace change, overcome obstacles, sustain growth, or take your success to the next level, you want to "Embrace the Shake."



#### ***Unmasking What Matters***

**Sandra Joseph**, Speaker, Author, Singer, Actor

In this one-of-a-kind combination of songs and stories, Sandra pulls back the curtain on her long-time role as Christine Daaé in the legendary musical, "The Phantom of the Opera", and reveals pivotal experiences and epiphanies that led to enduringly meaningful success on and off the stage.



#### ***The Hacker's Blacklist: 7 Critical Cybersecurity Threats & Solutions***

**John Sileo**, The Sileo Group

To avoid becoming the next disastrous data-breach headline, you must foster a healthy balance between computer security and human behavior. Cybersecurity isn't just about overspending on shinier technology—it's about building a mindset and culture that evolves with the threats.



#### ***VISION-MINDSET-GRIT: Success Strategies to Help You Stand Up to Any Challenge***

**Scott Burrows**, Author and Inspirational Speaker

Join Scott for this inspirational message and learn how to apply the timeless principles of Vision-Mindset-Grit, three simple—yet powerful—words that can help you conquer adversity and master change, setting the stage for developing cutting-edge ideas and leadership strategies to benefit your entire organization.



### ***NCUA Update***

**Cherie Freed**, NCUA Regional Director, Region 5,  
Tempe, AZ

This session will provide an overview of current events and the present condition of the financial industry.



### ***Ensuring Exceptional Credit Union Impact: Uniting Good Governance & Thoughtful Impact Evaluation***

**Michael Daigneault**, CEO and Cofounder,  
Quantum Governance

In this dynamic workshop, Michael will lead a discussion exploring a set of vital questions to better understanding the impact your credit union has on various audiences.

## **BREAKOUT SESSIONS**

### ***Ten New Performance Metrics that Matter***

**Terence Roche**  
Partner, Cornerstone Advisors

### ***Got the Urge to Merge? Things to Consider Before You Do***

**Bryn Conway**  
Principal, BC Consulting

### ***Board Financial Literacy***

**Carl Windom**  
Credit Union Consultant, Retired NCUA regulator

### ***Trendspotting—What to Deliver Today for Success Tomorrow***

**Jeff Rendel**  
President, Rising Above Enterprises

### ***Using Data to Create Exceptional Member Experiences***

**Brian Scott**  
Senior Vice President, PSCU

### ***Who's Next in Line? Growing Talent as if Your CU Depended on it***

**Annette Mathias**  
CEO, Aspen Edge Consulting

### ***The State of Credit Union Governance: Understanding the Key Governance Issues Facing Credit Unions Today***

**Michael Daigneault**  
CEO and Co-Founder, Quantum Governance

### ***Board-Driven Holistic Leadership: Leading for Growth & Profitability***

**Celeste Cook**  
CEO/Founder, cuStrategies

### ***Using CUSOs to Generate Net Income for Your Credit Union***

**Guy Messick**  
Partner, Messick Lauer & Smith P.C.

### ***Are You Leaving Your Board Succession to Chance?***

**Yvonne Evers**  
Founder/CEO, SUCCESSIONapp, LLC and CEO, YME Coaching & Consulting



## SPOUSE/GUEST PROGRAM

*Separate registration required for all packages.*

Share the majestic beauty of the Big Island by including a companion in your travel plans.

### » Complete Experience: Spouse/Guest Program Plus Meal Package

These engaging options include an activity with lunch, plus meal plan consisting of the Welcome Party on Sunday, and breakfast on Monday, Tuesday and Wednesday.

#### Monday, December 3

##### **Taste of Kona Tour**

8:30 a.m. – 2:30 p.m.

\$695/person

Let your taste buds experience the best that Kona has to offer! The vast cultural influences make up a culinary experience you can only find in Hawaii. World famous flavors await as guests are driven to the town of Kona for this palate-pleasing adventure. Throughout the day's experience, knowledgeable and friendly guides escort guests and educate them on Kona's history and how it came to produce today's products such as coffee, candy, and macadamia nuts! Guests will finish the tour with lunch and a fresh island brew at a private beer tasting experience.

##### **Kona Historic Tour**

8:30 a.m. – 3:30 p.m.

\$595/person

The historic town of Kailua-Kona once served as the capital of the Kingdom of Hawai'i. Its historical significance and wealth of Hawaiian culture make it a must-see destination during your time on the Big Island. Lunch will be served at a centrally located café in Kona town with wonderful views of the ocean. Don't miss out on the chance to learn the story of this very special place!

***Register early—seating is limited!***

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##### **Meal Plan Only**

Cost: \$425 per person

Your guests will enjoy the Welcome Party on Sunday as well as breakfast Monday, Tuesday and Wednesday.



# OPTIONAL NETWORKING ACTIVITIES

*Separate registration required for each event.*

## Sunday, December 2

### Golf Tournament

8:00 a.m. shotgun start

Location: Waikoloa Beach Course

\$295/person

Join us for a scramble golf tournament at the Waikoloa Beach Course. Your registration fee includes golf, cart rental, transportation, breakfast, prizes and refreshments.

### Snorkel & Dolphin Adventure

6:45 a.m. – 1:30 p.m.

\$295/person

Discover Kona's underwater paradise! Journey through the crystal-clear waters of protected marine sanctuaries which are home to more than 600 species of enchanting ocean wildlife. Registration includes continental breakfast and lunch.

### Anna Ranch Tour with Lunch at Merriman's

8:30 a.m. – 1:00 p.m.

\$195/person

Steeped in the history of ranching and local culture dating back to 1847, Anna Ranch captures the essence of Old Hawaii. Enjoy the beautiful gardens, native plant life and historic buildings. Registration includes a delicious farm to table lunch.

Visit [cues.org/dc](https://cues.org/dc) for complete descriptions.

## Tuesday, December 4

### Kohala Historical Adventure

12:30 – 5:30 p.m.

\$155/person

Join us for a guided tour of historical monuments, learn how the macadamia nut is processed for export, and explore the natural beauty of Kohala's scenic countryside. Registration includes guide, roundtrip transportation, and lunch at Hapuna Beach State Park.

### Under the Sea Adventure

2:30 – 6:30 p.m.

\$225/person

The Big Island is world-renowned for its extraordinary appeal and abundance of natural beauty, but the island's undersea world is just as captivating. Come visit the wondrous marine life off the Kona coastline via submarine.

### Captain Cook's Dinner Cruise

2:30 – 8:00 p.m.

\$295/person

Enjoy a luxury dinner cruise around Kealahou Bay and Captain Cook's monument to experience the expansive history of the Kona Coast. Along the way, relax and enjoy a BBQ buffet dinner, live Hawaiian music, and a cocktail on this scenic adventure.



# E KOMO MAI—WELCOME—TO HAWAII

The newly renovated Hilton Waikoloa Village features stunning guest accommodations, new transportation systems and much more. Nestled on the lush and natural beauty of the Big Island, this resort is your home away from home.

Hotel rates in the CUES block range from \$189/night to \$429/night, based on tower location and number of occupants in the room. There is also an optional per room per night resort fee of \$15/night. Learn more on the Travel & Accommodations tab at [cues.org/DC](https://cues.org/DC).

**Please make your reservations prior to Friday, November 2, 2018** by calling 808.886.1234 and mentioning Credit Union Executives Society. Early reservations are recommended as our room block frequently sells out.

## GETTING THERE

The Hilton Waikoloa Village is located approximately 19 miles from the Kona International Airport (KOA). 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 **09AN57**.

Available ground transportation from the airport to the hotel includes car rentals, pre-booked shared and private transfer services and taxi service. Visit [cues.org/DC](https://cues.org/DC) for options and links to online booking. Making ground transportation reservations in advance is highly recommended.

## THANKS TO OUR PLATINUM SPONSORS:





## HO'OLU KOMO LA KAUA—PLEASE JOIN US

Directors Conference is known for its “just right” blend of location, education and networking. Experience it all beginning Sunday, December 2. The Pre-Conference Workshop begins at 1:00 p.m. and the Welcome Party for all attendees is at 6:30 p.m.

Directors Conference ends at 10:30 a.m. on Wednesday, December 5. CUES and CUES Director members, attend for \$1,495, a \$750 savings off the non-member price of \$2,245.

Registration fee includes:

- All educational sessions and materials
- Sunday Welcome Party
- Breakfast on Monday, Tuesday and Wednesday
- Monday luncheon to honor the 2018 CUES Distinguished Director

Register early! Rates increase \$400 after October 18, 2018.

Visit [cues.org/DC](http://cues.org/DC), or call **800.252.2664** or 608.271.2644, **ext. 340**, and register today. From Canada, call **604.559.4455**.



# DIRECTORS CONFERENCE

DECEMBER 2-5, 2018

HILTON WAIKOLOA VILLAGE  
WAIKOLOA, BIG ISLAND, HI



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