Limitless.
That’s your leadership potential.

As a CUES member, you are the heart of our mission. No matter what offering you choose, our distinct differences, including proven credit union talent development resources, partnerships with world-renowned business schools, prime networking opportunities and powerful industry insights, give you a strong foundation in realizing your potential and transforming you into tomorrow’s exceptional leader.

You’ll discover our offerings are about much more than just professional development; you’ll make connections and build treasured relationships that can help propel your career forward.

Experience the CUES difference, and realize your greatest potential today.

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Online Learning Brings CUES to You

CUES online learning opportunities offer flexible talent development options without travel.

**CUES Learning Portal, powered by Degreed**

A blend of pre-set learning pathways and curated content offer an easy way to expand your skill set. Build connections and leverage relationships when you recommend what you’ve learned with others. Managers—easily view the progress of your staff to aid in their development.

**CUES Elite Access™ Virtual Classroom**

Looking for top-notch talent development? CUES Elite Access Virtual Classroom brings the best features of online and classroom learning together to create a dynamic, innovative approach to professional development. Each course offers two, 60 minute live-taught classroom sessions, the opportunity to collaborate with classmates in real time, and direct access to experienced facilitators. Learn more at cues.org/EliteAccess.

**CUES Podcast**

CUES Podcast features industry leaders and cross-industry experts discussing their perspectives on the latest credit union topics and trends. Published twice a month, CUES Podcast is available in Google Play, iTunes, and Stitcher. Learn more at cues.org/Podcast.

**CUES Online University**

CUES Online University offers compliance and front-line training—including fraud prevention—at a very low cost. Whether you want straight off-the-shelf training or something customized just for you, CUES Online University is key to saving time and money by providing convenient and consistent training to improve your credit union’s performance. Learn more at cues.org/CUESU.

New! CUES Learning Portal
New for 2019!

Membership

More is More

The industry has evolved, and we’re evolving, too! CUES has revamped and enhanced our memberships to better meet the needs of credit union executives, staff, and board members. All designed based on member feedback, you’ll find we’ve added more benefits and more resources, ultimately giving you and your credit union more value. Visit cues.org/Membership for more detailed information.
Membership Tiers

All memberships for credit union professionals offer access to valuable networking, discounts on our professional development opportunities, free webinars and free publications.

Individual Membership

Available to credit union staff and directors, this tier offers a basic set of benefits—including event discounts and Credit Union Management™ magazine—at a great price.

Unlimited and Unlimited+

With one flat membership rate, anyone at your credit union can become a member—all staff, executive team, and board members included. Both tiers feature enhanced benefits, and offer great ways to bring talent development to everyone at your credit union—even those who would not have been eligible previously.

MEMBERSHIP BENEFITS

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New or improved membership benefit!

Visit cues.org/Membership to learn more today!
No Matter Your Role, We Have What You Need

• **CEOs**—Develop yourself, your executive team, and your board with one-of-a-kind networking and learning opportunities created exclusively for credit unions.

• **Executives**—Tap into the ultimate in professional development for you and your staff, and gain the tools and insights you need to take yourself and your credit union to the next level.

• **Talent & Development HR Professionals**—Help your organization win the war for talent with tools to assist you in attracting, developing and retaining the top credit union professionals your organization needs to thrive.

• **Credit Union Staff**—Find tools to grow professionally, including many learning opportunities that don’t require travel or time away from the office.

• **Board Liaisons**—You’ll find professional development opportunities specifically designed for your role at the credit union.

• **Board Chairs**—Discover multiple benefits to help enhance your leadership role, and assist your board members in understanding theirs.

• **Directors**—Better understand your fiduciary responsibilities and strengthen your presence on the board with membership benefits just for you.
Give your peers the recognition they deserve!

Acknowledge the industry’s high achievers by submitting nominations for these honors. See details at cues.org/Awards.

- **CUES Outstanding Chief Executive**
  Recognizes outstanding leaders at the CEO level.

- **CUES Exceptional Leader**
  Honors non-chief executive officers.

- **CUES Next Top Credit Union Exec (NTCUE) in partnership with DDJ Myers**
  Awards up-and-coming leaders with more than $50,000 in prizes.

- **CUES Distinguished Director**
  Recognizes volunteers whose efforts have strengthened their credit union.

- **CUES Hall of Fame**
  Celebrates credit union professionals for life-long dedication to the industry.

Turn to CUES Supplier Members to help solve your credit union challenges.

When you need outside expertise, connect with the best—CUES Supplier members. Look no further for trustworthy, ethical and experienced vendors dedicated to the credit union industry. Start today by accessing:

- **CUES Supplier Member Directory**—An online listing of CUES Supplier Members available at cues.org/supplier-directory.

CUESolutions Providers—Another Level of Expertise

Organizations that are CUESolutions providers showcase their thought leadership through access to their products, services, articles, videos, and whitepapers. Turn to these experts when you need more than just a vendor—when you need a partner. Visit cues.org/CUESolutions.

CUESolutions Providers

- **AdvantEdge Analytics**
  CUNA Mutual Group
  Data and Analytics Solutions

- **CUNA Mutual Group**
  Executive Benefits, Retirement Solutions

- **DDJ Myers**
  Advancing Leadership Success
  Succession Planning, Executive Recruitment, Leadership Coaching

- **OnBase by Hyland**
  Enterprise Information Platform
Institutes

Take Your Career To The Next Level

In partnership with the world’s top business schools, CUES is proud to offer the finest in executive education. Each institute features esteemed instructors at the top of their field, and holds the promise of delivering career- and life-changing experiences to all attendees.

Which Institute is Right for You?

Choose your path:

- **Leadership and Strategy**
  - CEO Institute™

- **Innovation**
  - Strategic Innovation Institute™

- **Growth Strategies and Mergers**
  - Strategic Growth Institute™

- **Board Governance**
  - CUES Governance Leadership Institute™
CEO Institute I: Strategic Planning
April 7–12
The Wharton School
University of Pennsylvania

Learn to turn challenges into change. Delve into strategic planning by embracing uncertainty, rather than ignoring it. Learn more at cues.org/INST1.

CEO Institute II: Organizational Effectiveness
April 28–May 3 OR August 11–16
Samuel Curtis Johnson Graduate School of Management
Cornell University

Effective change management skills are needed for even the most thought-out plan. Reach beyond your area of expertise and include every level of executive management in your credit union. Learn more at cues.org/INST2.

CEO Institute III: Strategic Leadership Development
May 5–10
UVA Darden Executive Education

CEO Institute III represents the highest point in your professional leadership development. You’ll uncover the reasons why you lead the way you do, and learn new ways to become a more effective leader. Learn more at cues.org/INST3.

Become a Certified Chief Executive (CCE) when you have completed all three weeks of CEO Institute and two between segment assignments.
CUES Governance Leadership Institute™

June 2–5
Joseph L. Rotman School of Management
University of Toronto

Strengthen your contributions to your credit union as you learn to balance healthy debate and diversity with consensus building at CUES Governance Leadership Institute. Learn more at cues.org/GLI.

Attend and become a Certified Credit Union Director (CCD).
Strategic Innovation Institute™
Available again in 2020
Stanford Graduate School of Business
Stanford University

Learn to embrace innovation and become a successful agent of change. Graduates of this robust, transformational program are well equipped with a comprehensive understanding of innovation that benefits their credit unions immediately. Learn more at cues.org/SII.

Become a Certified Innovation Executive (CIE) when you complete all required elements of Strategic Innovation Institute.

Strategic Growth Institute™
July 22–25
The University of Chicago
Booth School of Business

Walk away knowing how to analyze, evaluate, and recommend specific actions to grow your credit union while avoiding common pitfalls. You’ll also learn to build value by scaling existing markets, entering established markets, or creating new markets through innovation and mergers. Learn more at cues.org/SGI.
Schools

Make Yourself More Marketable; Increase Your Skills

CUES Schools feature top instructors with real-world knowledge, convenient locations, and relevant topics. The curriculums dive deep into the matter at hand, providing tools and ideas you can easily implement once you’re home.

Our courses are created with a focus on operational and strategic disciplines to make sure what you’re learning is relevant to your role. We have several schools geared toward:

- Senior Executives
- Sales and Service
- Lending and Finance
- Marketing and Operations

An investment in knowledge and skills today will make you more marketable to your current and future employers. Register today for these sessions at cues.org/Schools.
CUES School of Business Lending™ I: 
*Business Lending Fundamentals*

May 6–10
Orlando, FL

Visit cues.org/SOBL for details.

CUES School of Business Lending™ II: 
*Financial Analysis and Diagnostic Assessment*

July 15–19
Cleveland, OH

Visit cues.org/SOBL2 for details.

CUES School of Business Lending™ III: 
*Strategic Business Lending*

September 9–13
San Diego, CA

Visit cues.org/SOBL3 for details.

All three CUES business lending schools are facilitated by the same experts who train the state and federal examiners. Attend and learn to develop a successful business lending program that is right for your credit union. These may be taken individually or as a series for maximum benefit.

CUES Business Lending Certificate

September 13
San Diego, CA

Demonstrate your credit union’s commitment to strong business lending standards by earning the CUES Certificate in Business Lending. It’s accredited by a third party, making it superior to simple completion certificates offered elsewhere. All applicants must complete the first three CUES School of Business Lending segments within 24 months of sitting for the certificate. Learn more at cues.org/BLC.

Register for CUES Schools of Business Lending I, II and III in the same year and save $1,485!
CUES School of Applied Strategic Management™
May 6–9
Orlando, FL
Help your credit union—and your members—soar. Working as a team, attendees will gain hands-on experience “running” a financial institution in the safety of a virtual environment. Learn more at cues.org/SASM.

New and Improved!
CUES School of Strategic Marketing™
July 15–18
Cleveland, OH
We’ve taken CUES School of Strategic Marketing I and II and combined them into one! Effective marketing communicates your credit union’s value, improves member experience and drives growth and profitability. Discuss the keys to strategy-focused marketing, data-driven decision making, and how to increase returns on marketing investments through effective allocation of resources. Learn more at cues.org/SSM.

Payments University
Online Sessions, Dates TBD
In-Person Session
September 11–12
San Diego, CA
Developed by CUES and CO-OP Financial Services
The payments strategies your credit union implements will have a long-lasting impact on your profitability, and greatly affect member satisfaction. Payments University helps you respond to changes agilely, identify and respond to emerging opportunities, and design offerings with members in mind. You’ll walk away with everything you need to develop a comprehensive payments strategy.

The unique format combines live-taught online courses with classroom sessions led by world-class instructors. Learn more at cues.org/Payments.

CPS
Schools

Earn the Certified Payments Strategist (CPS) designation when you complete all course work and assigned projects.

CSE
Earn the Certified Senior Executive (CSE) designation, a milestone signifying your dedication to professional development.

CSME
Earn the Certified Strategic Marketing Executive (CSME) designation by attending and completing an assigned project.
CUES School of Member Experience™
September 9–10
San Diego, CA

View your organization from the perspective of your membership and analyze every touch point to ensure you’re providing the service level they expect and deserve. Member satisfaction pays off in measurable ways that include retention and growth. Learn more at cues.org/SOME.

New and Improved!
CUES School of Lending™
September 10–12
San Diego

This comprehensive school is designed for all managers and lenders in consumer lending. Join us as we look at the fundamentals of good interviewing, sales, and underwriting skills. Uncover the management tools that will increase productivity and efficiency of your department. Learn more at cues.org/SOL.

$400 early-bird discount in effect until 45 days prior to each event. Sign up now and save!
Conferences and Seminars

Unmistakably CUES

Dynamic speakers and content paired with unique, stimulating environments set CUES conferences and seminars apart from all others. Attendees will tap into their intellectual curiosity, develop extensive peer networks and bring home new ideas and methods for immediate implementation.
Conferences

CUES Symposium
January 27–31
Grand Hyatt Baha Mar
Nassau, Bahamas

Align the strategic vision of your top team through shared learning experiences. At this unique event, CEOs and board chairs must attend together, but will return home a stronger, more unified force. Learn more at cues.org/SYMP.

CEO/Executive Team Network™
Watch cues.org for 2019 dates and location.

This dynamic conference, designed for CEOs and senior executives, focuses on growth opportunities. You’ll learn from top speakers who examine strategy and leadership, participate in thought-provoking sessions on the latest industry trends and enjoy unparalleled networking. Learn more at cues.org/CNET.

Directors Conference
December 8–11
Orlando, FL

This comprehensive event for credit union directors takes an in-depth look at the relevant governance and strategic issues affecting your board, credit union and the movement. Learn more at cues.org/DC.

“I consider CUES Symposium a must-attend event—I’ve attended with my board chair annually since 2013. We both find the experience to be invaluable; it helps us work in synergy throughout the year, and the knowledge we acquire proves to be a tremendous benefit to our credit union. This event also offers a real sense of camaraderie; we greatly enjoy collaborating and networking with the other CEO/board chair teams.”

Jim Hayes, CIE
CEO
Andrews Federal Credit Union
Suitland, MD
Assets: $1.5 billion
Conferences and Seminars

**Execu/Series**

**Execu/Summit**

March 10–15  
Westin Snowmass Resort  
Snowmass Village, CO

This meeting’s unique schedule—bookending educational sessions around midday networking on the slopes—will leave you armed with the knowledge you need to take your organization’s performance to the next level. Learn more at cues.org/ES.

**Execu/Blend**

April 28–May 1  
Hyatt Regency Sonoma Wine Country  
Santa Rosa, CA

Explore strategic development and differentiation, discover how to set a robust strategy, and learn the power of storytelling in innovative leadership. We’ll also take a trip to a local winery to hear their story and learn how they differentiate themselves in a highly competitive market. Learn more at cues.org/EB.

**Execu/Net**

August 11–14  
Summit at Big Sky Resort  
Big Sky, MT

Broaden your perspective, challenge yourself and try new things as our speakers guide you through powerful morning sessions, covering growth strategies, financial complexity and innovation. Each afternoon, interact with peers and nature for a fresh perspective. Learn more at cues.org/EN.
Seminars

Supervisory Committee Development Seminar
July 29–30
Portola Hotel & Spa at Monterey Bay
Monterey, CA

Join us and discover what it takes to effectively work with management, the board, and internal and external auditors as a supervisory committee member. Learn about the different risks facing credit unions and be prepared to handle any changes that arise. Learn more at cues.org/SCDS.

CUES Director Development Seminar
July 31–August 2
Portola Hotel & Spa at Monterey Bay
Monterey, CA

Board members must efficiently fulfill their fiduciary responsibilities. Attend and advance your governance skills and maximize the traits you need to successfully reach your credit union’s goals. Learn more at cues.org/DDS.

Board Chair Development Seminar
September 16–17
LaFonda on the Plaza
Santa Fe, NM

The chairperson’s primary role is to maximize the value of the board while maintaining a delicate balance with effective governance. Attend to gain the unique, advanced skill set you need to lead a high-performing board. Learn more at cues.org/BCDS.

CUES Director Strategy Seminar
September 18–20
LaFonda on the Plaza
Santa Fe, NM

High-performing organizations cultivate strategy year-round to develop market-driven plans with solid underlying value propositions. Discover how to develop measurable strategic objectives as you learn about the need for quality strategic thinking, strategic planning vs. tactical planning, challenges of succession planning, and more. Learn more at cues.org/DSS.
Strategic Solutions and Partnerships

The Tools You Need To Succeed

When developing our products and services, we start with one simple question: What do credit union leaders need to succeed? Then, we create the product or partner with experts in the industry to provide resources to help you grow. We focus on the key areas of talent development, human resources, governance, strategic planning and risk management.
Surveys

CUES Executive Compensation Survey
Keep tabs on compensation trends while engaging with valuable tools and data to help you attract and retain qualified professionals. Benchmark your organization against others based on asset size, region, membership size and more. Purchase now at cues.org/ECS.

CUES Employee Salary Survey
Use CUES’ data and tools to benchmark salaries for non-executive positions. Choose your peer group based on asset size, region, membership size, and more. Purchase now at cues.org/ESS.

CUES unlimited+ members receive access to data and results from both surveys as a benefit of membership.

Board

CUES eVote™
CUES eVote voting software is an easy-to-use and highly secure solution offering online, phone, and paper balloting. Let us handle everything—including member service—or choose our self-administered option. Learn more at cues.org/EVote.

Quantum Governance, L3C
Unravel your board’s complicated roles and responsibilities, and combine leading-edge governance with strategic thinking to become an even greater asset to your credit union. Learn more at cues.org/QG.

Board Governance Assessment
Take an honest look at your board with this anonymous, online assessment tool. Evaluate board performance in key areas of governance and create a plan to improve. Purchase now at cues.org/BoardAssessment.

Director Skills Assessment
Improve board recruitment and focus training resources by evaluating director’s individual and collective capabilities to pinpoint skill set gaps in five key areas. Purchase now at cues.org/DirectorAssessment.

CEO Assessment for Credit Unions
Strengthen CEO performance with this unique, web-based CEO evaluation tool combining data provided by both the CEO and directors. Purchase now at cues.org/CEOAssessment.

Aprio
Aprio makes good governance simple and affordable for credit unions and helps organizations to efficiently run board meetings, keep directors up to date, and keep information secure. Learn more at cues.org/Aprio.
Strategy and Risk

**Cornerstone Advisors, Inc.**

Through vendor management, benchmarking, technology and risk assessment, and mergers and acquisitions, Cornerstone helps credit unions reduce costs, increase revenue and stay competitive. Fill out an interest form today at cues.org/Cornerstone.

**ServiStar® Consulting**

ServiStar will provide you with the tools to succeed in developing a member-centric team of employees that exceed member expectations and grow profitable relationships. Learn more at ServiStarConsulting.com.

**ServiStar Member Experience Builder and Selling Solutions**

Each develops a member-centered organizational culture and provides resources to ensure lasting needs-based selling behavior and performance. Both models are comprehensive, customizable, and maximize employee engagement, member experience, and profitability.

**Vertex Management Development Program**

Great for new managers, this research based, year-long program can be customized to each manager’s assessed needs and help them develop the key skills common among the highest performing credit union managers. You’ll also learn ways to deploy those skills that will immediately improve management performance, employee engagement, member service and profitability.

**NEW! CUES Consulting**

Don’t leave individual learning to chance or curiosity. CUES Consulting strengthens your leadership pipeline by providing staff with direction and focus to support their growth as a leader within your credit union. Learn more at cues.org/CUESConsulting.
Credit Union Management Magazine

CUES award winning monthly magazine provides in-depth information for credit union leaders. Our well-researched and detailed articles explore the industry’s most important topics. Published 12 times a year—in print and digital formats—each issue includes subjects relating to credit union general management, operations, marketing, human resources and the board of directors. Visit CUmangement.com to learn more today.

Check out the all new content website CUmangement.com
CUES’ mission is to educate and develop credit union CEOs, executives, directors and future leaders.

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Email: cues@cues.org

cues.org