



# CUES SYMPOSIUM

A CEO/CHAIRMAN EXCHANGE

February 9-13, 2020  
Fairmont Orchid  
Kohala Coast, HI



“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

# CREATE A POWER TEAM

CUES Symposium provides the chance for CEO and board chair teams to build an effective partnership through shared learning experiences and team-building opportunities.

This specialized event is highly interactive, providing a forum for your top team to share ideas, problem solve, network, and develop plans ready to take home and implement immediately. This year's topics include:

- Motivation
- Negotiations and Influence
- Values-Based Leadership
- Building Successful Teams

## Schedule at a Glance

- A Welcome Reception for attendees and their guests kicks off the conference at 4:30 p.m. on Sunday
- Mornings start at 7:00 a.m. with a breakfast buffet; learning sessions begin at 8:00 a.m. and end each day by noon
- Afternoons and evenings are left open for teams to participate in team-building activities and explore the area
- Conference concludes on Thursday, February 13, at 11:00 a.m.

**Organizational alignment is vital at the top.  
Register your CEO and board chair today!**



CUES Symposium's unique format is designed for the CEO and board chair to attend together. Please be sure to register them at the same time. Your vice chair may attend along with the CEO and board chair for succession planning, or if the board chair is unable to attend.

# EXCELLENT SPEAKERS LEAD THE WAY TO STRONG PARTNERSHIPS

## General Session



### ***Why Motivating People Doesn't Work ...and What Does***

**Susan Fowler**, Professor, Executive Leadership Program, University of San Diego, Best-Selling Author

Learn how to activate optimal motivation for yourself and with others. An optimal motivation approach provides a field-tested framework for helping people discover how their jobs can satisfy the psychological needs that lead to meaningful and sustainable motivation.

## Breakout Session



### ***Becoming a Values-Based Leader***

**Harry Kraemer**, Kellogg School of Management Professor, former CEO of Baxter, Best-Selling Author

Discover the importance of four key principles (self-reflection, balance, true self-confidence, genuine humility) in the actions and decisions you make as a leader of your organization.

## Breakout Session



### ***Negotiations and Influence: The Art of Working with People and Getting Things Done***

**Holly Schroth**, Senior Lecturer, Haas School of Business, University of California Berkeley

Using a simulated exercise, you'll be introduced to a toolbox of negotiation skills, and learn to negotiate more effectively in both collaborative and competitive situations. Explore your own style, gain a greater appreciation for planning and preparation, and develop stronger relationships.

## Breakout Session



### ***Conversational Capacity: The Secret to Building Successful Teams That Perform When The Pressure Is On***

**Craig Weber**, Best-Selling Author

Develop skills to help your CU work smarter, faster, and together under pressure. Learn how to foster responsibly rigorous teamwork, characterized by less strife and more collaboration; less rigidity and more dexterity; less defensiveness and more learning; and less frustration and more fun.

Visit [cues.org/Symp](https://cues.org/Symp) for full session descriptions and speaker bios.  
Speakers and sessions subject to change.

# EXPLORE THE BIG ISLAND

Visit [cues.org/Symp](https://cues.org/Symp) to learn all about the optional events available for partnership team building.

Bringing a guest? Your companions are welcome to join you at the Welcome Reception and at any of our optional team building activities. Learn more about our Companion Program and Optional Meal Plan at [cues.org/Symp](https://cues.org/Symp).

## Credit for Your Participation

- Earn up to 16 CPE Credits
- Program Level: Overview
- Delivery Method: Group-Live
- Field of Study: Business Management and Organization
- 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 submitted to the National Registry of CPE Sponsors through its website:

[www.nasbaregistry.org](https://www.nasbaregistry.org).





## Make Your Hotel Reservations Early!

Hawaii is a popular destination, and we'll be there during the height of the busy season. The hotel will sell out quickly.



## THE GOLD COAST OF HAWAII

### Fairmont Orchid Kohala Coast, HI

Inspired by culture, well-being and the genuine spirit of the island, the Fairmont Orchid is a luxury resort and spa beautifully located on the majestic Kohala Coast. You'll enjoy 32 oceanfront acres of lush tropical gardens, cascading waterfalls and a tranquil white sand beach and lagoon.

Hotel rates in the CUES block range from \$365/night to \$469/night depending on size and view. **Please make your reservations prior to January 10, 2020** by calling 800-257-7544 and mentioning CUES. Early reservations are recommended as our room block frequently sells out.

Learn more about the hotel, air travel and car rental on the Travel & Accommodations tab at [cues.org/Symp](https://cues.org/Symp).

# AN ALIGNED TEAM IS A POWERFUL TEAM

Register now—and remember, your CEO and board chair must attend together, so sign them up at the same time. If your board chair is unable to attend, you may bring your vice chair or other board member.

Team registration fees include your CEO and board chair, and are \$3,700 for CUES members, or \$5,550 for non-members. Additional registrants are \$1,850 for CUES members and \$2,750 to \$2,775 for non-members. Registration includes:

- All educational sessions and materials
- A Welcome Reception on Sunday for attendees and their guests
- Breakfast and refreshment breaks on Monday, Tuesday, Wednesday, and Thursday

Hawaii offers an energizing retreat with the perfect backdrop for a new perspective and shared learning.

**Register your team today at [cues.org/Symp](https://cues.org/Symp). Or, call 800.252.2664, or 608.271.2664, ext. 340, or email [cues@cues.org](mailto:cues@cues.org). If you're in Canada, please call 604.559.4455.**

**Register early** as rates increase \$400 after December 26, 2019





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2020 SYMPOSIUM

**CUES mission is to educate and develop credit union CEOs, executives, directors and future leaders.**



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