

CUES SYMPOSIUM

A CEO/CHAIR EXCHANGE

February 5-9, 2023 | Grand Wailea, A Waldorf Astoria Resort | Wailea, Maui, HI



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:

- Influence and Negotiations
- Strategic Leadership
- Generational Differences

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 9, 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.



"This is the best credit union conference there is. It focuses on one of the most important relationships in our organization."

Joe Thomas, President/CEO
NextMark FCU, Fairfax, VA | Assets: \$514 million



EXCELLENT SPEAKERS LEAD THE WAY TO STRONG PARTNERSHIPS

General Session



The Competitive Advantage of Social Capital and Organizational Network Analysis

John Burrows, Senior Lecturer, University of Chicago's Harris School of Public Policy, Associate Fellow, Oxford University's Saïd Business School

Get a better grasp of social network concepts, discover what it means to have social capital, and learn how having it is linked to growth. We'll also explore how the concept of social capital allows you to make sense of a world where influence and trust are not built, but earned and awarded by others.

Breakout Session



The Psychology Behind Generational Differences and How It Can Inform Your CX and UX Strategy

Keith Niedermeier, Professor of Marketing, Kelley School of Business, Indiana University

We'll explore how Millennials and Gen Zers are different than previous generations as employees, consumers, and investors, the underlying psychology behind generational differences, and how it can inform your customer and user experiences.

Breakout Session



The Art and Science of Influence and Negotiations

Michelle Duguid, Associate Professor & Associate Dean of Diversity, Inclusion, and Belonging, Cornell University

The ability to negotiate is an important skill for all leaders. However, research shows that most people miss key opportunities to ask for what they want and need. In this session, we'll uncover ways to overcome these barriers as we discuss research-based strategies for successful influencing others.

Breakout Session



Strategic Leadership

Roch Parayre, CEO, Strategique

In an era of uncertainty, a leader's ability to think strategically and act with agility are critical. You'll leave this session understanding your CU's strategic IQ, and armed with suggestions for better decision-making, agile strategies and plans, and an improved ability to navigate uncertainty.

Visit cues.org/Symp for full session descriptions and speaker bios. Speakers and sessions subject to change.

EXPLORE THE BIG ISLAND

Visit **content.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 **content.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: **nasbaregistry.org**.





Grand Wailea, A Waldorf Astoria Resort



Wailea Beach Resort—Marriott



TWO STUNNING MAUI LOCALES

Choose from two hotel options in Wailea.



Grand Wailea,
A Waldorf Astoria Resort
Conference Central



Wailea Beach Resort
Marriott, Maui

Both resorts are located on Wailea Beach and feature lush tropical landscapes with spectacular views.

Limited spots remain! Don't wait to register—we're already nearing capacity, and the hotel at this popular destination books up quickly!

Visit content.cues.org/symp for room rates and travel details.

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.

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.

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.

See rates and register your team today at content.cues.org/symp. Or, call **800.252.2664**, or 608.271.2664, or email cues@cues.org. If you're in Canada, please call **604.347.7097**.

Register early as rates increase \$400 after December 22, 2022





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