

Join the nation's most innovative credit union leaders at...



LEADERSHIP CONVENTION

JULY 30-AUGUST 2, 2024 THE MIRAGE

Las Vegas

DISCOVER.
EXPERIENCE.
GROW.

SAVE UP TO
\$210

REGISTER NOW AT

CULeaders.com

60+ SPEAKERS... 63 SESSIONS... 8 BREAKOUT SUMMITS...
ALL AT THE #1 EVENT FOR CREDIT UNION LEADERS



FEATURING KEYNOTE SPEAKER

Jackie Joyner-Kersey

*"Greatest female
athlete of the
20th century."*



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WHEN YOU SEND **7+ ATTENDEES**



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LEADERSHIP
CONVENTION
JULY 30-AUGUST 2, 2024 THE MIRAGE

DISCOVER.
EXPERIENCE.
GROW.

Las Vegas

**You're invited to the #1 event
for growth-minded CU Leaders**



Who should attend?

- > CEOs & Presidents
- > Board Chairs/Directors
- > Supervisory Committee Members
- > Chief/VP of DEI
- > Chief/VP of Marketing
- > Chief/VP of Finance
- > Chief/VP of Lending
- > Chief/VP of Technology
- > Chief/VP of HR
- > Chief/VP of Lending & Business Lending

Previously known as the Directors & CEO Conference, the country's leading event for Directors, CEOs and C-suite level leaders is now the CU Leadership Convention. For 47 years, the conference has delivered the best content, packed with practical guidance and innovative solutions from the country's leading SMEs, CEOs, executives, directors and consultants willing to share what's working – and what's not.

This year is no exception! Join us in Vegas to share ideas, network and learn from the country's leading credit union experts. This year's convention features:

- > **63 sessions with real-world guidance** from CEOs, directors and SMEs.
- > **8 NEW Breakout Summits** on today's hottest topics, including AI, liquidity, DEI lending, HR, leadership, fintech and more. Pick and choose your favorite topics!
- > **3 NEW Deep Dive Pre-Conference Workshops** on Women's Leadership, Board Governance, and Financial Management..
- > **Expanded Breakfast of Champions** idea exchange (limited to the first 300 paid attendees).
- > NEW exhibit hall featuring **50+ solution providers**.
- > Opening night **entertainment and reception**.
- > And much more!

Since we are not an association or a CUSO, we deliver unvarnished perspectives from the industry's leading thought leaders, so you have the information you need to better serve your communities, your members and your employees. This commitment to top-quality content [and thought-provoking speakers – all while in America's most exciting city – makes the CU Leadership Convention a must-attend event for any credit union leader.

We look forward to seeing you in Vegas!

Dennis J. Sullivan,
Convention Chairman



"I will forever be changed for the better as a board member! I feel invigorated and motivated to share the ideas and content I discovered at the CU Leadership Convention."

— GRACE LOWE, BOARD MEMBER, CU SO CAL



"The CU Leadership Convention is a top notch destination for obtaining both leading edge tools and a future looking perspective."

— TED CELENTINE, BOARD TREASURER, UNITED HEALTH CU



A Winning Perspective Gets the Gold: Keynote Address with Olympic Great, Jackie Joyner-Kersee

Named by Sports Illustrated as “The Greatest Female Athlete of the 20th Century,” Jackie Joyner Kersee will deliver the keynote address to open the 47th CU Leadership Convention. Join us as she discusses how her relentless pursuit of excellence on and off the track has led her to give back to her community. Coming from very humble beginnings in East St. Louis, Illinois, Jackie Joyner-Kersee is among the all-time greatest athletes ever to compete in Track & Field. Jackie has won three Olympic Gold Medals, one Olympic Silver Medal, and two Olympic Bronze Medals at four different Olympic Games. Less well known, however, are Jackie’s tireless efforts and remarkable accomplishments off the field as a philanthropist and an advocate for children’s education, health issues (in particular asthma from which she has suffered throughout her life), racial equality, social reform, and women’s rights. Never one to be classified as merely an athlete, Jackie says, “I strive to be a Jackie of all trades.”

ONE TICKET = ALL SESSIONS

See an incredible
line-up of **SPEAKERS!**

Featuring **8 NEW! Breakout Summits** with **63 thought-provoking sessions from dozens of new thought leaders... plus, our returning all-star speakers!** ONE ticket gives you an ALL-ACCESS pass to ALL Breakout Summits. Pick and choose from dozens of terrific sessions.

- › Leadership Summit
- › Lending Summit
- › Fintech Summit
- › Financial Summit
- › Human Resources Summit
- › Marketing & Branding Summit
- › DEI Summit
- › Trending Summit



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Tuesday, July 30

10:00am - 5:00pmRegistration

1:00 - 4:00 pmPre-Conference Workshops

Deep-Dive Hot Topic Workshop #1: Financial Management

Deep-Dive Hot Topic Workshop #2: Board Government

Deep-Dive Hot Topic Workshop #3: Women's Leadership Summit

Wednesday, July 31

7:00am - 5:00pmRegistration

7:00 - 8:45 amExhibit Hall Grand Opening & Continental Breakfast

9:00 - 9:40 am**A Winning Perspective Gets the Gold: Keynote Address with Olympic Great, Jackie Joyner-Kersey**

JACKIE JOYNER-KERSEE, named as "The Greatest Female Athlete of the 20th Century"

9:40 - 9:50 am**General Session – A "Magical" Interlude**

ASH FUNG, Magician & Keynote Speaker, Magician Nash Fung, Inc.

9:50 - 10:20 am**CEO Roundtable Panel**

10:20 - 11:00 amNetworking Break in Exhibit Hall

11:00 - 11:45 am**6 x 6: 6 Speakers Share Their ONE Best Idea that Will Have the BIGGEST Impact on CUs Today**

11:45 am - 12:45 pmNetworking Luncheon

12:45 - 1:15 pmNetworking/Dessert in Exhibit Hall

1:15 - 1:40 pm**Breakout Summit Sessions Begin**

1:40 - 1:50 pmTransitional Break

1:50 - 2:20 pm**Concurrent Breakouts Resume**

2:20 - 2:30 pmTransitional Break

2:30 - 3:00 pm**Concurrent Breakouts Resume**

3:00 - 4:00 pmHappy Hour in Exhibit Hall

7:30 - 8:30 pmEnjoy an evening of entertainment and reception

Thursday, August 1

7:30 - 8:45 amBreakfast of Champions – Limited to first 300 registrants

7:30 - 9:00 amExhibit Hall Open

9:00 - 9:40 am**Opening Day Keynote**

9:40 - 10:20 am**Fuel Your Curiosity. The Magic Behind Innovative Thinking**

NASH FUNG, Magician & Keynote Speaker, Magician Nash Fung, Inc.

10:20 - 10:30 am**2024 Neoteric Leadership Award Ceremony**

10:30 - 10:45 amTransitional Break

10:45 - 11:15 am**Concurrent Breakouts Resume**

11:15 - 11:45 amNetworking Break in Exhibit Hall

- 11:45 am - 12:30 pm **Concurrent Breakouts Resume**
- 12:30 - 1:15 pm **Networking Luncheon**
- 1:15 - 1:45 pm **Networking Break in Exhibit Hall – Exhibit Hall Finale**
- 1:30 - 4:30 pm **Two Guest Experiences to choose from!**
- 1:45 - 2:15 pm **Concurrent Breakouts Resume**
- 2:15 - 2:30 pm **Transitional Break**
- 2:30 - 3:00 pm **Concurrent Breakouts Resume**

Friday, August 2

- 7:30 - 9:00 am **Buffet Breakfast**
- 9:00 - 10:00 am **Keynote: Underground Collision: Generative AI: Don't Let the Bankers Tell the Story**
- 9:50 - 10:00 am **2-Minute Spotlight: 5 Speaker Have Just 2 Minutes to Share One BIG Idea in this Theatrical Presentation**
- 10:00 - 10:15 am **General Session**
- 10:15 - 11:00 am **Closing Keynote**
- 11:00 am **Adjourn**

Magician & Keynote Speaker

Nash Fung

The Magic of Empathetic Leadership

By day, Nash Fung is a keynote speaker & magician but as night falls, he is a crisis line volunteer. This unique journey taught him many meaningful lessons on creativity, empathy, and human connections. Discover practical empathetic techniques you can use to:

- Create better solutions to some of your toughest challenges with your team.
- Develop deeper trust and increase employee retention.
- Ensure your colleagues feel heard, understood and valued.
- Implement a golden rule in crisis situations every leader can use to support their people.
- Be prepared to take away innovative techniques and inspiration ... all with a touch of magic.



Breakout Summits

60+ Speakers... 63 Sessions... 8 Breakout Summits...



**Inspire, Empower, Guide:
Essential Disciplines for
TODAY's Leader**

Jim Bouchard, Founder;
The Sensei Leader



**The Roaring 2020s: Dominate the
Decade with Next-Gen Marketing & Sales
Strategies and A New Brand Mosaic: How
to Make Your CU Utterly Unforgettable**

Shawana Suckow,
Author & Speaker



**DEI or Die: Best Practices to
Make a Commitment to
Change**

Renee Sattiewhite, President &
CEO; African-American Credit Union
Coalition



**Pink Goldfish: Amplify
Differentiation to Stand Out in
the Marketplace**

Stan Phelps, Author; Forbes
Contributor, TEDx Speaker, IBM
Futurist



**The 3 DOs and 3 DON'Ts of
Member Retention**

Katie Stone, CEO & Co-owner;
PixelSpoke



**Recruit & Retain Your Highest
Performers in the C-suite**

John Moreno, Managing Partner;
Newcleus Credit Union Advisors



I will forever be changed for the better as a board member! I feel invigorated and motivated to share the ideas and content I discovered at the CU Leadership Convention."

— GRACE LOWE, BOARD MEMBER, CU SO CAL

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Breakout Summits (cont.)

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The EQ Difference: A Practical Approach for Extraordinary Leadership

Brandi Stankovic, Ed.D., Host & Producer; The Strategic Hotbox



The Magic of Empathetic Leadership

Nash Fung, Magician & Keynote Speaker; Magician Nash Fung, Inc.



The Leadership Pipeline: Creating a System for Developing Tomorrow's Leaders in Your CU

Tamra Gaines, President; Tamra Gaines & Associates



The Underground Collision: Generative AI: Don't Let the Bankers Tell the Story

Susan Mitchell, CEO; Mitchell Stankovic and Associates



From Culture Clash to Connection – Keys for Effective M&As

Keith & Rebecca Klein Scott, Founders; TALLsmall Productions, LLC



Healthy Growth in the Age of Uncertainty

Kerala Taylor, CUDE, Co-owner & Senior Marketing Manager; PixelSpoke



Speakers and topics were great. They addressed some areas that are hot topics in the industry and motivated me to get back to my CU."

— GRACE LOWE, BOARD MEMBER, CU SO CAL

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Breakout Summits (cont.)

60+ Speakers... 63 Sessions... 8 Breakout Summits...



Leadership Principles for High-Performing Boards

Tim Harrington, CPA, President;
TEAM Resources



Why, How, & What: Preserving Humanity in an AI World

Gabe Krajcek, CEO; Kasasa



Keys to Building Life-Long Members, Not Rate-Hoppers

Juli Lewis, Chief Relationship Officer; Michael Walters Advertising



Resiliency: The Cornerstone of Success in Rapidly Changing Environment

Milton Hunt, President;
MiltonHunt.net



Turning Weaknesses into Strengths: How to Emerge from a Down Year

Tyrone Muse, President/CEO;
Visions FCU



Digital IQ with AI Responsibility: Recruit, Retain & Develop Your People

Zach Christensen, Director of Digital Services; Mitchell Stankovic and Associates



The speakers and presenters truly are industry subject-matter experts and their breadth of knowledge is astounding...Outstanding conference!

— BARBARA ESQUIVEL, BOARD OF DIRECTORS - MISSION CITY FEDERAL CU

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Discover **The Mirage Hotel & Casino!** A Four Diamond AAA award-winning hotel, located center-strip with its iconic volcano welcoming you to a paradise of 24-hour action featuring a tropical, oasis-like atmosphere with a breathtaking aquarium, great restaurants, and plenty of world-class entertainment.

The Mirage Hotel & Casino

3400 Las Vegas Boulevard South, Las Vegas, NV 89109

Phone: 702-791-7111

Book your stay here at the Convention Discount Rate

<https://book.passkey.com/go/SCLC0724MI>

Use Discount Code: SCLC0724MI

Discount Room Rates for Resort King:

Sunday–Monday, July 28-29 \$127/night

Tuesday–Thursday, July 30–Aug 1: \$162/night

Friday, Aug 2, 2024: \$218/night

Advertised room rates do not include a discounted \$37.00 resort fee and 13.38% sales tax.

Cut-Off Date: June 24, 2024

Hotel Deposit & Cancellation Policy:

All reservations must be guaranteed with a deposit for the first night's guestroom and tax charge. If reservation is guaranteed to a credit card, the first night's guestroom and tax charge, per guestroom, will be billed immediately to the cardholder's account.

Property allows individual attendee cancellations without penalty up to seventy-two (72) hours prior to the attendee's scheduled arrival date. Property will charge the individual attendee one night's guestroom rate plus tax for cancellations within seventy-two hours (72) hours of the scheduled arrival date or failure of the individual attendee to check-in on the scheduled arrival date (each a "no-show").

It is Property's standard policy to require a credit card or cash deposit from individual attendees upon check-in for incidental charges. Hotel check in time is 3:00 pm. Check out time is 11:00 am. Any departures after 11:00 AM are subject to the full day charge. Each guestroom must have at least one registered guest twenty-one (21) years of age or older.

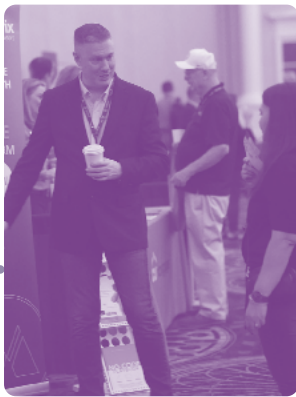


Sponsors & Exhibitors

The ALL-NEW 47th CU Leadership Convention will be BIGGER, BETTER & BOLDER than ever with more innovative & thought-provoking speakers ... more world-class entertainment ... and more practical guidance uniquely designed to solve your toughest challenges & inspire you to achieve more.

5 BENEFITS OF GETTING IN FRONT OF OUR DECISION-MAKER ATTENDEES:

- 1 Showcase your company's solutions to solve credit union challenges
- 2 Generate highly-qualified decision-maker leads through unique branding opportunities
- 3 Boost your firm's presence at the industry's most top-rated, well-attended convention
- 4 Ensure your solution becomes a valuable asset in credit unions nationwide
- 5 Close the deal by networking with key decision-makers & Chairman of the Board



1 OUT OF 12 CREDIT UNIONS IN ATTENDANCE



60+ SPEAKERS SHARING BEST-PRACTICES AND PRACTICAL SOLUTIONS

1,400+

CU EXECS, DIRECTORS & KEY DECISION-MAKERS

67% C-SUITE EXECS/VPS

For more information
contact Jimmy Kurtovic



jimmy.k@culeaders.com



(646) 356-4504



Registration

✓ YES! Sign us up for the 47th CU Leadership Convention

We understand that the registration fee includes admittance to all sessions, continental breakfasts, luncheons, refreshment breaks, and working materials and any entertainment hosted by the convention. We also understand that the guest experience package includes admittance to 2 continental breakfasts, 2 luncheons, 1 buffet breakfast, 1 guest experience tour, refreshment breaks and any entertainment hosted by the convention. Guest registration is necessary to attend one or all of these events and must be received prior to the event to ensure space.

CONFERENCE REGISTRATION	PRE-CONFERENCE DEEP-DIVE WORKSHOPS	GUEST REGISTRATION
\$1,595 \$1,435	\$395	\$695

✓ YES! Our CEO wants to join us.

CONFERENCE REGISTRATION	PRE-CONFERENCE DEEP-DIVE WORKSHOPS	GUEST REGISTRATION
\$695	\$395	\$695

Special Group Pricing

Save up to \$210 per attendee with our group discounts.

Contact our Customer Service Team at 866-620-5937 for more information.

1-3 Attendees	4-6 Attendees	7 or More Attendees
SAVE UP TO \$160 EACH	SAVE UP TO \$185 EACH	SAVE UP TO \$210 EACH




Questions?

Call 866-620-5937

Customer service team is available M-F,
9:00am-5:00pm Eastern.



3 Ways to Register

-  www.CULeaders.com
-  CALL 866-620-5937
-  registrar@CULeaders.com



We're so confident that the CU Leadership Convention will meet your credit union needs that we are offering our 100% Money-Back Guarantee. If you don't return to your credit union with the strategies needed to contribute to the growth of your organization, write us and we will promptly return your entire registration fee—no questions asked.

Cancellations and Substitutions:

Our cancellation and substitution policy are as follows: If you're unable to attend, you're welcome to send a substitute. Or, if you cancel in writing by Thursday, May 2, 2024, you may get a full refund. After that date, there is no refund, but you may use your registration fee at next year's CU Leadership Convention. Registrants who do not cancel and do not attend are liable for the full conference fee. Cancellations via phone will not be accepted.



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DISCOVER.
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Featuring **8 BREAKOUT SUMMITS** with
more than **60 THOUGHT-PROVOKING
SESSIONS** from **60+ EXPERT SPEAKERS!**

ONE ticket to the convention gives
you an **ALL-ACCESS PASS** to **ALL
BREAKOUT SUMMITS**. Pick and
choose from dozens of
terrific sessions.

2024 CU LEADERSHIP SUMMIT

- Discover the big 3 skills needed for future executives
- Apply the same strategies that generate 10-12x returns
- Find out how to leverage big data simply and easily

2024 CU LENDING SUMMIT

- Get step-by-step guidance to grow organically
- Learn the key metrics to analyze your loan portfolio
- Book 20%–40% more auto loans

2024 CU FINTECH SUMMIT

- See for yourself which apps are gaining traction among zoomers to boomers
- Get insights on the newest innovations that can benefit your CU and your members
- Discover how to use fintech to give your CU a competitive edge

2024 CU FINANCIAL SUMMIT

- Find out where the economy is headed over the next 18 months
- Get the top 4 financial strategies every CU must now consider
- Discover the financial tactics of the Top 1% you can use

2024 CU TRENDING SUMMIT

- Discover how CUs are leveraging Generative AI to improve their operations and member experience.
- Learn the top 3 emerging risks every executive needs to know
- Find out how to apply the big changes affecting strategy, structure, governance, and leadership

2024 CU HUMAN RESOURCES SUMMIT

- Get the latest tactics to recruit and retain your top talent
- Find out how to apply proven DEI strategies to create real, sustainable change
- Build a member-focused culture

2024 CU DEI SUMMIT

- Find out how to implement meaningful and impactful cultural change from the board room to the front line
- Discover practical steps to create a diverse workforce
- Learn firsthand how CUs are leveraging DEI to grow their membership and ROA

2024 CU MARKETING & BRANDING SUMMIT

- Create an enduring brand with a purpose-driven, values-based culture
- Take home 3 steps to generate 20% YoY growth
- Get the big 3 MX strategies that are producing 5.7x more revenue

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