

Where can you go to
focus
on the **big**
HR/TD
picture?



Read the small print.

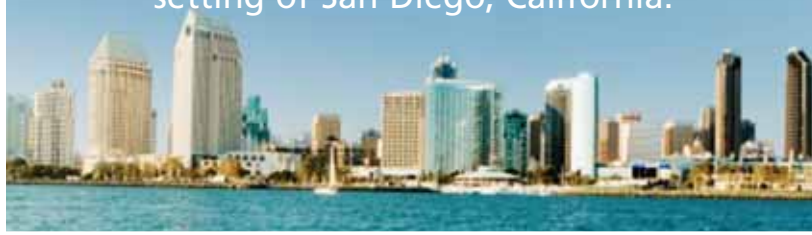
APRIL 22-25, 2007 • SAN DIEGO, CA

HR/TD SUMMIT

SHARPEN YOUR SKILLS...DEFINE YOUR VISION...EXAMINE YOUR GOALS

CUNA HR/TD Summit

The 13th Annual CUNA HR, Training & Development Council Summit will take a close look at challenging issues and offer practical solutions...all in the sea-side setting of San Diego, California.



Pre-Conference Workshops

Keynote Session



Ty Warren

Foundations of Leadership

The business model for credit unions began to shift with the advent of technology. This not only changed relationships with members but also changed the skill set needed to be an effective leader inside the credit union. This session exposes the shift, its impact, and expectations employees have of leaders. It's a bold new look at a critical subject: Your ability to improve personal credibility and employee productivity.

The Myths & Mysteries of ROI

Gerry Singleton
Sr. Manager, Product Learning and Christine Rath-Corniels, Implementation Product Manager, CUNA Mutual Group, Madison, WI

Struggling with showing the value of your training initiatives to your credit union's strategy and bottom line? This workshop provides an understanding of the importance — and skills needed — to measure the impact of learning and performance improvement programs. In this interactive, hands-on workshop, you will practice using measurement tools and begin to build an implementation plan for your credit union.

Developing a Leadership Program at your Credit Union

Christine Sliz
Organizational Development Consultant, Sliz & Associates, Petaluma, CA; Diana Wozniak, Manager, Human Resources, Tampa Bay FCU, Tampa, FL; and Michelle Greear, Manager, Corporate Training, Technology CU, San Jose, CA

Attendees will gain valuable insights and hear from two credit unions that have started Leadership Development programs. A consulting expert will also offer unique perspectives. You'll leave the workshop with steps guaranteed to help organize a professional development plan for your credit union.

Closing Session



Patrick Adams

You Can't Hide Spinach in a Box of Candy

This and other great leadership principles will be discussed in a fast-paced presentation. Make your credit union the best by gaining a laser-like focus at every level in the organization. Great people make great companies. *Let's have some fun.*



Other topics of interest

- Clash, Crash, Kaboom: 4 Generations in 1 Workplace
- First Things Fast: Tools and Techniques for Front End Needs Analysis
- It's More than PowerPoint: Using Technology in Training
- Pre-funding of Benefits: A Dynamic Way to Control Benefit Costs
- Creating "Stickiness" with your Star Performers
- Training Mirror: Doing a Training Self-Assessment
- Legal Updates are Fun!
- The Pros and Cons of Incentive Plans
- The Five Hottest Topics in Training
- Presenting with Confidence and Credibility

Go to www.cunahrcouncil.org to view full agenda

General Sessions

State of the "Credit" Union Address

Dick Ensweiler

President/CEO
Texas Credit Union League
Dallas, TX

How real is the threat presented by the banker attacks? What else is out there waiting to impact our efforts, and how prepared are we to deal with them? Come get a national, real-world



Dick Ensweiler

perspective on today's vital issues directly from someone who walks the front lines daily. Hear firsthand the challenges facing the credit union industry, and learn where we as a group must focus our energy to ensure a bright future.

Leadership vs Management

Rory Rowland

Business Consultant
Rowland Consulting
Independence, MO

Have you ever noticed that the changes and solutions that are most effective in the work place are most often the ones that people discover together as a team? That's what this unique session is all about. Leaders climb the tree and show the team which way to go, and the most effective managers find the most efficient way to cut down the trees.



Rory Rowland

Where Will Tomorrow's Leaders Come From? Will They be Ready? Will They Succeed?

Mark Elliott

Founder
PowerStart Onboarding
Moreland Hills, OH

As credit unions prepare to deal with a wave of senior leadership turnover, much of the focus is on the CEO position. This narrow of an approach fails to recognize that CEO turnover often triggers a domino effect. We'll prepare you for this coming challenge by providing best-practice answers to the critical questions: Where will future leaders come from? Should they be internal promotions? Will they be ready? How will you win the recruiting War For Talent? How can an onboarding process help accelerate new leader impact and success?



Mark Elliott

How can you register?



Hotel and Conference Information



Wyndam Emerald Plaza Hotel

(To be Westin San Diego in March, 2007)
400 West Broadway
San Diego, CA 92101
Phone: 619-239-4500
Hotel Website address:
<http://www.wyndham.com/hotels/SANEP/main.wn>

Hotel Reservations

You will need to make your hotel reservations directly with the Wyndam Emerald Plaza by calling 800-996-3426 by Friday, March 30, 2007 to guarantee a room. Room rates for the conference are \$189 single/double, plus applicable taxes. Remember, to guarantee a room, you must make your reservation directly with the hotel.

Transportation

Shuttle service is available from the airport to the hotel. All shuttles are located across the skybridge at the Transportation Plaza. In addition, taxis are also located at the Transportation Plaza. One-way taxi fare is approximately \$12.00.

Airline Discounts

Discounted airfare is available for conference participants through United Airlines. Contact United at 800-521-4041 and provide discount code 553SF.

Climate

San Diego weather is some of the most perfect around! Average temperatures in April are in the high 60s and sunny. Lows during the evening hours are in the mid to high 50s. As always, bring a light jacket or sweater with you.

Conference Attire

Conference attire is business casual.

Refund Policy

Cancellations received in writing (via fax 608-231-4327) more than 30 days before the start of the conference are eligible for a refund of the amount paid minus a \$75 administrative fee. No refunds will be granted if cancellation is received thirty days or less before the conference begins. Substitutions are accepted anytime prior to the start of the conference at no additional cost. Simply fax an updated registration form, listing the new participant and who they will be replacing.

Tax Exemption Information

Federal credit unions may or may not receive an exemption from state and local sales taxes on their hotel rooms. Contact the hotel directly for more information.

Registration Information

Registrar
Credit Union National Association
800-356-9655, ext. 4400
Fax: 608-231-4327
reginfo@cuna.coop

Program Information

Teresa Steele
Program Coordinator
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E-mail: tsteele@cuna.coop

Cheryl Sorenson
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Save with Council Membership!

Current members of the CUNA HR, Training & Development Council and those that join prior to the 2007 CUNA HR/TD Council Summit will receive a discount on the already low registration fees. Members who register by the early bird deadline of March 30, 2007 will pay just \$795 (non-members pay \$1,045). Member registrations postmarked by March 30, 2006 will pay a pre-conference workshop fee of just \$119 (non-members pay \$139). Individuals must be from affiliated credit unions to attend the conference or to become a member of the Council.

Visit Old Town San Diego



Join us as we board trolleys and travel to Old Town San Diego. Once there, you'll enjoy a free hour to wander through the quaint shops or take time to have a margarita or two. We will then reboard our trolleys and travel to Casa Guadalajara for an enjoyable Mexican buffet in an open courtyard setting. You will have plenty of time to network and get to know some of your fellow conference attendees. Pricing for this event is included in your conference registration (guests may join you for a fee). See *Web site* for details.

Executive Series

Once again, the HR/TD Summit will include an Executive Series of breakout sessions designed for the 'seasoned' HR or training professional. The sessions will be offered on Monday and Tuesday and are offered on a first-come, first-served basis. There is no extra charge, but will be limited to the first 35 attendees who sign up. See *the online agenda* for this exciting line-up!

How can you register for the Executive Series?



CPDOnline

Attendees are eligible to win a one-year membership to **CPDOnline**, valued at \$3,000. Gain access to more than 160 credit union-specific courses in 2007 including CU Advance. For more information on **CPDOnline** and CU Advance, visit training.cuna.org, or email eLearning@cuna.coop.

How can you win CPDOnline for one year?





Credit Union National Association
P.O. Box 431
Madison, WI 53701-0431

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