



Directors Conference

December 10-13, 2017
Marco Island, Florida

Where should I stay?

JW Marriott Marco Island Beach Resort, Golf Club & Spa
400 South Collier Boulevard
Marco Island, Florida, 34145
239.394.2511

Hotel rates in the CUES block are:
\$205 resort view
\$225 partial gulf view
\$255 gulf view

Rates are based on single or double occupancy. Please make your hotel reservations prior to Friday, November 17, 2017, by calling **800.438.4373** and mentioning **Credit Union Executives Society**. You can also [make your reservations online](#).

The hotel will accept reservations after November 17 based on availability; however, rooms may be gone before then so early reservations are recommended.

There is an optional \$25 daily resort fee per room per night. The daily resort fee includes:

- Enhanced high speed internet access
- Unlimited domestic long distance and local phone calls
- 2 bottles of water per room per day
- Access to resort golf practice facility including range balls and clubs
- Complimentary golf course shuttle
- 2 spa fitness classes (must be 16 years or older, reservations required, call extension 2689)
- 1 beach umbrella rental daily
- Purchase one adult breakfast buffet in Maia and get your choice of a second adult buffet free or 2 children's free (must be 12 years and younger). Covered amenities are subject to change

*Remember that all hotel arrangements are strictly between you and the hotel. In the event your flight is canceled, you are responsible for calling to cancel your room reservation.

Check-in time is 4:00 p.m., and check-out is 11:00 a.m.

Car Rental

Hertz is the official car rental company for this meeting. You can take advantage of their discounted rates by placing your reservation online at www.hertz.com or through the Hertz Meeting Sales Desk within the U.S. at 800-654-2240; from within Canada call 800-263-0600 refer to Meeting CV#02ZG0013.

Parking

On-site parking is \$15 daily and valet parking is \$25 daily

Air Travel

CUES conference participants may call Fox World Travel for airfare reservations at **888.691.9163** between 8:00 a.m. and 5:00 p.m. CST and reference Group Code **09AN57**.

Airport

JW Marriott Marco Island Beach Resort, Golf Club & Spa is located approximately 49 miles from Southwest Florida International Airport ([RSW](#))

Transportation

Naples Transportation Tours offers pre-booked shared and private transfer services to and from Southwest Florida International Airport (RSW). If you book a shared service, you will be placed on a transfer with other CUES attendees who are traveling at the same time. Shared ride services are available starting at \$49 per person one-way on Saturday, December 9th and Sunday, December 10th from 10am-8pm, and Wednesday, December 13th from 8am-4pm. Shared rides will leave every hour at the top of the hour.

If you have a flight outside of the shared ride service time, or if you'd prefer a private transfer, private vehicle services are available at any time, starting at \$95 one-way per vehicle.

Click [here](#) to book your shared or private transportation, or call 239-262-7300. There will be a 24% service charge added to all transfers, which includes the driver's gratuity.

**Please note that Uber and other ride sharing services are not permitted at RSW. Securing your transportation reservations in advance is highly recommended.*

Based on availability, taxi service is approximately \$90 one-way (subject to change without notice).

Tax Exempt

Attendees coming from Federal Credit Unions will need to present their own tax-exempt form at the time of check in.

What will I learn?

Visit www.cues.org/dc for session descriptions and speaker bios

What should I pack?

Suggested dress for the conference is resort casual attire. Although we try to keep meeting room temperatures comfortable, we suggest you bring a sweater or jacket. Average temperatures in Marco Island at this time of year are mid 70's during the day and mid 50's in the evening.

What else do I need to know?

Attendee Registration Fee Includes

- Welcome Reception (Sunday)
- Three breakfasts (Monday, Tuesday, and Wednesday)
- Luncheon on Monday
- All educational sessions and materials

CPEs

- Earn up to 16.5 CPE Credits
- Program Level: Overview
- Delivery Method: Group-Live
- Field of Study: Business Management & Organization
- Prerequisites: None

Credit Union Executives Society (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.

Pre-Conference Workshop (attendees only)

Sunday, December 10, 2017, 1:00 – 3:30 p.m.

Member \$195; Nonmember \$395

The Credit Union Board 2020

Les Wallace, President, Signature Resources, Inc.

Mergers, aging membership, Fintech, Bricks or Clicks, regulation shifts, increasing risk and an uncertain economic future populate our horizon. How do CU boards assure they have the right competency mix to be a strategic asset for navigating this uncertain and fast paced future?

In this session, we will explore how to profile the board mix needed for your future and how to actively recruit within and outside membership for the right mix, including younger board members. We will also explore the implications of paying CU boards and how term limits and certifying governance competence becomes more critical. A full range of “governance” model options will be explored including associate members, advisory councils and proper board investment in board development including board officers.

What optional activities are planned?

Golf Tournament

(separate registration required)

Sunday, December 10

8:00am Shotgun start

Join us for a one-day golf tournament at The Rookery at Marco Golf Course that both challenges and amazes. Revamped by acclaimed golf course designer Robert Cupp, Jr., The Rookery at Marco blends a resort private course with the stunning natural surroundings of Marco Island to create a golf experience that is entirely unique. Meaning "bird sanctuary," The Rookery course is nestled in shallow wetlands, which attract many species of birds. The surrounding lakes and ponds are home to abundant wildlife, including bald eagles, alligators, blue herons and many other types of water birds. Playing here provides a unique opportunity to get up close and personal with nature.

The registration fee of \$295 includes golf, cart rental, transportation, breakfast, prizes and refreshments, with rental clubs available for an additional \$85.

Spouse/Guest Program

OPTION #1

Naples Botanical Gardens Tour

(separate registration required)

Monday, December 11

8:45am-3:30pm

Cost: \$645

Experience Naples Botanical Garden, a world class paradise that combines delightful cultivated tropical gardens with beautifully restored natural habitats. The Garden connects people and plants through display, education, conservation and science. It is a community gathering place and an exceptional venue for exploring our natural world. Enjoy lunch at Campiello's restaurant, with your choice of: Chopped Salad, Garganelli, Split-Roasted Turkey Breast, or Margherita Pizza, as well as a flight of wine. You will also have time to be on 5th Avenue in Naples to explore some of the most refined shopping in the country, including a wide variety of specialty shops, clothing boutiques, jewelers and art galleries. Your registration fee of \$645 includes: Monday's Tour, Welcome Party Sunday and Breakfast on Monday, Tuesday and Wednesday.

OPTION #2

Sushi Rolling Class with Lunch

(separate registration required)

Monday, December 11

11:30am-1:00pm

Cost: \$525

Join us for a hands-on experience teaching you the art of rolling sushi. Learn the proper methods of rice production, layering ingredients, and pairing flavors. As part of your experience, indulge in the delicious culinary delight you've created. Your registration fee of \$525 includes: Monday's

Sushi class and lunch, Welcome Party Sunday and Breakfast on Monday, Tuesday and Wednesday. **Limited space available, register now! **

Meal Plan Only

The Meal Plan Only is available for guests at \$400. This includes the Welcome Party Sunday and Breakfast Monday, Tuesday, and Wednesday.

Optional Events for Attendees and Guests

Afternoon Optional Event 1: Calusa Spirit Dolphin Watch

(separate registration required)

Tuesday, December 12

1:00-3:00pm | 3:30-5:30pm (Meet on Beach 15 minutes prior to tour time)

Cost: \$140

Experience the relaxing and cool Gulf waters aboard the Calusa Spirit! The 49 passenger Power Catamaran departs directly from JW Marriott's white sand beach and transports you to a whole new world – the 10,000 Islands. This ecosystem is comprised of thousands of mangrove estuaries, and is full of beautiful and unique wildlife. The Calusa Spirit calmly navigates the backwaters in search of dolphin, manatee, and bald eagles – and upon arrival at Cape Romano, explore the secluded beach in search of the most ornate seashell treasures! Your registration fee of \$140 includes the tour, a boxed lunch, and an open bar of Beer, Wine, Sodas and Water.

*There are two separate times for this tour, with limited space available on each. Be sure to register quickly for the time you'd like!

****Please note that the catamaran will board directly from the beach – you may get wet from the knee down. Sandals, comfortable clothing, sunscreen and hats are recommended.***

Schedule:

12:00pm Session ends | Pick up boxed lunch

12:45pm 1st Group Meet at JW Marriott Beach Hut | Begin Boarding

1:00pm 1st Group Leaves

3:00pm 1st Group Returns to Hotel

3:15pm 2nd Group Meet at JW Marriott Beach Hut | Begin Boarding

3:30pm 2nd Group Leaves

5:30pm 2nd Group Returns to Hotel

Afternoon Optional Event 2: Everglades Airboat Excursion

(separate registration required)

Tuesday, December 12

12:15-5:30pm

Cost: \$225

Journey in Nature's secretly preserved wilderness made up of 1.2 million acres of grasslands and hardwood hammocks aboard a Safari airboat. Watch the alligators as they lay in the warm sun, snakes as they quietly slither through the mangroves or manatees as they raise their elusive heads out of the water for a breath of fresh air. Birds of all kinds feed along the shores. Recognized as the most unique ecosystem in the world, a tour guide will lead you through this

natural wonder where you will encounter breathtaking panoramic views of the “River of Grass”, lush vegetation and tranquility. After your airboat ride, experience an authentic wildlife sanctuary, situated on 259 lush acres surrounded by Big Cypress National Park. At the sanctuary, you'll have the opportunity to see over 100 alligators, some of the largest crocodiles in captivity, as well as various wild cats, a snake and reptile exhibit, and a live alligator show. Your registration fee of \$225 also includes lunch at The World-Famous Oyster House.

Schedule:

12:15pm Meet in Palms Foyer

12:30pm Depart Hotel

1:00pm Lunch at The Oyster House

2:00pm Depart for Excursion

5:30pm Return to Hotel

Cancellation Policy

ALL CANCELLATIONS MUST BE IN WRITING (cues@cues.org).

- Prior to 60 days – full refund
- 31-60 days before start of event – 50% refund
- 0-30 days before start of event – no refund

Substitute attendees are welcome, subject to eligibility. CUES reserves the right to cancel or reschedule the event due to unforeseen circumstances, and will refund fees if the event is rescheduled or location is changed and you are unable to attend.

Questions

If you have any questions or inquiries, please contact CUES Headquarters at 800.252.2664 or outside the U.S. call 608.271.2664, ext. 340 or email cues@cues.org.

Agenda

SUNDAY, DECEMBER 10

- 12:30 – 1:00 pm Pre-Conference Workshop Registration
- 1:00 – 3:30 pm Pre-Conference Workshop
“The Credit Union Board 2020” Les Wallace – President, Signature Resources, Inc.
- 2:30- 6:00 pm Conference Registration & Sponsor Showcase Open
- 6:30 pm-8:30 pm Welcome Party

MONDAY, DECEMBER 11

- 7:00- 8:00 am Breakfast
- 8:00 - 9:15 am Opening General Session
“Invisible Influence: The Hidden Forces that Shape Behavior” Jonah Berger, Wharton Professor and Best-selling Author, Wharton School of the University of Pennsylvania
- 8:45 am - 3:30 pm Spouse/Guest Program – Naples Botanical Gardens Tour (separate registration required). Meet in Palms Foyer
- 9:15 - 9:30 am Networking Refreshment Break
- 9:30 – 10:45 am Open Forum Sessions
- 10:45 – 11:00 am Networking/Travel Time
- 11:00 am – 12:15 pm Breakout Sessions
- “From ‘No’ to ‘Yes’: Finding the Win-Win at Work”* Dr. Liz Berney – Founder and Partner, Berney Associates, LLC
- “CEO, Director, and Officer Liabilities and the Risks of Being Sued”* Andrew Keeney – Credit Union Attorney, Kaufman & Canoles, P.C.
- “CECL: A Board’s Eye View”* John Myers - President and Principal, C. Myers and Tim Bussy – Vice President, C. Myers
- “Credit Unions Through the Eyes of an Entrepreneur”* Elizabeth Caven - Veridian Director, Entrepreneur, Veridian Credit Union
- “Achieving an Annual Governance Strategic Rhythm”* Les Wallace – President, Signature Resources, Inc.

- 11:30am – 1:00pm Spouse/Guest Program - Sushi Rolling (separate registration required)
- 12:15 - 2:30 pm Luncheon w/ General Session
“The Fine Art of Building Business Relationships and Expanding Networks to Better Serving Your Members” Debra Fine - Keynote Speaker, Trainer and Best-selling Author, The Fine Art of Small Talk
- 2:30 – 2:45 pm Networking Refreshment Break
- 2:45 – 4:00 pm Breakout Sessions
(repeated from 11:00am)

TUESDAY, DECEMBER 12

- 7:00- 8:00 am Breakfast
- 8:00 - 9:15 am General Session
“NCUA Update” Myra Toeppe, NCUA Regional Director, Region III, Atlanta
- 8:00 - 9:15 am Non-NCUA Affiliated Session
“Board Composition, Renewal and Diversity: Getting it Right” Matt Fullbrook – Manager, Clarkson Centre for Board Effectiveness, Rotman School of Management, University of Toronto
 This session takes place the same time as the NCUA Update session and has been developed for CUES Directors Conference attendees who are *unaffiliated* with NCUA.
- 9:15 - 10:30 am Breakout Sessions
- “A New Model for Credit Unions Based on Classic Principles: Framing the Genesis of Contemporary Social Purpose Credit Unions”* Michael Daigneault, CEO and co-founder, Quantum Governance L3C
- “Control Your Destiny with CUSOs”* Linda Bodie - CEO, Element Federal Credit Union
- “Good Governance: Your Credit Union Isn’t Special”* Matt Fullbrook – Manager, Clarkson Centre for Board Effectiveness, Rotman School of Management, University of Toronto
- “Pardon the Interruption: The Credit Union of the Future”* Terence Roche – Principal, Cornerstone Advisors, Inc.
- “Attract and Retain Panel”* – Speakers TBD
- 10:30 - 10:45 am Networking Refreshment Break

10:45am – 12:00 pm	Breakout Sessions <i>(Repeated from 9:15am)</i>
12:00pm	Afternoon free & optional afternoon events (separate registration required)
12:15 - 5:30 pm	Everglades Airboat Excursion (separate registration required) Meet in Palms Foyer
1:00 - 3:00pm & 3:30 – 5:30pm	Calusa Spirit Dolphin Watch (separate registration required) Meet at the JW Marriott Beach Hut 15 minutes prior to your scheduled departure time to begin boarding

WEDNESDAY, DECEMBER 13

7:00- 8:00 am	Breakfast
8:00 - 9:15 am	General Session <i>“Trust Edge: How Top Leaders and Organizations Drive Business Results through Trust”</i> David Horsager – Author and CEO, Trust Edge Leadership Institute
9:15 – 9:30 am	Networking Refreshment Break
9:30 – 10:30 am	Closing General Session <i>“Bringing Amazon Survival Skill to Business”</i> Yossi Ghinsberg – International Best-selling author
10:30 am	Conclusion of Conference