

Southeast Regional CUNA Management School



The premier learning opportunity in the Southeast to help today's credit union professionals become tomorrow's credit union leaders.

June 8 – 15, 2012
The Georgia Center
Athens, Georgia

Since 1971, the Southeast CUNA Management School has equipped graduates with the skills and knowledge to meet the leadership challenges that arise in the credit union industry. Today, more than ever, success depends on the capacity of individuals to continuously learn and to adapt to the changes inside and outside of their credit unions. These changes require leaders who are responsive, flexible, supportive, and creative. At the Southeast CUNA Management School, our mission is to provide students the opportunity to develop these leadership capabilities so that they can contribute to the success of their credit unions. We are committed to creating the best student experience possible through the use of a well-rounded curriculum and experiential opportunities for professional and personal growth. We promise to challenge each student to achieve their highest potential by engaging them in learning activities that stimulate critical thinking and increase confidence. Students leave the school with meaningful, long-lasting relationships with classmates that strengthen the cooperative nature of the credit union movement.

The school is held at the Georgia Center, the University's Conference Center and Hotel in Athens, Georgia. The University of Georgia is the state's flagship institution for higher education. The Southeast CUNA Management School utilizes faculty from the University's Terry College of Business and experts from the credit union industry. The curriculum is designed to be delivered over a three year period with students in residence for course work each summer for eight days. In between the summers, students apply the knowledge gained from the School to projects that require strategic analysis of their credit unions and research of relevant issues facing the credit union industry. Student interaction is also an integral part of the curriculum as each class of students selects officers and creates committees to plan events that facilitate networking and knowledge sharing. Register today to begin your journey toward leadership excellence that will benefit your credit union members and staff.



"CUNA Management School has enabled me to enhance my business acumen particularly in financial analysis, risk management, financial markets, and effective communication. The experience made it possible for me to explore areas completely different from what I have done before. At the same time, it allowed me to learn invaluable insights from my fellow classmates who are among some of today's finest credit union leaders. The format is a perfect fit for individuals with a demanding schedule. Only now am I beginning to fully realize how much CUNA Management School will impact my success — Not only in my career but in my life."

Annia C. Reyes, President, Class of 2013
Sr. Member Loyalty & Staff Development, Associated Credit Union



The Southeast CUNA Management School is sponsored by the state credit union associations of Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and Virginia.

Southeast CUNA Management School Curriculum

First-Year Courses Include:

- Personal Leadership
- Effective Communications
- Financial Analysis
- Resolving Conflict
- Personality Styles and Work Behaviors
- Managerial Ethics
- How to Interpret and Use a Budget
- Team Building
- Financial Markets
- Management of Risk I

Third-Year Courses Include:

- Credit Union Simulation
- Lending
- Organizational Leadership
- Performance Management
- Business Development
- Employment Law II
- Fraud
- Presentations of Third Year Projects
- Debate with Second-Year Class
- Community Service Project

Second-Year Courses Include:

- Working Effectively with Your Board
- Team-Building
- Setting a Motivating Environment
- Employment Law I
- Business Presentation Skills
- Financial Data for Strategic Planning
- Interest Rates and Financial Markets
- Asset Liability
- Strategic Planning
- Management of Risk II
- Debate with Third-Year Class
- Marketing in Credit Unions
- Stress Management



photo courtesy of Dr. Robert Alan Black alan@cre8ng.com

Outstanding Faculty

The Southeast CUNA Management School faculty is comprised of university faculty, seasoned credit union professionals and other notable subject matter experts. This year's faculty include:

- *Bill Cheney – CEO - Credit Union National Association*
- *Hugh Watson, Professor (retired) University of Georgia*
- *Melenie Lankau, Associate Professor, Wake Forest University*

More About Southeast CUNA Management School Life

Who Should Attend?

Credit union managers, supervisors, and individuals interested in increasing or enhancing their managerial skills will greatly benefit from this program. The Southeast CUNA Management School can be a valuable part of the credit union experience. A student must be a full-time employee of a credit union affiliated with its league and CUNA with either management or supervisory responsibility; must be approved for enrollment by the Southeast CUNA Management School Admissions Committee; and must have submitted projects to the Southeast CUNA Management School representative of his/her credit union's league (applies to second- and third-year students only). SRCUS requires that the school be completed within five years of enrollment in the first-year class. Due to the school's condensed format, enrollment is limited to 45 first-year students. Registration is accepted on a first-come first-serve basis so early registration is recommended.

Schedule

Participants should check in at The Georgia Center on Friday, June 8, 2012, 2:30-4:30 p.m. ET. A mandatory orientation for all classes begins at 4:30 p.m. which will be followed by a "get-acquainted" reception. Class hours are 8:00 a.m. until approximately 5:00 p.m., Saturday through Friday. Lunch will be provided daily. The traditional debate between 2nd and 3rd year classes will be held on Wednesday evening and the school will close with a semiformal graduation banquet on Friday evening, June 15. Participants should plan to travel home on Saturday, June 16. Evening social events will be announced later.

Tuition

Registration for the 2012 school is \$1,495. PREPAYMENT IS REQUIRED. PAYMENT BY CREDIT CARD OR CHECK

POSTMARKED ON OR BEFORE **MAY 11, 2012**, will qualify for a \$100 DISCOUNT, making the fee \$1,395. Purchase order registrations that require the Georgia Center to invoice the paying party will be invoiced at \$1,495. Lunches, breaks, the graduation banquet, Continuing Education Units (CEUs), all educational materials, and classes are included in the fee. **First-year students should anticipate a one-time class activity fee of no more than \$150** (in addition to tuition), to be collected after conclusion of their class session.

Scholarships

Scholarship money is available to students from the 10 states that make up the Southeastern Regional Credit Union Schools (SRCUS). Those states are Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, and Virginia. Contact your league education department to find out more about scholarships.

Casual Attire is Permitted During Class

Students are permitted to wear casual attire for classes. Please bring a jacket or sweater in case classrooms are cold. Business attire is required for the debate (on Wednesday) and the graduation banquet (on the concluding Friday).

Continuing Education Units (CEUs)

The CEU is a nationally recognized unit of measure used to accumulate a standard, permanent record of an individual's participation in noncredit continuing education programs. Southeast CUNA Management School graduates qualify for approximately 5.0 CEUs and acquire skills through comprehensive, hands-on training in a variety of courses.



"SRCUS has provided an excellent opportunity to learn the core principles of Credit Union management from financial analysis to leadership development, and everything in between. Sharing this experience with other Credit Union professionals that face the same issues and have the same passion for the Credit Union movement has also been an invaluable experience. The professional relationships and even friendships made here will extend well beyond our three years at SRCUS."

Callie Kegley

United 1st Federal Credit Union, Historian from the Class of 2012



Class of 2012



Class of 2013

Georgia Center Information

The Georgia Center, the University of Georgia's Conference Center and Hotel, located on UGA's beautiful, historic campus in Athens, Georgia, has a 200-room hotel, restaurants, banquet areas, conference rooms, and auditoriums – all under one roof. As a unit of UGA's Office of the Vice President for Public Service and Outreach, the Center brings the University's teaching, research, and service expertise to the people of Georgia and beyond! For more information, visit www.georgiacenter.uga.edu.

Special Needs

If you require special services, facilities, or dietary considerations, contact **Jean Mann**, at 706-542-2237 or Jean.Mann@georgiacenter.uga.edu, by **June 2, 2012**.

Lodging at the Georgia Center Hotel

For your convenience, a block of rooms is being held for your event until **5:00 p.m. ET, May 15, 2012**.

Policies:

- Tax Exemption – The State of Georgia only allows tax-exempt charges for a payment by a state-issued credit card or check or by a direct bill to a state agency (with a Georgia State Tax Exemption Certificate).
- Lodging Cancellation – Cancel your reservation by **4:00 p.m. ET the day prior** to your scheduled arrival to avoid being charged one night's room and tax.
- Check-in is 4:00 p.m. ET; checkout is Noon ET. (4) At check-in, you must present your method of payment or a completed credit card authorization form (call 800-884-1381 for a copy, Monday-Friday, 8:00 a.m. to 5:00 p.m. ET).

Note: The Georgia Center is a smoke-free building; all lodging rooms are nonsmoking.

Travel Information

Athens, Georgia, is located about 60 miles northeast of Atlanta. For directions and airport shuttle information, see www.georgiacenter.uga.edu/directions. A parking deck is located adjacent to the Center (\$10 per night; vehicle height limit, 7 feet). Athens is served by Athens-Ben Epps Airport as well as Hartsfield-Jackson Atlanta International Airport, which is located about 90 minutes southwest of Athens. Scheduled ground shuttle service and rental car services are available between Hartsfield-Jackson and the Georgia Center.

School Cancellation Policies

- A cancellation received by 5:00 p.m. ET on or before June 1, 2012 will be refunded, minus a \$35 processing fee. No refunds will be issued thereafter; substitutions will be allowed.
- To change or cancel your registration, call 800-884-1381, Monday through Friday, 8:00 a.m. to 5:00 p.m. ET.
- If an event is cancelled for any reason, the Georgia Center will not be responsible for any charges related to travel.



“SE CUNA Management School has been an amazing experience for me personally. The classroom time has allowed our group to build a bond of friendship that will continue when our third year is over. The homework assignments each year and the course material have broadened my knowledge and will tremendously help me at my credit union!”

***Stephen P. Smith, President & CEO
Fulton Teachers' Credit Union***

School Registration / Hotel Reservation Form

Four ways to register:

Web: www.georgiacenter.uga.edu/conferences — Credit Card Only
Fax: 706-542-6596 or 800-884-1419 — Credit Card Only
Phone: 706-542-2134 or 800-884-1381 — Credit Card Only (Mon.-Fri.
from 8:00 a.m. to 5:00 p.m. ET)

Mail: Southeast CUNA Management School - #64618
The Georgia Center, The University of Georgia's Conference Center & Hotel
1197 South Lumpkin Street
Athens, Georgia 30602-3603

Name – please print or type _____

Preferred name for name badge _____

birth date (for transcript retrieval) _____

Business mailing address or check here if home address

City _____

State _____

Zip _____

County, if Georgia _____

Home phone _____

Work phone _____

Fax _____

E-mail address _____

Position _____

Credit union _____

Asset Size _____

School Registration

Your registration will not be processed until payment is received.

Registration Fee

Early fee paid by 5/11/12.....\$1,395 _____

Fee paid after 5/11/12.....\$1,495 _____

First Year Second Year Third Year

Graduation Banquet*

I plan to attend the banquet: Yes No

My Meal Selection: New York Strip Steak Salmon

I plan to bring _____ guests @ \$40 each = _____

Guest Meal Selection: Steak Salmon

Total: \$ _____

*The graduation banquet honoring the class of 2012 will be held from 6-8pm on Friday, June 15, 2012. Guests are welcome, but their banquet ticket is nonrefundable and must be purchased in advance at \$40 per ticket.

By registering for this event, I agree to comply with all event and lodging cancellation policies.

Dietary Restrictions: _____

Method of payment to process school registration:

Enclosed is a check payable to *The University of Georgia*.
 Enclosed is a purchase order payable to *The University of Georgia* (Federal ID No. 58-6001998) and/or an authorization letter to bill employer/organization.

MasterCard Visa American Express Discover

Card # _____ Expires ____/____

Name on Card _____

I recognize that the program is comprised of three annual, eight-day, in-residence sessions. To graduate, I must complete two projects and attend all classes.

Is your credit union a member of your state league? YES NO

Hotel Reservation

Complete the following to request a room reservation at the Georgia Center Hotel. If your lodging preference is unavailable, the best alternative will be confirmed. Non-guaranteed reservations will be cancelled at 4:00 p.m. ET the day prior to your scheduled arrival. Check-in is 4:00 p.m. ET; check-out is Noon ET. The Georgia Center is a smoke-free building; all lodging rooms are nonsmoking.

Please check here if you do not require lodging.

Choose Room Type: Classic Room (1 bed).....\$99 plus 7% sales tax

Select Room (2 beds)\$129 plus 7% sales tax

Lodging block begins on Friday, June 8, 2012.

Arrival Day/Date _____ Departure Day/Date _____

Name of roommate for shared room _____

Method of payment to guarantee hotel reservation:

PLEASE DO NOT SEND CHECKS FOR LODGING UNTIL RECEIPT OF CONFIRMATION.

MasterCard Visa American Express Discover

Card # _____ Expires ____/____

At check-in, you must present your method of payment or a completed credit card authorization form (for a copy, call the Georgia Center at 800-884-1381, Mon.-Fri., 8:00 a.m. to 5:00 p.m. ET).