

Expand your vision in Vegas at the CUNA Operations, Sales & Service Council Conference

HIGH STAKES LEARNING

Caesars Palace • Las Vegas, NV
September 11-14, 2005



Pre-Conference Workshop

SUNDAY, SEPTEMBER 11

Coaching Excellence: Maximizing Performance and Growth!

Finding the Coach Within

Sandra Bernard Dugas, Ph. D.

Professional Executive Coach
Dynamic Adventures
Lafayette, LA



Sandra Bernard Dugas

Accomplished Professional Executive Coach Dr. Sandra Bernard Dugas will show

A seasoned veteran

Sandra Bernard Dugas is a professional executive coach and master trainer with a varied background. Upon receiving her Master's degree from Louisiana State University in Baton Rouge, she worked for LSU Cooperative Extension Service designing and presenting programs for youth and adult audiences. Weekly television shows, radio interviews, a local newspaper column, and a telephone hot line were combined with traditional group training workshops to reach target audiences.

Sandra received her doctoral degree in Human Resources and Workforce Development from Louisiana State University. She served as adjunct professor at the University of Louisiana at Lafayette (formerly USL) in the School of Human Resources.

you the tremendous advantages of mastering this life skill, and using it both for enhancing and correcting behavior. Prepare to play, "Get Off My Back" and other interactive exercises. The presentation will lend itself to lots of self-discovery and managerial mastery, including:

- Applying coaching and where it can be utilized.
- Applying models for real life coaching conversations for improved performance or development.
- Discovering the qualities and traits of an effective coach.

10 ways to be a WINNER in Vegas!

It's a sure thing!

The 8th annual CUNA

Operations, Sales &

Service Council

Conference has what

it takes to win big in

Las Vegas. You'll cross

thresholds...learn what it

takes to establish a sales

and service culture...

and see how technology

can be used to elevate

service. It's all part of

the excitement that can

only be found among the

bright lights of Las Vegas.

You'll also have time

to experience the

architectural wonders of

Caesars Palace and the

Strip. Anyone can

register for the OpSS

Conference...it's where

the winners are!

1 ATTEND this conference with its top-notch agenda.

2 NETWORK with a large number of your peers from across the country.

3 FOCUS on the Leadership and Sales and Service segments on the agenda.

4 LEARN the best practices of the year from peer credit unions.

5 CHEER for the inaugural Best Practices competition winner.

6 EXPERIENCE the pre-conference workshop on Coaching Excellence by Sandra Bernard Dugas.

7 MEET providers of the latest products and services for your credit union.

8 DISCOVER new ways to serve your members more effectively.

9 PLAN ways to positively contribute to your credit union *and* members' bottom line.

10 WIN a free registration to October's World Class Customer Service Conference at the New Orleans Ritz-Carlton.

Visit www.cunaopsscouncil.org for a complete agenda.



3 General Session DYNAMIC keynoters

Crossing the Threshold: High Performance & High Fulfillment at Work



Eric Klein

President,
Dharma
Consulting
Encinitas, CA

Eric Klein is a visionary, author, community leader, business advisor, and professional speaker on leadership development, corporate culture, and organizational change. For over

20 years, Eric has worked with leaders from a wide variety of corporate settings, including two Fortune 500 companies. Through his own business, Dharma Consulting, Eric has pioneered the application of spiritual wisdom to leaders who are committed to building high performance — high fulfillment organizations. He is a leading voice in the movement to bring greater meaning and authenticity to work and life. His transformative message and practical approach has helped leaders create organizations where values and purpose fuel productivity, accountability, and collaboration.

By attending, you will:

- Learn a set of practices for leading from a “high performance and high fulfillment” zone and calling it out in others.
- Understand subtle yet powerful leverage points for systems change.
- Recognize how to overcome the three obstacles blocking transformative change.

Winning in Overtime: Championship Strategies from a Championship Coach



Mark Adams

President,
EnthusiAdams, Inc.
Springboro, OH

Mark Adams is a professional communicator who helps people from all walks of life be more successful. His background as a former championship basketball coach and now as

a successful businessman and color analyst on ESPN and FoxSportsNet has given him a unique view of what it takes to lead sales, member service, and management/leadership training teams through better communication and coaching strategies.

Mark Adams is a “real” coach who can help your sales, member service, and management teams to identify their strengths and get back to the basic fundamentals of success.

Learning Outcomes

- Learn how to coach your sales and member service team to be accountable.
- Learn the value of practicing and executing the fundamentals of sales.
- Learn how to coach your sales and service team to develop quality relationships.

Other Topics of Interest:

This is just a sample of the insightful information you’ll experience:

- How to implement a sales culture
- How to serve new markets
- Using technology to enhance the member experience
- Branch design
- Crisis management
- How to lead cultural change
- Measuring branch productivity
- Identity theft
- Business lending
- Grooming leadership
- Outstanding member service
- Rewards and recognition

Successful Sales Leadership



Rick Olson

President,
Rick Olson
Seminars
Dallas, WI

Rick Olson is one of the foremost speakers in the credit union world, speaking annually at more than 60 credit union events nationwide. He has also been named

the number one-ranked speaker at several state conventions. Rick is also the author of two highly acclaimed CUNA STAR modules on sales and member service, and has recently written a new book, *Unleash Your Greatness*, in which he shares 34 keys to becoming a person of impact.

His speaking style is humorous, with a lot of audience participation, and brings simple solutions to complex problems.

Learning Outcomes

- Make the organizational shift to embrace a sales and service culture.
- Get the entire credit union to buy into the concept.
- Budget the needed time and finances to get the program up and running.
- Create an organization where managers coach and employees solve problems.
- Demonstrate a top down commitment to sales and service.
- Measure for effectiveness.

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for a complete agenda.



Best Practice Award

We will feature the winners of the first-ever Best Practice Awards competition.

Conference INFORMATION

SEPTEMBER 11-14, 2005



Special Attendee Bonus

Attendees are eligible to win a free registration to the CUNA World Class Customer Service Conference, October 30 – November 3, 2005 at the Ritz-Carlton Hotel, New Orleans Louisiana, valued at \$1,595.

Attendees can register to win at the CUNA table near the conference registration

desk. For more information, visit training.cuna.org.



Hotel Information

Caesars Palace
3570 Las Vegas Boulevard South
Las Vegas, Nevada
Reservations: 800-634-6661
Guest phone: 800-933-7110
Fax: 702-731-7894
www.caesars.com/caesars/lasvegas

Hotel Reservations

You will need to make your hotel reservations directly with the Caesars Palace by calling 800-634-6661 by Tuesday,

August 9, 2005, to guarantee a room. Room rates for the conference are \$159 single/double, plus applicable taxes. Remember, to guarantee a room, you must make your reservation directly with the hotel.

Transportation

The McCarran International Airport is approximately 15-20 minutes from Caesars Palace. Transportation to and from the hotel is available for a round trip fee of \$11 per person by visiting the Airport Registration check-in facility, located near Carousel 1 in the south half of the main baggage claim area, 8 a.m. to 11 p.m. daily. Shuttle and taxi service is also available.

Airline Discounts

Discounted airfare is available for conference participants through United Airlines. Contact United at 800-521-4041

and provide discount code 553SF.

Climate

Average climate for September in Las Vegas is daytime highs in the mid 90s, cooling to around 69 degrees in the evening.

Conference Attire

Attire for the conference is business casual.

Refund Policy

Cancellations received in writing (via fax 608-231-4327) 30 or more 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 less than thirty days 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.

Las Vegas Area Sights

If you would like more information on the Las Vegas area, visit www.visitlasvegas.com



Registration information

DiAnne Stamm
Credit Union National
Association
800-356-9655, ext. 4387
Fax: 608-231-4327
dstamm@cuna.coop

Register online at
www.cunaopsscouncil.org

Program information

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Not a Council Member?

Attend the conference at special rates. See below, or visit our Web site for more information:
www.cunaopsscouncil.org

Save with Council Membership!

Current members of the CUNA Operations, Sales & Service Council and those that join prior to the 2005 CUNA OpSS Council Conference will receive a discount on the already low registration fees. Members who register by the early bird deadline of August 8, 2005, will pay just \$799 (non-members pay \$1,049). Member registrations postmarked by August 8, 2005, will pay a pre-conference workshop fee of just \$150 (non-members pay \$175).





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

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