

Southeast CUNA Management School

SRCUS

Southeastern Regional Credit Union Schools

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

The Georgia Center,
the University of Georgia's
Conference Center and Hotel/Athens, Georgia

June 10 – 17, 2011
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 is far more than I imagined. The curriculum is exciting and interactive. It is allowing me to use and develop my communication abilities, leadership experiences, intellectual proficiencies and interpersonal skills. The substance from the courses and networking has already proven beneficial to me, my organization and my members. I have already incorporated so much of what I have learned the first year, that I can't wait to see what the second year will bring. I gained credit union insight from around the world along with building some friendships that will last a life time!"

Kilee A. Gardner, President, Class of 2012
Branch Sales and Service Manager, OMNI Community Credit Union



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Here's What Students Learn...

First-Year Courses Include:

- Personal Leadership
- Effective Communications
- Financial Analysis
- Resolving Conflicts Among Members and/or Employees
- Personality Styles and Work Behaviors
- Managerial Ethics
- How to Interpret and Use a Budget
- Outdoor Ropes Course
- 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
- Outdoor Ropes Course/Community Service Project

Second-Year Courses Include:

- Working Effectively with Your Board
- Team-Building
- Setting a Motivating Environment
- Employment Law
- Developing 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
- Outdoor Ropes Course



Class of 2011 at the Ropes Course



Members of 2012 Class at Graduation Banquet

Southeast CUNA Management School Graduates Receive...

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.

CEP Elective Credits

CUNA Management School graduates pursuing their Certified Credit Union Executive (CCUE) certification may use this accomplishment as two elective credits, as approved by the CCUE Board of Examiners.

Faculty

The Southeast CUNA Management School faculty is comprised of university faculty, credit union professionals, and other notable experts.

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.

Sponsors

The school is sponsored by the following state credit union associations: Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and Virginia.

More About Southeast CUNA Management School Life

Tuition

Registration for a one-year enrollment in the school is \$1,445. **PREPAYMENT IS REQUIRED. PAYMENT BY CREDIT CARD OR CHECK POSTMARKED ON OR BEFORE MAY 12, 2011**, will qualify for a \$100 DISCOUNT, making the fee \$1,345. Purchase order registrations that require the Georgia Center to invoice the paying party will be invoiced at \$1,445. 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**, to be imposed after conclusion of their class session. This is in addition to tuition.

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.

Schedule

Southeast CUNA Management School participants should report to The Georgia Center to register on Friday, June 10, 2011, 2:30-4:30 p.m. ET. A mandatory orientation begins at 4:30 p.m. for all classes, followed by a "get-acquainted" reception. Tentative class hours are 8:00 a.m. until 5:00 p.m. daily, Saturday through Friday. A group lunch will be provided daily. The traditional debate will be held on Wednesday evening, and the school will close with a semiformal graduation banquet on Friday evening, June 17. Participants should plan to travel home on Saturday, June 18. Plans for class parties will be announced later.

Dress

Students are encouraged 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).



Class of 2012

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, 2011**.

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 17, 2011**.

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 11:00 a.m. 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 3, 2011 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.

"Anyone looking to increase their value to the Credit Union and membership would be well served to attend this school. SRCUS presents a unique mix of classroom material and networking opportunities that have benefitted me ten-fold. Add in the knowledge and experience gained from the class projects and I consider this a priceless addition to my Credit Union education that is an excellent return on investment."

Ryan Lycans, President, Class of 2011

Regional Branch Manager, Marine Federal Credit Union

Graduating Class



Graduating Class of 2010



Class of 2011

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 - #64617

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 5/12/11.....\$1,345 _____

Fee paid after 5/12/11.....\$1,445 _____

First Year Second Year Third Year

Graduation Banquet*

I plan to attend the banquet: Yes No

My Meal Selection: New York Strip Steak Pecan Crusted Trout

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

Guest Meal Selection: Steak Trout

Total: \$ _____

*The graduation banquet honoring the class of 2011 will be held from 6-8pm on Friday, June 17, 2011. 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 11:00 a.m. 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)\$119 plus 7% sales tax

Lodging block begins on Friday, June 10, 2011.

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).