SRCUS

CUNA Management School

Enhancing Leadership Success.

June 7 – 14, 2013

The Georgia Center

Athens, Georgia

"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

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. 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.

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

During the three years of SRCUS, participants focus on coursework that helps develop their operational, managerial and leadership abilities. The curriculum addresses the following topics:

Financial Analysis
* Interest Rates & Financial Markets
* Financial Ratios
* Budgeting
* Lending
* Asset Liability

Management
* Negotiation Skills
* Marketing
* Personality Styles and Teamwork
* Working with your Board
* Ethics
* Motivation
* Employment Law
* Performance Management
* Business Development
* Compliance
* Fraud

Leadership
* Organizational Behavior
* Executive Communication
* Strategic Planning

Class of 2013

Class of 2014

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 featured faculty includes:

- Dale Gauthreaux, Ph.D.
  Director, Leadership Programs, Robinson College of Business, Georgia State University
- Hugh Watson, Professor (retired) University of Georgia
- Tim Gardner, Sales Executive, CUNA Mutual Group

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 fulltime 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 7, 2013 at 11:00 am. A mandatory orientation for all classes begins at 1:00 pm. which will be followed by class time and an opening reception. Daily class hours are 8:00 am until approximately 6:00 pm. Lunch will be provided daily. The traditional debate between 2nd and 3rd year classes will begin at 9:30 am on Friday, June 14th. The school will close with a semiformal graduation luncheon on Friday Afternoon. Students should plan to travel home late Friday or Saturday June 15th.

Tuition

Registration for the 2013 school is $1,595. **PREPAYMENT IS REQUIRED. PAYMENT BY CREDIT CARD OR CHECK POSTMARKED ON OR BEFORE MAY 7, 2013**, will qualify for a $100 DISCOUNT, making the fee $1,495. Purchase order registrations that require the Georgia Center to invoice the paying party will be invoiced at $1,595. 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.

Dress Attire

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 and the graduation banquet.

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 is a week long, deep dive into the credit union world and is worth every second. Ratios, safety and soundness, leadership, communication, hard work and fun are all a part of this experience. Participating each year has created a lasting peer network that is invaluable to me. I now have a network of colleagues with varied areas of expertise to share resources as well as many new friends."

Leslie R. Vincent, VP Communications, Class of 2013
President, Members Choice Credit Union

About Your Event

Location

The Georgia Center's UGA Hotel and Conference Center, located on UGA's beautiful, historic campus in Athens, Georgia is a total living and learning environment, with a 200-room hotel, restaurants, banquet areas, conference rooms, auditoriums, a fitness center, and a computer lab — all under one roof. For more information, visit www.georgiacenter.uga.edu/uga-hotel.

Lodging at the UGA Hotel

For your convenience, a block of rooms is being held for your event until 5:00 p.m. ET, May 7, 2013. The block code is #72313. Policies:

1. 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).

2. 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.

3. Check-in is 4:00 p.m. ET; checkout is 12:00 p.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).

Special Needs

If you require special services, contact Jean Mann at (706) 542-2237 or Jean.Mann@georgiacenter.uga.edu, by May 30, 2013. Dietary restrictions should be indicated on the registration form.

Travel Information

Athens, Georgia is located about 60 miles northeast of Atlanta. For directions and airport shuttle information, see http://www.georgiacenter.uga.edu/uga-hotel/ contact. 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.

Event Cancellation Policies

1. A cancellation received by 5:00 p.m. ET on or before May 30, 2013 will be refunded, minus a $35 processing fee. No refunds will be issued thereafter; substitutions will be allowed.

2. To change or cancel your registration, call 800-884-1381, Monday through Friday, 8:00 a.m. to 5:00 p.m. ET. (3) If an event is cancelled for any reason, The Georgia Center will not be responsible for any charges related to travel.

"SRCUS has helped me to understand more in depth what it takes to run a successful institution and all the key pieces that have to come together. SRCUS instills the team work needed and the ability to adapt to change, through class projects, in class activities, and in working on different committees. To me SRCUS is sharpening my leadership skills and business knowledge, giving me the tools and the confidence to take on bigger responsibilities within my credit union. I would recommend SRCUS to anyone in management or wanting to get into a management position in any department."

Joshua Williams, President, Class of 2014, Branch Manager, Kentucky Telco FCU

The Georgia Center's UGA Hotel and Conference Center

Event Registration/Hotel Reservation Form

Southeast CUNA Management School - #72313
06/07/2013 - 06/14/2013

name – please print or type

preferred first name for nametag | date of birth (for transcript retrieval)

title/position | credit union | asset size

business mailing address ❑ or home address ❑

city | state | county, if Georgia | zip

country and postal code (if outside the USA)

Email | home phone | work phone | fax number

By registering for this event, I agree to comply with all event cancellation policies. (1) A cancellation received by 5:00 p.m. ET on or before May 30, 2013 will be refunded, minus a $35 processing fee. No refunds will be issued thereafter; substitutions will be allowed. (2) To change or cancel your registration, call 800-884-1381, Monday through Friday, 8:00 a.m. to 5:00 p.m. ET. (3) If an event is cancelled for any reason, The Georgia Center will not be responsible for any charges related to travel.

Your registration will not be processed until payment is received.

Event Registration

Early fee paid on or before 05/07/13.....$1495 _____

Fee paid after 05/07/13.....$1595 _____

First Year ___ Second Year ___ Third Year ____

Total: $_____

Do you require a vegetarian meal? ❑ Yes ❑ No

Please list any additional dietary restrictions or allergies:

_____

_____

Hotel Reservation

To request a room at the UGA Hotel, please call 706-542-2134 or 800-884-1381 and reference hotel block code 72313 or make a reservation online by using the following link: *tinyurl.com/uga-hotel/bc/72313*

Four ways to register:

Web: www.georgiacenter.uga.edu/uga-hotel — *Credit Card Only*

Fax: 706-542-6596 or 800-884-1419 — *Credit Card Only*

Mail: Southeast CUNA Management School - #72313
The Georgia Center's UGA Hotel and Conference Center
1197 South Lumpkin Street, Athens, Georgia 30602-3603

Phone: 706-542-2134 or 800-884-1381 — *Credit Card Only*
(Mon. - Fri., 8:00 a.m. to 5:00 p.m.)

Method of payment to guarantee event registration

❑ Enclosed is a check payable to The University of Georgia.

❑ By credit card:
❑ MasterCard ❑ VISA ❑ American Express ❑ Discover

card no._____ Expires _____ /____

name on card _____

Graduation Banquet*

I plan to attend the banquet: ❑ Yes ❑ No

I plan to bring _____ guests @ $40 each = _____
The graduation banquet honoring the class of 2013 will be held from 12-2 p.m. on Friday, June 14, 2013. Guests are welcome, but their banquet ticket is nonrefundable and must be purchased in advance at $40 per ticket.

*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

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