



July 11-23, 2010 | University of Wisconsin – Madison

The knowledge, skills,
and abilities acquired at
CUNA Management School
will have a positive impact
on me, my credit union,
the credit union movement,
and our field
of membership.

- *Brandon Barlow*
Clarian Federal Credit Union
Class of 2009



Dear Credit Union Professional:

I invite all present and future credit union leaders to become part of the longest continuing education program of its kind: CUNA Management School.

Since 1954, this high-level executive education program has challenged credit union leaders to be outstanding in what they do. In cooperation with the highly regarded Graduate School of Business at the University of Wisconsin – Madison, CUNA Management School offers advanced academic training with practical, real-world applications that prove invaluable in shaping dynamic leaders and managers.

Through learning about our rich history and further understanding the present, our more than 4,800 graduates have gone on to better serve and lead credit unions, leagues, and their communities in profound, new directions.



Dan Mica
President and CEO
Credit Union National
Association

In short, they have truly shaped the future of the credit union movement.

I encourage you to accept the challenge of leadership and help ensure the future success of the movement. Plan to attend this year and become a part of this rich credit union tradition.

Sincerely,

A handwritten signature in cursive script that reads "Daniel A. Mica".

Daniel A. Mica
President and CEO
Credit Union National Association



Each July, the University of Wisconsin and the city of Madison become home to credit union professionals who are investing in their careers and credit unions by attending the credit union movement's longest-running executive education program.

CUNA MANAGEMENT SCHOOL

You've heard the saying, "Nothing worthwhile in life comes easy." Well, that's especially true when it comes to effective credit union leadership. It takes time, skill, understanding, and the ability to constantly move forward. In cooperation with the University of Wisconsin Graduate School of Business, this intensive management program helps you learn and implement principles that make you a more dynamic and effective credit union manager and leader.

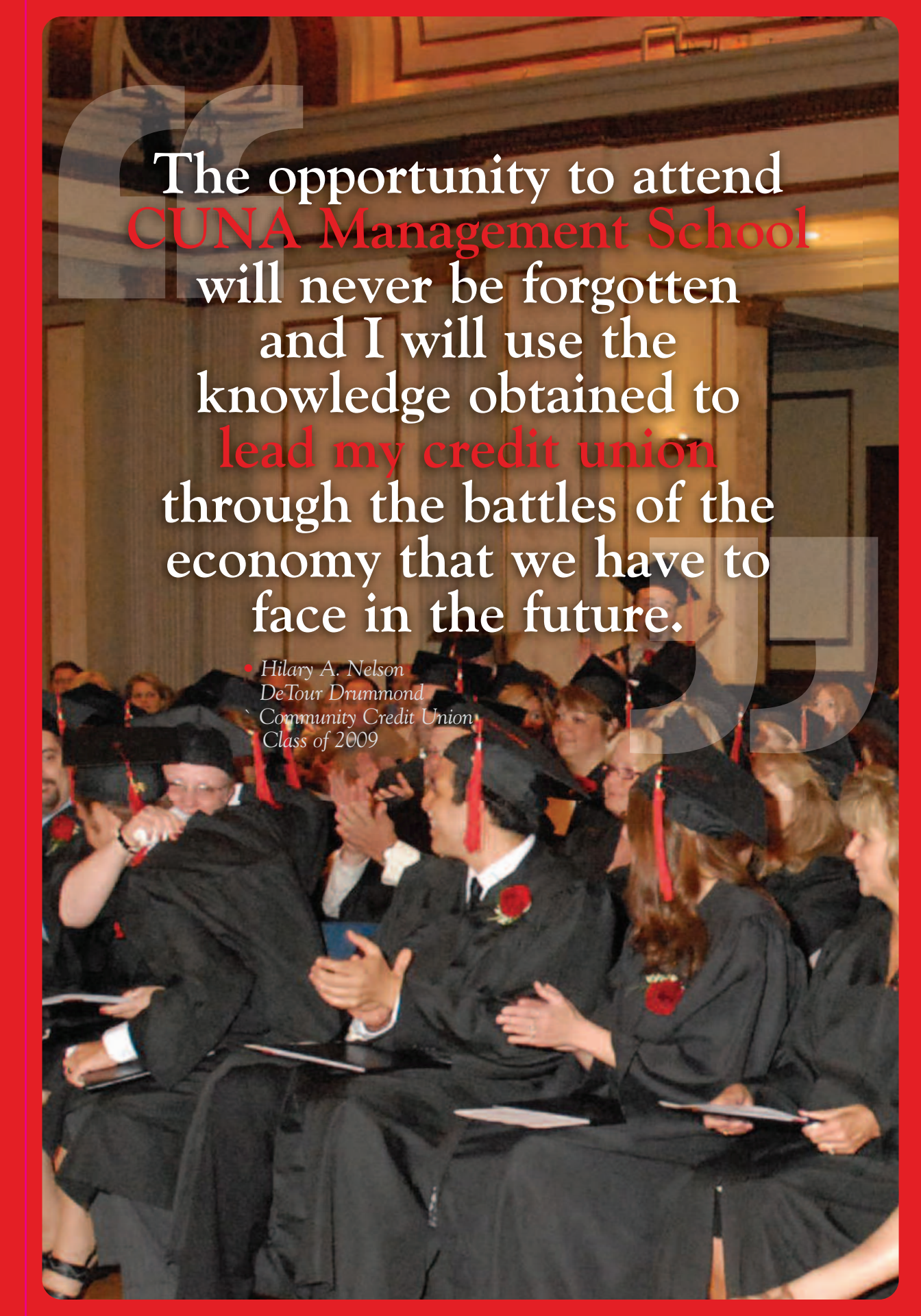


CUNA Management School is designed for those credit union leaders seeking the ability to transform their organizations with emphasis on leadership, teamwork, and transformation.

As a CUNA Management School student, you receive advanced academic training with practical, real-world applications that prove invaluable upon returning to your credit union. You attend classes for three, two-week terms over consecutive summers. In addition to on-site sessions, students must satisfactorily complete three comprehensive exams, two written projects, and an oral exam during the three year period.

CUNA Management School is your next step toward professional growth and a position of executive leadership. Many graduates go on to hold high-level positions at state and national levels with credit unions and credit union professional organizations. A graduation diploma is issued in conjunction with the University of Wisconsin Graduate School of Business and is recognized throughout the credit union movement as an honor and mark of accomplishment.

The **American Council on Education's College Recommendation Service (ACE Credit)** has evaluated and recommended college credit for all CUNA Management School courses.



The opportunity to attend
CUNA Management School
will never be forgotten
and I will use the
knowledge obtained to
lead my credit union
through the battles of the
economy that we have to
face in the future.

• Hilary A. Nelson
DeTour Drummond
Community Credit Union
Class of 2009



**1ST
YEAR**

Credit Union Philosophy & the Cooperative Culture

- Discuss the basic operating principles of credit unions and explore their values in today's workplace

Credit Union Management

- Create a climate for effective management

Team Building Challenge

- Experience and build individual and team effectiveness with this adventure in teamwork, communication, and leadership skills

Lending

- Learn the keys to an effective credit union lending program
- Improve your understanding of loan policies, open-ended lending, collections, and bankruptcy issues

Risk Management

- Focus on major risks (fraud, forgery, scams, bomb threats, extortion, and disasters) as well as risks created by new services, such as ATMs, wire transfers, plastic cards, safe deposit boxes, and other "speculative" ventures



Basic Credit Union Ratios

- Gain a working understanding of various financial ratios and NCUA's CAMEL rating

Asset-Liability Management I

- Develop a basic understanding of the concepts and techniques of asset-liability management

Human Resource Management

- Learn the keys to successfully manage staff and achieve results

Strategic Thinking on Paper

- Discover language that gets results

Project Management

- Define and optimize your role as a leader
- Communicate effectively with project stakeholders
- Understand organizational dynamics and politics and learn how they influence strategies

Leadership Development

- Identify key leadership practices and develop methods of communicating them

CUNA Management School allowed me to step outside my comfort zone and challenge myself. I learned through **team building** that we need to embrace people's differences and lead by example.

- *Jacqueline Erlewine*
Long Reach Federal Credit Union
Class of 2009



**2ND
YEAR**

Financial Accounting

- Explore financial accounting theory and principles

Internal Controls

- Learn how to establish internal controls to assist in accomplishing organizational goals

Executive Presentation Skills

- Discover techniques for delivering professional presentations

Asset-Liability Management II

- Achieve a basic understanding of each of the major asset-liability management tools (ratio analysis, gap analysis, and net income simulation), and how those tools measure interest rate risk

Community of Shared Practices

- Learn the advantage of combining competition and cooperation, and new means of forming strategic alliances through experiential activities

Strategic Management for Credit Unions

- Define the business of a credit union and craft a strategic vision and mission

Money & Financial Institutions

- Understand the basics of macroeconomics and economic terms

Employment Law

- Examine regulations such as: ADA, ADEA, FLSA, and CRA that managers must comply with while attending to daily business

Crisis Management

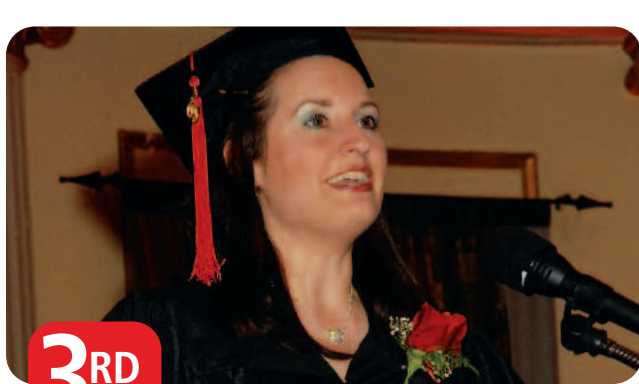
- Learn how to organize and lead a crisis management team
- Develop effective processes for making decisions and communicating during a crisis

Negotiation & Conflict Resolution

- Learn to solve problems and influence people through conflict resolution

Organizational Behavior

- Understand individual, group, and organizational behavior



**3RD
YEAR**

i³ Innovation in Credit Unions

- Explore the power of implementing innovative ideas in credit unions

Coaching

- Identify coaching techniques that work to improve individual and team performance
- Know how to provide effective feedback and recognition

Business Law

- Prepare and respond to legal issues

Business Ethics

- Discuss ethical challenges in today's business environment and strategies to respond

The Members of Today & Tomorrow:

What it Means for Your Credit Union

- Learn about the challenges facing credit unions and use this information as a point of reference as you refocus and reprioritize for the coming year

Media Relations

- Identify the important factors of your credit union message and working with the media

Economic Environment & Credit Unions

- Understand the impact of shifts in member demographics and preferences

Legislative Affairs, Political Action & Credit Unions

- Explore the political and legislative process in Washington and gain inside information on what really happens on Capitol Hill

Ultimate Team Adventure

- Focus on what credit union leaders can give back to their communities

Strategic Marketing

- Discover your credit union's competitive advantage



Register at training.cuna.org and choose *Schools & Conferences*.



100%
GUARANTEE

CUNA Center for Professional Development is committed to providing a quality learning experience with cutting-edge topics and expert instructors. If for some reason you are not fully satisfied, contact us and we'll send you a full tuition refund or credit toward another conference, school, or institute.

CUNA Management School builds dynamic leaders with a rigorous blend of university classes and experiential learning activities.

THE PROJECTS

Second Year

In preparation for your second-year, you complete a research project and background analysis of your credit union. This involves research in areas such as credit union history, current membership, potential growth, sponsorship, current member services, performance, and relationships.

Third Year

The third-year project uses data, insights, and perspectives generated in the second-year project as the foundation for developing a three-year strategic plan that charts the course for your credit union's future.

INSTRUCTORS

Faculty includes distinguished professors from the University of Wisconsin, credit union professionals, attorneys, and respected industry experts. With extensive experience in the credit union movement, these individuals provide a dynamic educational experience that is academically sound, rigorous, thorough, and practical.

Experience Learning like never before with CUNA Center for Professional Development. For more than 40 years, we've helped people reach their personal and professional potential to maximize credit union performance. With training designed for credit unions by credit union people, our content is second to none and our business results help credit unions thrive. We deliver expert information, resources, and networking opportunities that inform and motivate staff and volunteers to deliver innovative ideas and exceptional strategies to your credit union. **Guaranteed.**

CUNA Management School
has brought a variety of topics
and speakers that have **helped**
shape my ability to communicate
effectively and have a better
all around appreciation for
my credit union.

- Sara Cottle
Chippewa County Credit Union
Class of 2009

Register

at training.cuna.org
and choose **Schools & Conferences.**



Enrollment Information

SCHOLARSHIPS

The CUNA Management School Madison Scholarship Program is designed to provide financial assistance to students who would otherwise be unable to attend the school. Scholarship amounts vary depending on contributions to the scholarship fund and the number of qualified scholarship applications received. Applicants must be an employee or volunteer of an affiliated credit union. Special funds are also available for employees of community development credit unions and credit unions under \$6 million in assets. If you wish to apply, complete the scholarship application and submit it by **April 15, 2010**, to be eligible for funds for the 2010 summer session. Since funding is limited, partial scholarships may be awarded. We encourage you to also contact your league and chapter to see what funding may be available from those organizations.

CUNA Management School • July 11-23, 2010

Tuition: \$2,299 (\$2,399 after May 28, 2010)

Program Content:

Call: 800-356-9655, ext. 4249

E-mail: training@cuna.coop

Registration:

Call: 800-356-9655, ext. 4400

E-mail: reginfo@cuna.coop

Register at training.cuna.org

Enter the code in the Event Finder:

CMS110 for First Year

CMS210 for Second Year

CMS310 for Third Year

Tuition & Accommodations

The comprehensive tuition includes all classroom instruction, course materials, 12 breakfasts, 9 lunches, 9 dinners, and an air-conditioned, double-occupancy, residence hall room.

Students will be housed in Newell Smith Residence Hall at the University of Wisconsin – Madison. A single residence hall room is available for the entire two-week session for an additional \$229. You'll find more information about room reservations on the school web page.

The education that is supplied at **CUNA Management School** is outstanding and the **networking** that takes place during and after the two weeks is completed is unsurpassed by no other training I have ever attended.

- Michele Freeman
Norway Community Credit Union
Class of 2009



Transportation

United Airlines is the "Official Airline" for this program. To make reservations, visit www.united.com or call United's Specialized Meetings Reservation Center at 800-521-4041. Please reference ID#553SE. When making travel arrangements, keep in mind that the program begins with registration at 1:00 p.m. on Sunday, July 11, and ends by noon on Friday, July 23. The graduation ceremony is held Thursday evening, July 22, and all students are invited and encouraged to attend. Your room at Newell Smith Residence Hall is available until noon on Friday, July 23. Additional travel information will be provided prior to the school.

League Sponsorship

Attendance at the school is open to all affiliated credit unions. Our partnership with your league strengthens our continuing tradition of excellence in education. CUNA Management School is proud to have the following leagues as co-sponsors of the 2010 school:

- Connecticut
- D.C.
- Delaware
- Illinois
- Indiana
- Iowa
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Missouri
- Nebraska
- New Hampshire
- New Jersey
- New York
- North Dakota
- Ohio
- Pennsylvania
- Rhode Island
- South Dakota
- Vermont
- Wisconsin

Other regional CUNA Management Schools are held in Georgia, Texas, and California. Visit training.cuna.org for more information.

Diploma

After completing CUNA Management School, you will receive a diploma issued by the University of Wisconsin Graduate School of Business and Credit Union National Association. To qualify, you must attend all classes and satisfactorily complete the three, two-week summer sessions, including the two assigned projects, oral presentation and comprehensive exams.

Continuing Professional Education (CPE) Credits

CUNA 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 addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN 37219-2417. Web site: www.nasba.org.



Program Name	CPE Credits
CUNA Management School: Year One	69
CUNA Management School: Year Two	66
CUNA Management School: Year Three	63

Advance preparation is required. For more information regarding administrative policies, such as complaint and refund, please contact CUNA at 800-356-9655, ext. 4249.

Cancellation & Refunds

You may cancel your registration in writing and receive a complete refund, minus a \$200 administrative fee. No refunds will be granted if cancellation is received six days or less before the program begins. First-year student substitutions are accepted at any time.

Register at training.cuna.org and choose *Schools & Conferences*.

A photograph of a large, multi-story university building with a prominent white portico and columns, partially obscured by the branches of a large, leafy tree in the foreground. The scene is set on a green lawn with a paved walkway.

CUNA Management School

July 11-23, 2010 University of Wisconsin – Madison

Accept the Challenge of Leadership

SCHEDULE AT A GLANCE:

Students should arrive by
1:00 p.m. on Sunday, July 11, 2010.

An orientation and class welcome picnic will be held on Sunday. Classes start on Monday at 8:00 a.m. and are held each weekday from 8:00 a.m. - 4:30 p.m. Each evening offers optional events which provide students numerous networking opportunities. Some of the events also serve as student-sponsored fundraisers for the scholarship fund and are an important part of the CUNA Management School experience.

Optional weekend events are available to all students on Saturday, July 17 and Sunday, July 18.

Classes conclude on Thursday, July 22 at noon for third-year students, and Friday, July 23 at noon for first- and second-year students. A commencement ceremony for third-year students will be held Thursday evening. We encourage all students to attend the ceremony.

Additional information on class times and schedules will be provided prior to the school.



Credit Union National Association

PO Box 431 | Madison, WI 53701-0431



Being a small credit union with only two employees, having your staff reduced by 50% for two weeks is difficult, but my manager, board of directors, and I know it was **worth the extra effort to attend CUNA Management School.**”

- Catherine Turner
Minnesota Catholic Credit Union
Class of 2009