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# CUNA FUSE

October 25- 28, 2010  
San Antonio, TX  
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# CUNA FUSE

October 25-28, 2010  
San Antonio, TX

Fuel New  
Development

Top-Notch  
Speakers

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# October 25-28, 2010 • San Antonio, TX

Tuition: \$1,295 (\$1,395 after September 12, 2010)

Fusing the best of both worlds.

Introducing **CUNA FUSE**, a new conference that allows you to pick and choose your training. This highly customized, flexible program is ideal for the evolving roles of branch managers and business development professionals.

At **CUNA FUSE**, you'll be able to:

- **Mix and match topics.** Pick the training programs that are ideal for your position.
- **Network with specialists in either role.** Meet with your peers and find out what's working — and what's not.
- **Discover innovative new approaches.** Listen as our speakers introduce you to new trends and developments.

By integrating branch management and business development, **CUNA FUSE** gives you the best of both worlds.

**HILTON PALACIO DEL RIO** 200 South Alamo Street, San Antonio, TX 78205  
Phone: 800-947-7578 Fax: 210-270-0761  
Room rates: \$179 single/double\* **Hotel Reservation Deadline: October 3, 2010**

*\* Room rates and availability cannot be guaranteed. Rooms may be sold out prior to this date, so make your hotel reservations early! Room reservations and fees are the responsibility of the registrant. To claim this room rate, call for reservations and reference "CUNA" or "Credit Union National Association."*



## GENERAL SESSIONS:

- **Branch Management & Business Development: Partnering for Success**
- **Communicating With Impact & Influence: Building Your Business & Team**
- **Transferring What You've Learned to What You'll Do**

## BREAKOUT SESSIONS:

### Branch Management:

- Branch Security & Facilities Management
- Keeping Your Credit Union in Compliance & Out of Trouble!
- Sales Skills for Branch Managers & Their Staff
- Effective Communication for Branch Managers
- Lending Practices all Branch Managers Need to Know

### Business Development & Retention:

- Best Practices for Business Development Infrastructure
- Training Strategies to Ensure Business Development Success
- SEG & Community Marketing
- Loyalty & Retention Strategies
- Sales Skills for Business Developers

### Leadership & Staff Development:

- Strategic Planning 101: Defining Your Vision for 2011
- Creating Your Team's Culture
- Coaching Your Team to Success
- Negotiating Skills: Getting to the Win-Win
- Becoming Your Members' Financial Advocate

Register at:  
[training.cuna.org/fuse](http://training.cuna.org/fuse)



The Hilton Palacio del Rio is located on the Riverwalk, across the street from the Henry B. Gonzalez Convention Center, and only two blocks from the Alamo. The Hilton Palacio del Rio hotel on the River Walk in San Antonio offers superior service, extensive guest amenities, and is the only hotel in downtown San Antonio that features a private balcony in every room.



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