



SOUTHEAST REGIONAL DIRECTORS CONFERENCE

July 21-24, 2019

Seelbach Hilton | Louisville, KY

Hosted by:



ADDRESS CORRECTION REQUESTED

5111 Commerce Crossings Drive
Suite 210
Louisville, KY 40229



ABOUT THIS CONFERENCE

The Southeast Regional Directors Conference is designed for credit union directors and committee members. The conference location rotates among the ten Southeastern states, giving each state an opportunity to host their fellow credit union volunteers and showcase the best of what their state has to offer.

This year's conference will be hosted by the Kentucky Credit Union League.

CONFERENCE AGENDA

SUNDAY, JULY 21

1:00 p.m. - 5:00 p.m.	Registration
3:00 p.m. - 4:00 p.m.	Pre-conference Workshop: BSA Update & Annual Training
5:30 p.m. - 9:00 p.m.	Welcome Dinner & Reception Sponsored by Volunteer Corporate Credit Union

MONDAY, JULY 22

7:30 a.m. - 8:30 a.m.	Breakfast
8:30 a.m. - 9:30 a.m.	Change, Courage, Confidence
9:30 a.m. - 10:30 a.m.	Reforming Executive Compensation & Succession Planning
10:30 a.m. - 10:45 a.m.	Morning Break
10:45 a.m. - 12:00	Roundtable Breakout Session
12:00 p.m. - 1:30 p.m.	Lunch
1:30 p.m. - 2:45 p.m.	Let's Change Behavior!
2:45 p.m. - 3:00 p.m.	Afternoon Break
3:00 p.m. - 4:00 p.m.	Cybersecurity: Culture
4:00 p.m.	Adjourn - Dinner on your own.

TUESDAY, JULY 23

7:30 a.m. - 8:30 a.m.	Breakfast
8:30 a.m. - 9:30 a.m.	Leading Through Adversity
9:30 a.m. - 10:30 a.m.	Things You Can Do to Get Sued, Carlos Molina, CUNA Mutual Group
10:30 a.m. - 10:45 a.m.	Morning Break
10:45 a.m. - 11:45 a.m.	Preparing for CECL
11:45 a.m. - 12:45 p.m.	Lunch
1:00 p.m. - 5:00 p.m.	Adjourn - Group Outings (Optional)
6:00 p.m. - 9:30 p.m.	Grand Finale Dinner

WEDNESDAY, JULY 24

8:00 a.m. - 9:00 a.m.	Breakfast
9:00 a.m. - 10:00 a.m.	Five Generations and One Amazing Place to Work Leveraging Multi-Generational Diversity
10:00 a.m. - 10:30 a.m.	Closing Remarks & Adjourn

REGISTRATION INFORMATION

Register at www.kycul.org

The 2019 Southeast Regional Directors Conference is designed for credit union directors and committee members.

Your credit union must be affiliated with a state league to attend this conference.

ATTENDEE REGISTRATION: \$879

Price is per person and includes conference meals, breaks, education sessions, and handouts.
Does not include Group Outing.

GUEST REGISTRATION: \$359

Price is per person and includes conference meals and guest program. Does not include Group Outing.

GROUP OUTING (Optional): \$100

Price is per person and includes lunch, transportation, admission and keepsake.
REQUIRES ADVANCED REGISTRATION.

GOLF (Optional): \$125

Price includes transportation, golf, cart, range balls and box lunch.

CANCELLATION POLICY.

Refunds will be issued until 14 days prior to the conference less a \$100 administration fee per person. Substitutions accepted anytime. All cancellations and substitutions must be submitted in writing. Please check with hotel regarding their cancellation policy.

CONTACT INFORMATION.

Janet Garrett, Event Planning & Communications Manager
Phone: (502) 855-8209 | Email: jgarrett@kycul.org

HOTEL INFORMATION

The Seelbach Hilton

500 S Fourth Street | Louisville, KY 40202

At the Seelbach Hilton, you'll experience modern amenities wrapped in a storied past that delivers distinct character. The Seelbach Hilton is equal parts historical landmark and architectural masterpiece.

Hotel — \$189/night

Reservations can be made online at

<https://www.kycul.org/srcus-directors-hotel-info>

Please note: The hotel will make every attempt to accommodate your room type preference but cannot make any guarantees.

Registration and hotel deadline date is
July 1, 2019



SESSION DESCRIPTIONS

Pre-Conference Workshop: BSA Update & Annual Training *Eileen Burden*

Boards of Directors must have adequate BSA/AML training in order to understand the requirements, the risks and the ramifications of noncompliance. This session is intended to give Volunteers an overview of the general requirements and the most updated information regarding the "hot" buttons for examiners in 2019. This is an excellent opportunity for those Volunteers who have not had previous training, and for those who have, to be updated on the changes and new expectations.

Change, Courage, Confidence *Denise Gabel*

Denise Gabel is an innovative executive, author, dynamic speaker, emcee, and a remarkable coach. She is passionate about people and possibilities. She is a CHANGE AGENT.

Gabel is a vivid storyteller who brings leadership and innovation concepts to life with easy to apply analogies. In Grocery Town, a chapter from her upcoming book, the potato inspires us to admit when we need to be further challenged and rotated so we don't get bored and rot. We need the courage to speak up and be part of the solution. At the same time, leaders are reminded to watch their groceries—be sure to fertilize and don't be afraid to clean out the fridge.

Reforming Executive Compensation & Succession Planning *Richard Leblanc*

What Are the New Standards? CEO tenures have gotten much shorter. You can't replace someone without a viable alternative. It becomes a lot easier for a board to "pull the trigger" when proper succession planning is done.

Roundtable Breakout Sessions for Board & Volunteers *Denise Gabel & Richard Leblanc*

The credit union movement needs capable leaders to work together to ensure a prosperous future. In this breakout session, directors and volunteers will discuss the current issues facing our movement.

Let's Change Behavior! *Alan Reyes*

Most people already know what they have to do to increase their production, learn something new, lose a few pounds. But still, they continue with the same behavior day after day. Their desire to change is no match for the distractions, day to day hassles, and ingrained habits that inevitably get in the way. Once you understand how your subconscious mind drives most of your behavior – good and bad, you can easily take conscious control of it to instill the productive habits of the most successful people. In this wildly entertaining keynote, Alan shows you how to acquire the productive habits of truly exceptional performers.

Cybersecurity: Culture *Jason Duke & Ben Brady*

The security of your digital assets is paramount to keeping member data safe and conducting business. Credit Unions spend millions of dollars annually on firewalls, anti-virus software, software and operating system updates to prevent malware and spyware from affecting operations. Hundreds of new threats emerge every day and add to the skyrocketing costs of keeping our data safe from hackers.

On the other hand, what is the corporate culture of our employees in regard to cybersecurity?

In order to "Secure the Human" we must develop an atmosphere of constant reinforcement to develop a culture of "good cyber citizenship" for the most important assets of the organization.

Leading Through Adversity *Timothy Alexander*

Timothy knows what it takes to beat the odds. No matter what obstacle comes his way, he's determined to never quit. His drive helped him become a college football player when many believed that dream was impossible due to a car accident that left him paralyzed. During Timothy's session, he will tell his story and challenge those in attendance to live a life of residency. He is a living example of the phrase, "We don't need it to be easy, we just need it to be possible."

Things You Can Do to Get Sued *Carlos Molina, CUNA Mutual Group*

Allegations and litigation related to employment practices charges continue to increase. In fact, credit unions should have a clear, written employment practices policy; train managers, employees, and volunteers to follow it; and provide a safe pathway for employees to file complaints when the policy is violated. And, handling them appropriately can make all the difference between an easy discussion and a lawsuit. This session covers loss trends and emerging risks resulting from core HR functions related to hiring, firing, and everything in between.

Preparing for CECL *Jennifer Henning*

The Current Expected Credit Losses (CECL) model will significantly change how credit unions view their loan loss reserves. This session explores the potential impact on the average credit union and tips on how to start preparing for the implementation of the new model.

Five Generations and One Amazing Place to Work Leveraging Multi-Generational Diversity *Crystal Jonas*

Traditionals, Baby Boomers, Gen X, Millennials, and iGen working together are making work more exciting than ever! What can each of you do to more fully understand each other's communication and work style to ensure that work will be a joy and your members will be well served? This fun, energizing and interactive keynote will enlighten, delight and inspire each of your participants as they become more fully aware of why all of us act as we do and how we can more fully value, appreciate and leverage our differences.

Conference Sponsors:



GROUP OUTING OPTIONS

Group outing is NOT INCLUDED in the cost of registration. Tours are LIMITED. To participate, please make sure to select an activity during registration.



Golf At Heritage Hill Golf Club

Tuesday, July 23 - 12:30 p.m. tee off

Rated a Top 10 New Course in America for 2008 by Golf Digest, Heritage Hill Golf Club is an 18-hole championship golf course located just minutes from Louisville in Shepherdsville, Kentucky. Former

Jack Nicklaus design associate Doug Beach, planned the 7,100+ yard golf amenity to be a test to golfers of all abilities while remaining fun to play.



The Evan Williams Bourbon Experience

Tuesday, July 23 - 1:00 p.m.

Located on Louisville's historic "Whiskey Row," the Evan Williams Bourbon Experience features an artisanal distillery, guided tours, educational Bourbon tastings, and more! Celebrating the legacy

of Evan Williams, Kentucky's first commercial distiller, this immersive experience brings to life the history and tradition of Kentucky's native spirit.



Louisville Stoneware Paint Your Own Pottery & Tour

Tuesday, July 23 - 1:00 p.m.

One of the oldest stoneware manufacturers in the United States, Stoneware has been dedicated to the tradition and careful craftsmanship of transforming clay into enduring, functional art forms for the home,

kitchen and garden since 1815.

On the guided Factory Tour, you'll follow the steps of more than 20 skilled artisans who take the clay from raw form to completed piece.

In the Paint Your Own Pottery Studio, you'll use the same tools and glazes as Stoneware's artisans to decorate your own masterpiece.

GUEST PROGRAM

Guest program is included in guest registration. To ensure there are enough materials, please register for the workshop in advance.

Personalized Wood Sign Workshop



Monday, July 22 - 9:00 a.m. - Noon

Join this workshop to create your own unique wood sign!

You'll learn step-by-step how to paint your own chosen design on unpainted wood slab. Lots of stencils and designs to choose from...No experience necessary!