

Agenda

Thursday, November 12, 2009

8:00 am - 5:00 pm	Conference Registration & Information
8:00 am - 9:00 am	Breakfast Buffet
9:00 am - 10:30 am	Keynote Speaker - Frank O'Dea The Move to Good Governance
9:00 am - 4:00 pm	Companion Program (Pre-registration required)
10:30 am - 11:00 am	Health Break
11:00 am - 12:30 pm	Breakout Sessions <ul style="list-style-type: none">A. Changing Values in Alberta Tony Coulson, EnvironicsB. Sculpting Your Team Kim Bater, Leadership Development, The Banff CentreC. Corporate Social Responsibility: Good for Business Sheila Carruthers, CSR Strategies Inc.
12:30 pm	Lunch
1:30 pm - 3:00 pm	Speaker - Paul Darby Economic Outlook
3:00 pm - 3:15 pm	Coffee Break
3:15 pm - 4:00 pm	Speaker - Karen Yurko Helping Cooperatives Around the Globe
5:30 pm - 6:30 pm	Reception
6:30 pm - 8:00 pm	Dinner
8:00 pm	Entertainment - Comedian, Derek Edwards

Friday, November 13, 2009

8:00 am - 9:00 am	Breakfast Buffet
9:00 am - 10:30 am	Speaker - Jeff Rendel Building Better Boards
10:30 am - 11:00 am	Health Break
11:00 am - 12:30 pm	Breakout Sessions <ul style="list-style-type: none">A. A Directors Role in Strategic Planning Jeff Rendel, Rising Above EnterprisesB. Changing Values in Alberta Tony Coulson, EnvironicsC. Corporate Social Responsibility: Good for Business Sheila Carruthers, CSR Strategies Inc.
12:30 pm	Lunch
1:30 pm - 3:00 pm	Speaker - Bob Koehler Extraordinary Organizations, Amazing People
3:00 pm	Closing Remarks

Conference Sponsors



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Open to credit union board members, the Credit Union Directors Conference is an excellent networking event for credit union directors from various provinces and regions. Throughout the conference, directors will have many opportunities to listen, learn, laugh and share – with experts from a variety of topics, with top-notch keynote speakers, and of course, with each other. The last Directors Conference, held in November 2007, was a great success!

Here are comments from some of the directors that attended the 2007 conference:

- “The best conference I have ever been to. Will most certainly be back for the next one.”
- “Good opportunity to network and learn some new things. Wonderful conference. Thank you!”
- “After a long week of learning at CUDA sessions, this session really helped me relax and relieve all stress!”

For more information about the conference, please contact:

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Building Our Future



The Fairmont Banff Springs Hotel
Banff, Alberta
November 12 & 13, 2009

Speaker Sessions

The Move to Good Governance Frank O’Dea

A compelling speaker with a unique story of his own, Frank O’Dea has a close understanding of corporate governance from three different points of view: as a president and CEO, as an investor, and as an independent director.

Frank O’Dea co-founded and built a number of Canadian corporate success stories, two of which are the Second Cup, the largest retail chain of gourmet coffees and teas in the country, and Proshred Security, a nationwide document destruction service. With each of these businesses he discovered the benefits of having a board of directors, even in private, majority owner companies.

In addition to his corporate boards, Mr. O’Dea has broad experience on the boards of a number of international Non-Governmental Organizations and Charities. He was a founder and board member of Street Kids International, Chair of the Canadian Landmines Foundation and the founding Chair of War Child (Canada).

Today, drawing on his 20 years of board experience, Mr. O’Dea is an expert on the “new boards” in the context of the “old boards” and what transpired in the 90s. In addition, he has a broad understanding about how corporations are making the transition to the good governance model, how they are dealing with the cultural issues to make the conversion, and the benefits organizations are reaping from the changeover.

Economic Outlook Paul Darby

Join Paul Darby, the esteemed Executive Director and Deputy Chief Economist of the Conference Board of Canada, as he provides an overview of the current state of the Canadian and Albertan economies. Important for any major business decision and strategic planning, Paul will provide valuable insights into the future economic climate, highlighting major risks to the financial services sector and the credit union system. Well known for his technical expertise and judgment, Paul will leave you pondering some potentially key prospects.

Building Better Boards: Setting the Standard in Corporate Governance Jeff Rendel

Exceptional corporate performance is no longer based only on financial measures, but also gauged on stakeholder, employee, member and community observations of your leadership practices and full board engagement. Governance is much more than making decisions to do right or avoid trouble. Governance is about establishing – and maintaining – your credit union’s reputation and exhibiting the value you create for your organization.

An integral part of your leadership practices, engagement and board dynamics affects your risk management decisions, organizational functioning, market position, and civic perception. Equally as important, strong ethics and self-evaluation establish and strengthen your credit union’s industry standing. This solid reputation attracts members, talent, and goodwill, leading to increased revenue, higher market share, a more committed workforce, and a premium value for your credit union.

Extraordinary Organizations, Amazing People Bob Koehler

Bob Koehler’s mission in life is to enlighten, empower, encourage and energize individuals and organizations to know that no matter how good they get—they can ALWAYS get better. When people work at getting better, so do the organizations they work in. This interactive session helps people to re-energize their perspective on the value of the work they do. It renews their “get to” attitude about their job and gives them the skills to successfully deal with their daily challenges.

In this session people will:

- Identify the characteristics of “extraordinary” organizations.
- Identify what areas of the organization they work in, are doing very well.
- Identify the areas which can be improved upon to make it even better.
- Brainstorm for solutions that remove the barriers to having an extraordinary, energizing work environment.
- Learn how to be more resilient in handling the daily challenges both at work and in their personal life.
- Re-discover the passion of being “Extraordinary” at what they do.

Breakout Sessions

Helping Cooperatives Around the Globe Karen Yurko, Chair of Pierceland Credit Union

Join Karen Yurko, Chair of Pierceland Credit Union in Saskatchewan, as she shares her experiences from her Philippines study mission with the Co-operative Development Foundation (CDF). With the assistance of CDF and her local credit union, Karen and a group of co-operative employees and executives traveled to remote areas of the Philippines where they networked with local co-operatives. By working together, Karen and her group proved that cooperatives around the globe can benefit by learning from each other.

A Director’s Role in Strategic Planning Jeff Rendel, Rising Above Enterprise

Are you ready to make your strategic planning process an event that’s significant for all parties involved? Does your strategic planning method – and, perhaps, plan – look pretty much the same year after year? Has the practice become a routine that’s impossible to differentiate from previous years’ efforts? Then, get ready for some creative destruction of the strategic planning course of action.

With an appreciation of each director’s broad and “big picture” responsibilities for leading the credit union, we will explore your function in: Creating a mission and casting a vision; Gaining knowledge about your credit union’s strong suits, drawbacks, prospects, and pressures; Establishing target goals for management to carry out; and, making certain you receive practical, efficient strategic updates on a usual basis. While a director’s job is in no way 100 percent “hands off,” we will resolve where directors can be most valuable “hands on.”

Changing Values in Alberta Tony Coulson, Environics Research Group

North American lifestyles have changed dramatically over the past 40 years and Canadians are taking a more individualistic approach to life and focusing less on “traditional values”. This lifestyle approach has changed consumer expectations and has impacted every product, service, institution, and issue we know.

Tony Coulson, Vice President of Environics Research Group, will examine the important changes in demographics and social values among Albertans that have taken place in the past number of years. You will gain a better understanding of Alberta’s changing demographics, in terms of; population growth and dissemination, education, wealth and aging, as well as the impact immigration growth has on Alberta. With a broad understanding of the values of a society or a market segment, you will be in a better position to manage change, communicate ideas and recognize new opportunities.

Sculpting Your Team Kim Bater, Leadership Development, Banff Centre

Explore the underlining structures and principles that make up effective teams. Through the playful medium of clay, participants will explore various elements of “design thinking” to create, re-create, and model their ideal team, and team environment. The session incorporates artwork as symbols or metaphors for helping to better address both challenges and opportunities facing teams today.

Kim Bater is a human development consultant providing facilitation and training services to business, community organizations, and government. A Certified Life Skills Coach since 1991, and Coach trainer since 1993, Kim has trained new coaches in facilitation techniques, communication skill building, conflict resolution, problem-solving approaches, effective feedback, group development, and program planning and delivery.

Corporate Social Responsibility: Good for Business Sheila Carruthers, CSR Strategies

Successful implementation of a CSR strategy into your credit union needs more than a few keen staff. It requires committed leaders and stakeholders, an integration plan, and a straightforward way to show return on the investment that does not necessitate changing all internal systems. Sheila will share research she recently conducted for the International Association for Business Communicators (IABC), which indicates a strong trend toward integrating CSR into organizations. She will illustrate how organizations are using CSR strategies to enhance their business’ top and bottom lines.

Companion Program

Companion Program Thursday, November 12, 2009

9:30 am	Convene at the Willow Stream Spa Reception (Lobby Level).
10:00 am	Choose from either one of the two options. We ask that you please decide ahead of time, as we are required to pre-book appointments.
(a)	“Slow & Stretch Yoga Flow” - Be guided through slow flowing yoga postures that move gradually in succession from one to the next, with emphasis on breath and body awareness (suitable for all levels) or;
(b)	“Nature Walk” - Get outdoors and enjoy the splendor that surrounds the Banff Springs Hotel. In the case of inclement weather, an indoor activity will be planned inside the hotel.
11:00 - 11:30	‘Freshen Up’
11:30 – 2:00	Meet at the Ivor Petrak Room (Mezzanine level 2, directly across from the guest elevators). Join one of The Banff Springs Hotel’s recognized chefs for a private cooking demonstration. Watch and learn as he prepares an extraordinary 3-course meal, then savor the gourmet masterpiece while enjoying a glass of wine.
2:30	Meet in Heritage Hall (Mezzanine level 1, hotel lobby, just above the front desk). Join us on a tour of The Banff Springs Hotel. You will be escorted through this heritage resort in Canada’s first national park and learn interesting facts that date back to the hotel’s grand opening in 1888.

To register for the companion program, please complete the companion section on the registration form. If a delegate has already registered, but would like to add the companion program option, please contact Correne Komarnicki at 403-258-5981, or e-mail: correne.komarnicki@albertacentral.com

Hotel Information

The Fairmont Banff Springs Resort, nestled in the Canadian Rocky Mountains, is grandeur at its finest. Referred to as the “Castle in the Mountains”, the Banff Springs offers guests unsurpassed hospitality, exceptional regional cuisine, and luxurious guest rooms and amenities.

A block of rooms has been set aside for the Directors Conference at an exceptional rate!

Fairmont Room	\$187.00 single/double occupancy
Deluxe Room	\$207.00 single/double occupancy
Deluxe Premier	\$227.00 single/double occupancy

To reserve, call (403) 762-6866 or toll-free 1-800-441-1414. Be sure to mention that you are with the Credit Union Directors Conference. Please book early to ensure availability. The conference rate will be in effect until **October 10th, 2009**.