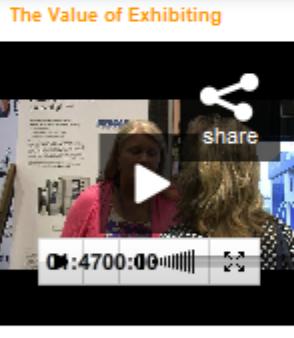


LSCU
LEADERSHIP
DEVELOPMENT CONFERENCE

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The Value of Exhibiting

0:4700:00

Develop Your LEAD!

Leadership Development Conference
November 6-9, 2012
Grand Hotel Marriott
Point Clear, Alabama

[Register Now](#)

DEVELOP YOUR LEAD!
Leadership: guide people toward great accomplishments.
Education: better your knowledge to positively affect your operations.
Achievement: realize your goals by expanding your expertise.
Development: build your industry relationships to cultivate higher development.

Join the League of Southeastern Credit Unions at the Leadership Development Conference (LDC), formerly the Development Conference. The enhanced LDC is designed to provide the tools needed to enrich the leadership, education, achievement, and development of credit union staff and volunteers. The LDC will provide exceptional education sessions and outstanding networking opportunities.

Leadership Development Conference Audio Podcast with Ken Gronbach

 League Communications Coordinator Joseph Davis recently talked with demographer and KGC Direct President Ken Gronbach about the upcoming Leadership Development Conference and why credit unions should be considering the importance of demographics. [Click here](#) to listen to the podcast.

Kenneth W. Gronbach, President, KGC Direct, LLC, is a gifted public speaker and a nationally recognized expert in the field of demography and generational marketing.

Free Activities at the Grand Marriott
The Grand Marriott has a variety of free activities for you and your guests to enjoy while you're staying on property! Below are just a few of these activities:

- Two Daily Shuttles to Downtown Fairhope for Shopping (Departing 11am & 1pm / Returning 1pm & 3pm)
- Horseback, Croquet, & Bayside Putting Green (All Equipment Included)
- Bicycle Usage
- Duck Food from the Front Desk to Feed the Ducks

For a complete list of activities, free and fee-based, click the button below.

[Hotel Information](#)

Featured Speakers

Rep. Jo Bonner (H-AL)


Ken Gronbach
Demography & Generational Marketing Expert


Bill Hampel
CUNA Chief Economist

Featured Breakout Sessions
Bank Transfer Day Founder, Kristen Christian, will be speaking in two breakout sessions: ["Making Inquiry Day Banks Louder Now" and "Motivating to Millennials"](#).

Fed up with bank fees (most especially a charge Bank of America was considering levying against customers using their debit cards) and the general bad behavior of corporate financial institutions, Kristen spearheaded a simple plan to get people to take their money out of big banks and put them into credit unions. It has blossomed into a movement.

[Read More](#)

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Wednesday Nov 7 @LDC

Welcome!

2pm – 4pm **Director's Institute Workshops**, Magnolia 1 - 3
2:30pm – 4pm **CU Small Asset Size Roundtable**, Azalea Salon D
3pm – 4pm **Mid-Size CU Roundtable**, Azalea Salon E
Large-Size CU Roundtable, Azalea Salon F
4pm – 6:30pm Grand Ballroom North

Exhibit Hall Grand Opening

 **LSCU LEAD** www.lsculeadership.com

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Thursday Nov 8 @LDC

Leadership & Learning

8:30am – 10:30am **Opening General Session**
 **Jack Wolf, PhD, CPT**
The Shift to Performance-Based Leadership
Learn how to obtain 100 percent participation in all employee interactions to discover where your leadership is needed for performance improvement.

10:45am – Noon & 2pm – 3:15pm **Concurrent Breakout Sessions**
 **Kristen Christian, BTD Founder**
Learn how to reach the next generation of members and utilize concepts behind Bank Transfer Day to maintain the momentum in two break out sessions lead by Kristen.

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Friday Nov 9 @LDC

Closing General Session

8:45am – 10:45am
 **Bill Hampel, CUNA Economic Update**
Bill will give an outlook of the economy for 2012 and its implications for the financial management of credit unions.

 **Ken Gronbach, KGC Direct**
Ken reveals how credit unions in the U.S. have a unique window of opportunity right now to take market share from the "Too Big to Fail" banks. Credit unions are positioned correctly to meet small business needs.

Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others. ~Jack Welch

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