



# SOUTHEAST REGIONAL DIRECTORS CONFERENCE

**JULY 31 - AUGUST 3, 2022**  
**THE GRAND HOTEL GOLF RESORT & SPA**  
**POINT CLEAR, AL**

## Sunday, July 31

1:00 PM - 5:00 PM

**Registration**

2:00 PM - 4:00 PM



**Session (OPTIONAL SESSION)**

**Director's Institute: Strategic Credit Union Leadership**

**Alisha Stair, VP, Member Engagement, League of Southeastern Credit Unions**

*Maximum attendance: 34. Be sure to register for this optional event that has a low attendee fee.*

Credit union directors spend a great deal of time planning and monitoring the organization's progress toward strategic goals. This session is designed to share tools and tips for making that job a little bit easier through discussing overarching issues that make up the core of the director's job and providing the kind of personal leadership that ensures long-term success of the credit union enterprise.

*Azalea AB*

5:00 PM - 6:30 PM

**Welcome Reception** sponsored by  **CUNA MUTUAL GROUP**

*Grand Ballroom North*

## Monday, August 1

7:00 AM - 8:00 AM

**Breakfast**

*Grand Ballroom North*

8:00 AM - 8:45 AM



**Welcome Introduction & Advocacy for Directors**

**Samantha Beeler, President, League of Southeastern Credit Unions**

*Azalea Ballroom*

8:45 AM - 9:45 AM



**Opening General Session**

**Be Bullish on Creating Value**

**Patrick Adams, Chief Strategic Officer, St. Louis Community Credit Union**

Value creation is key to our continued success. Consumer choices change and what is considered significant and essential shifts regularly. As leaders, we must focus our energy on what is of value to the ever-emerging market place. How important is R & D? How important is advertising? What keeps us on the growth curve? We'll answer these questions and discuss how to maintain value throughout the years to come.

*Azalea Ballroom*

9:45 AM - 11:00 AM



**Session - Directors**

**BSA for Directors**

**Alisha Stair, VP, Member Engagement, League of Southeastern Credit Unions**

Join Alisha Stair, Senior Member Engagement Consultant with the League of Southeastern Credit Unions, for Bank Secrecy Act/Anti-Money Laundering Training. This session will cover framework of the BSA, procedures for monitoring BSA compliance, reporting requirements, and takeaways from FinCEN enforcement actions. By attending this session, directors will satisfy the annual BSA training requirement set forth by the NCUA.

*Azalea Ballroom*

9:45 AM - 11:00 AM



**Session - Supervisory Committee**

**Supervisory Committee 101**

**Laura Lee Vann, Senior Director, Shared Branching, Shared Cooperative Services**

Supervisory Committee 101 is an introduction to the foundational functions of the Supervisory Committee. Topics covered include the regulatory requirements for a Supervisory Committee, developing an annual work plan, working with outside auditors, and understanding your audit report. Although designed for newer Supervisory Committee members, the session also provides a refresher on key topics for veteran committee members.

*Grand Ballroom South*

# Monday, August 1 (continued)

10:00 AM - 12:00 PM



## Guest Activity (OPTIONAL ACTIVITY)

### Paint Slingers - Driftwood Art Class

Paint Slingers is coming to our meeting! They will be bringing their Driftwood project. This is a fun project with no prior experience and no real artistic ability necessary and is fun for all ages. Everything you will need will be provided along with an apron to protect your clothing. Join us to create something beautiful that you will enjoy for years to come.

Lagoon Room - Main building, 2nd floor

11:00 AM - 11:15 AM

Break

11:15 AM - 12:15 PM



Session - Directors

Azalea Ballroom

### Managing Risk Through Business Continuity Planning & Disaster Preparedness

Laura Lee Vann, Senior Director, Shared Branching, Shared Cooperative Services

As a result of natural disasters and the global pandemic, credit unions are focused on building a risk-aware and resilient culture. Learn how to effectively review your credit union's business continuity plan and the key questions you should be asking about operational resilience.

11:15 AM - 12:15 PM



Session - Supervisory Committee

Grand Ballroom South

### What to Expect When the Auditor Comes

Nicole Irwin, Director Business Development & Client Relations Audit Manager, Credit Union Audit Compliance Group

Do you dread when your auditor is coming in? Your audit process does not have to be a stressful time. Join Nicole Irwin as she tells you "What to Expect When the Auditor Comes".

12:15 PM - 1:15 PM

Lunch

Grand Ballroom North

1:15 PM - 2:15 PM



Closing General Session

Azalea Ballroom

### Strategies Needed To Own Market Share

Patrick Adams, Chief Strategic Officer, St. Louis Community Credit Union

Leaders exist to think. What should we be thinking about to insure success? Pioneering new ideas, focusing on not being a commodity, acquiring new members and retaining them, making disruptive investment and practicing game theory are all key to our credit union's success. We'll have fun, but put some "meat on the bone" and leave the conference with perfect eyesight for the years to come.

3:00 PM - 5:00 PM

## Group Outing (OPTIONAL ACTIVITY)

Lagoon Room - Main building, 2nd floor

Bingo at the Grand

Dinner on your own

# Tuesday, August 2

7:30 AM - 8:30 AM

Breakfast

Grand Ballroom North

8:30 AM - 9:30 AM



Opening General Session

Azalea Ballroom

### Economic Update

Steven W. Rick, Chief Economist, CUNA Mutual Group

TBA

sponsored by  CUNA MUTUAL GROUP

9:30 AM - 10:30 AM



Session - Directors

Azalea Ballroom

### Directors Roundtable

Alisha Stair, VP, Member Engagement, League of Southeastern Credit Unions

Join a lively discussion with your peers on today's hot topics.

9:30 AM - 10:30 AM



Session - Supervisory Committee

Grand Ballroom South

### Supervisory Committee Roundtable

Laura Vann, Senior Director Shared Branching, Shared Cooperative Services

Join a lively discussion with your peers on today's hot topics.

# Tuesday, August 2 (continued)

10:30 AM - 10:45 AM

Break

10:45 AM - 11:45 AM

Session - Directors

**Top 10 Financial Ratios Every Director Should Understand**

Steven W. Rick, Chief Economist, CUNA Mutual Group



Azalea Ballroom

10:45 AM - 11:45 AM

Session - Supervisory Committee

**Supervisory Committee Deep Dive: Beyond the Basics**

Ancin R. Cooley, CIA, CISA, Principal, Synergy Credit Union Consulting

Still trying to connect the dots as to what exactly you should be doing as a Supervisory Committee? Interested in learning the "Why?" behind what you are doing? You're in luck! Ancin Cooley, Principal of Synergy Credit Union Consulting and creator of the only online Self-paced Supervisory Committee course, will walk you through the month to month skills, processes, and best practices your committee needs to be fully-functional. Ancin brings his 17 years of experience as a regulator, auditor, and consultant in a entertaining and easy to understand learning format.



Grand Ballroom South

11:45 AM - 12:45 PM

Lunch on your own

1:00 PM - 5:00 PM

**Group Outing (OPTIONAL ACTIVITY)**

**Golf - Dogwood Golf Course**

3:00 PM - 4:30 PM

**Group Outing (OPTIONAL ACTIVITY)**

**Garden Tour followed by History Talk & Cannon Firing**

Garden Tour - Maximum Attendance: 25

Meet in main building lobby

6:30 PM - 9:30 PM

SRCUS Supper Club

**Jesse Hill as Gulf Coast Crooner**

Attendees and Registered Guests will have an outstanding dining experience capped off with live music entertainment provided by Jessie Hill. He will perform many songs by artists such as Frank Sinatra, Bing Crosby, Dean Martin, and many more.

Grand Ballroom

# Wednesday, August 3

8:00 AM - 9:00 AM

Breakfast

Grand Ballroom North

9:00 AM - 10:00 AM

Closing General Session

**The Way Forward: The Place Where Profit and Mission Intersect**

Ancin R. Cooley, CIA, CISA, Principal, Synergy Credit Union Consulting

Can Credit Unions grow, earn extraordinary profits, and serve the community? The answers is a resounding Yes!!! However, there's a trend emerging where Credit Unions feel in order to succeed they must choose between their heart and the bottom line. Ancin Cooley with Synergy Credit Union Consulting will enlighten and entertaining you with his proven strategies on how to ensure you credit union will thrive through the next decade.



Azalea Ballroom

10:00 AM - 10:30 AM

Closing Remarks

## Thank you to our Sponsors!



# SPEAKERS



## **Alisha Stair, CUCE, CCUF, CUDE, BSACS, CCUFC, VP, Member Engagement, LSCU**

Alisha has served as LSCU'S Member Engagement Consultant for the state of Alabama since 2018. Before joining the LSCU team, Alisha found her way to credit union land serving as Illinois Educators Credit Union's Marketing and Indirect Lending Coordinator and Young Professional Advisory Board Member for the Illinois Credit Union League. Alisha is a Bank Secrecy Act Compliance Specialist, Certified Credit Union Facilitator, Certified Credit Union Financial Counselor, and a Credit Union Compliance Expert, and is passionate about helping credit unions grow and succeed.



## **Ancin R. Cooley, CIA, CISA, Principal, Synergy Credit Union Consulting**

Ancin Cooley, CIA CISA, is the Founder and Principal of Synergy Credit Union Consulting, Inc. Synergy helps credit unions grow and thrive by helping them manage risk, increase profits, and help members. Synergy accomplishes this through a suite of services that includes Director Training, Strategic Planning, Enterprise Risk Management, Internal Audits, and Regulatory Compliance Reviews. As principal, Ancin manages a growing portfolio of clients throughout the United States and Caribbean. He brings more than 20 years of experience to the financial services industry. Ancin honed his skills while working with the US Treasury Dept. At the Treasury, he performed examinations for financial institutions ranging from \$1 million to \$8 billion in total assets. After leaving the Treasury Dept. Ancin worked for a regional accounting firm where he led internal audits, as well as loan and pre-regulatory examination reviews.

When not advising clients, training for triathlons, or spending time with his family, Ancin designs and conducts trainings for the Credit Union industry. In addition, he is a well sought-after expert contributor to a host of financial publications. He has most recently been featured in Forbes Magazine and the Credit Union National Association. Ancin is originally from New Orleans, LA. But he currently lives in Chicago, IL.



## **Laura Lee Vann, Senior Director, Shared Branching, Shared Cooperative Services**

Laura Vann has more than 30 years' experience working with not-for-profit organizations in member relations, business development, communications, training, and fund-raising positions. Currently, Laura serves as Senior Director, Shared Branching at Shared Cooperative Services. In this role, she facilitates cooperation among Alabama and Georgia credit unions in the development and operation of the shared branching network; develops and executes strategies to increase the number of credit union members with access to shared branching; and conducts training on shared branching rules and regulations.

Laura joined the League staff in 2001 and previously focused on increasing the value League membership, helping credit unions develop growth strategies, building a stronger chapter system, and developing financial education initiatives. During her career, she has facilitated over 180 strategic planning sessions for credit unions with assets ranging from \$2 billion to \$1 million. She graduated from The University of Alabama at Birmingham, with a major in English and a minor in Communications. Laura completed the National Credit Union Foundation's Credit Union Development Educator program in 2012.



## **Nicole Irwin, Director of Business Development & Client Relations, Credit Union Audit & Compliance Group**

Nicole is the director of Business Development & Client Relations. She also serves as the Audit Manager of Alabama, Florida, and Georgia. Nicole graduated from Austin Peay State University with a bachelor's degree in accounting. In 2012, Nicole graduated from American Military University with her Master of Accountancy. She is currently pursuing her CPA license. Nicole joined the CUACG team in 2017. When not studying or auditing, she enjoys golfing and playing with her German Shepherds. Nicole audit credit union out of Jacksonville, Florida.



## **Patrick Adams**

Patrick is in his 45th year with the credit union movement and has worked for St. Louis Community Credit Union for the past 35 plus years. Patrick was appointed CEO/President of St. Louis Community Credit Union in January, 2008. At the end of 2018, Patrick stepped aside as CEO and began focusing exclusively on the strategic direction of SLCCU as Chief Strategic Officer. This transition of leadership allows Patrick to begin his “glide-path” to retirement.

The credit union has witnessed substantial growth while maintaining high levels of financial strength. They maintain a very high level of name recognition/brand awareness among St. Louis city residents. St. Louis Community Credit Union has 62,000 plus members and is one of the most active Community Development Financial Institutions in the country. SLCCU focuses on serving the stressed and distressed communities of St. Louis City and near County. Patrick has spoken worldwide with companies for over 25 years. Based on your mood, Patrick is either motivating or aggravating. His presentations are informative and urge people to have the “ah-ha” moments that lead to success.



## **Samantha Beeler, President, LSCU**

Samantha Beeler serves as President of the LSCU & Affiliates. She previously served as Vice President of Advocacy for the Northwest Credit Union Association (NWCUA) which is the regional trade association for credit unions in Washington, Oregon and Idaho. In her role, Samantha is responsible for advocacy, compliance, legal and member engagement. Prior to working for the NWCUA, she led communications for a Government Contracts Practice group in Washington, D.C.

Samantha grew up in Alabama and lived in Georgia. Samantha received her bachelor’s degree in Social Science from Washington State University and also did an emersion program in International Relations at Peking University in Beijing, China. She has participated in Executive Education at Harvard’s Kennedy School of Government.

Samantha and her husband Garrett, who is a member of U.S. Special Forces, have three daughters Aryan (6 yrs. old), Alanna (3 yrs. old) and Adaire (9 months).



## **Steven Rick, Director, Chief Economist, CUNA Mutual Group**

Steven Rick is a director and the chief economist for CUNA Mutual Group in Madison, Wisconsin. His primary responsibilities include conducting strategic research, analysis, and forecasting of the financial services industry with special emphasis on the consumer and credit union markets. Rick’s forecasts serve as a starting point for the strategic planning process and help to create a clear understanding of the underlying trends and links between the general economy, the financial

services industry, and CUNA Mutual Group’s policy owners. Rick publishes the Credit Union Trends Report, a monthly “pulse check” on the economic state of the credit union movement. He has authored a textbook on asset-liability management for credit union executives.

Before joining CUNA Mutual Group, Rick was the senior economist for CUNA & Affiliate’s Economics & Statistics Department for 22 years. Rick also serves as Chairman of the Board of Directors of the University of Wisconsin Credit Union, a \$2.7 billion financial institution. Rick holds a senior lecturer position with the Economics Department at the University of Wisconsin – Madison where he teaches Money & Banking and Macroeconomics courses. He is also the facilitator and instructor for CUNA Management School’s Stanford Bank Game, a computerized bank simulation, and has 2 years’ experience as a bank simulation advisor for the Prochnow Graduate School of Banking.



SAVE  
THE  
DATE

# *Southeast Regional Directors Conference*

📍 The Peabody Hotel, Memphis, TN 📅 July 23 - 26, 2023



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. The conference will be hosted by the Tennessee Credit Union League and the other nine supporting states of the Southeast Region - Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Virginia.