



SOUTHWEST CUNA MANAGEMENT SCHOOL 2010 UPDATES TEXAS CHRISTIAN UNIVERSITY (TCU)

POSITIONING CREDIT UNIONS FORWARD DEVELOPING CREDIT UNION LEADERS AT THE SPEED OF CHANGE!

Complete school
details available at
www.scms.coop!

Key Dates

April 16

- Scholarship deadline

July 11-21

- Students are in Class

July 20

- Alumni/Student Dinner & Scholarship Auction (Open invite)

July 21

- Grad School Focus on Business Development \$189 for alum \$239 for non-alum

- Graduation The Renaissance Worthington Hotel Fort Worth

July 22

- 22nd Annual SCMS Scholarship Golf Classic The Golf Club at Fossil Creek

ADDITIONAL INFORMATION

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Visit www.scms.coop for
developing details.

Show Us Your Leadership and We'll Show You The \$\$

Do you have talented staff under the age of 30? Are you looking for opportunities to hone and develop their leadership skills?

The Texas Credit Union Foundation (TCUF) and Southwest CUNA Management School (SCMS) have joined forces to invest in the future of the credit union system through the SCMS C2C Scholarship – Connect to Collaborate!

The scholarship? Up to \$2,899 (tuition for 2010 SCMS summer session) – The full amount of tuition paid by the student's credit union will be reimbursed for one student.

Odds are better than 1 in 34 to win! At the end of the 1st year session of SCMS, classmates vote on who among the under 30 group exhibited the most leadership on campus. Simple majority wins. In the event of a tie, the scholarship will be split. We will announce the winner during the July 21 graduation ceremonies.

Who is eligible? Credit union professionals under the age of 30 as of August 1, 2010 who are enrolled in the July 2010 first year SCMS session. The credit union must be affiliated with their state league. First year enrollment closes at 55 students.

What's in it for the student?

- **Connect** - opportunity to network and learn side by side with current and future credit union leaders and the school's highly acclaimed faculty.
- **Collaborate** - peer to peer mentoring.
- **Added value** for the 1st year students under the age of 30 - a special leadership packet – top secret contents!
 - Additional bonus opportunities are in the works, like an invite to join 2nd year faculty member, marketing and branding expert, Mark Arnold, for lunch on campus.

- VIP seating with industry leaders during graduation.

What's in it for the credit union?

- **Connect** your rising leaders to a phenomenal credit union network.
- **Collaborate** with your student(s) as work is done to create a strategic business plan for your credit union.

C2C Opportunity for All 3 Classes & Alumni

To encourage and mentor "up and coming" credit union leaders, SCMS C2C will also hold a casual chat for all SCMS students and alumni under the age of 30 on July 20, after the annual alumni/student auction dinner. Check out who is coming to campus to spend time with this group (pending schedule changes):

- Shawn Temple, COO, Bossier FCU
- Matt Davis, Advisor, specializing in implementation, Filene Research Institute
- James Robert Lay, Founder, PTP New Media
- Courtney Nickles, Executive Director, Texas Credit Union Foundation (TCUF)
- Stephen Perry, CUNA Mutual Group, Account Consultant
- Jim Phelps, Political & Grassroots Director, TCUL Advocacy
- Matt Risenhoover, VP Financial Advisor/Trust Liaison Officer, Neighborhood CU
- Kent Sugg, AVP/Branch Manager, Tinker FCU

**No scholarship application
is required!**

A huge thank you goes out to Brent Dixon, Mark Arnold, and the PTP New Media/CU Swag team for helping to get C2C from concept to reality!





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How SCMS Changed My Credit Union Life

Iris R. Netters, Class of 2008, One of the "Great 08" Class Members
Manager, New Mount Zion Baptist Church CU

When I was introduced to SCMS, my first thoughts were:

- I have a degree – no more school for me – “CompSci til the day I die”.
- I have friends – I do not need more.
- I am not good at networking – what would I say?
- How will this help me and my credit union?

My first summer day of SCMS:

- I met great people – yes, the first day.
- I now had lots of instant friends who were in the same world as me – credit union.
- We had fun while we were acclimated to more credit union business.

What I learned:

- Time definitely does fly.
- You are never too old to learn.
- You know more than you think you know.
- Your questions can help others.
- Sharing is still a wonderful feeling.
- You are never too old to meet new friends.

How SCMS helped me:

- I was new to the credit union industry and SCMS was the orientation I needed.
- I learned more than I thought was possible.
- We are a small credit union but I have made contacts and never feel isolated or alone.
- I know where to go for help when we need it.
- And I never have to re-invent the wheel. Resources are there waiting for me.

What happened to me after SCMS:

- Those instant friends are now my BFFs.
- I started out as Technical Operations Administrator and am now Manager of the credit union and now confident in this new role.
- When our staff turned over 75%, leaving me as the sole leader, I did not panic. I knew at least 10 people who had gone through this before. They became my mentors. I had, and still have, a great support system of people who supported me through SCMS, continuing to support me in anything I need. Without my SCMS support, I would have had a major meltdown, but I did not because I knew where to go.

New in 2010 ... New Faculty

- **Matt Davis** partnered with Filene Research Institute, joins Denise Gabel for the 1 1/2 days of Innovation classes with 2nd & 3rd year students.
- **Julie Ferguson**, JRF Consulting Services brings a wealth of credit union and business development background to Grad School.
- **David Goldsmith**, MetaMatrix Consulting Group, Inc., is about to have a book published on strategic planning. He's the final class for 1st year students, charged with sending them out challenged and future focused.
- **Mike Petrone, CFE, CFSA** joins us from CMG for the 1st year Risk Management course. In 2002, Mike was honored with the 2nd annual Michael G. Hallinan Risk Management Choice Award.
- **Shawn Temple** (one of last year's Award of Excellence recipients), Bossier FCU, joins the team to work with students on the project requirements.
- **Amanda Vega**, Amanda Vega Consulting brings real world experience to help students make strategic decisions related to social media and their credit unions.

New in 2010 ... New Courses

2nd Year Curriculum

- **Informal Strategic Chat**—Facilitated by Illinois Greg Framarin, the class is divided in half by asset size.
- **Social Media II: Let's Be Strategic**—Amanda Vega—This is a follow up course to the one added last year for the 1st year students (Social Media I: Let's Get Acquainted).

3rd Year Curriculum

- **Dreams to Reality When You're Paid to Think**—David Goldsmith helps students bridge the gap from management to leadership.

Enroll or register your top talent today!

Traditional scholarships applications are available online at www.scms.coop. Deadline for receipt is April 19. About 25 students slots remain for the 1st year class.