



SOUTHWEST CUNA MANAGEMENT SCHOOL GRADUATE SCHOOL & ALUM UPDATES

TEXAS CHRISTIAN UNIVERSITY (TCU)

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

Update contact
information or
pay dues at
[www.scms.coop!](http://www.scms.coop)

July 19

Fireside Chat
(open invite)

July 20

**Alumni/Student Dinner
& Scholarship Auction**

July 21

Grad School at TCU

- SCMSAA Business Meeting
- Grad School (economic stimulus pricing—same rate as 2009 session!)
\$189 for alum
\$239 for non-alum

Graduation

- The Renaissance Worthington Hotel Fort Worth

July 22

**22nd Annual SCMS
Scholarship Golf
Classic**

ADDITIONAL INFORMATION

Janine McBee

SCMS Director
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www.scms.coop
@SCMSJanine

Visit the Alumni section of
www.scms.coop for
developing details.

**Mark Your
Calendars
Now**



SPECIAL SCMS Enrollment Options for Alumni

- **Day Student** (same rate full or half day - \$275, lunch included). Space is limited.
- Want to **audit any full year of SCMS**, live on campus, get up to date on current topics, and have no homework? Same tuition rate as a regular students. (Scholarships are reserved for full time students.)

Contact SCMS Director, Janine McBee to discuss.

**Julie Ferguson, JRF Consulting Services
Brings It into Focus with a Full Day of
Business Development!
Wednesday, July 21**

8:30 - 9:00 am SCMSAA Business Meeting
**9:15 - 11:45 am Business Development:
A Team Sport**

Business Development is not a department or someone else's job. It has to be everyone's job. With limited or no dedicated business development staff, credit unions often struggle with how to achieve growth goals. During this animated session, Julie focuses on how to make growth a PRIORITY FOR ALL STAFF. She presents ideas on how to get more employees involved with business development activities, and what related skills are needed to achieve success.

Julie covers how to set specific, achievable goals for each employee. She also presents tips on how to keep staff proactive and focused on business development activities while still meeting expectations for their primary job duties. Communication and accountability, both critical to the success of this type of structure, are discussed in detail. Plan to take away a clear understanding of how to enhance your business development strategy by utilizing existing staff.

11:45 am - 1:00 pm Networking Lunch (included in fee)
1:00 - 3:30 pm Creative Strategies for Challenging Times

Membership growth strategies don't always equate to increases in budget. Today, creativity is king. There are infinite ways to generate word of mouth buzz within your existing membership base and communities to set you apart from your competitors. Julie shares ideas on how to strategically move forward with new, creative, growth initiatives. Time is dedicated to analyzing your existing activities and ways to make modifications for better results. Employee group relationships (SEGs), community outreach, retention strategies, and overall membership growth strategies are covered.

Julie R. Ferguson has been in the credit union movement for over 17 years. Her career began as a part-time Teller and took her on a journey that made stops as a Loan Officer, Branch Manager, Director of Operations, and Business Development Director. During Julie's time at First Tech she was a speaker for the CUNA Business Development School and instructed all levels of credit union management assembled from different parts of the country.

Know anyone who should enroll in SCMS? Now is the time. Enrollment closes at 55 first year students. Deadline for scholarship applications is April 16.



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JUST THE FACTS

The 2010 SCMS Golf Classic

The Golf Classic raises money for scholarships so that credit union professionals may receive financial assistance to attend Southwest CUNA Management School. Since the golf tournament's inception in 1989, the Alumni Association has donated more than \$163,000 toward scholarships.

Fossil Creek in Fort Worth

Thursday, July 22 - Registration begins at 8 am.
The tournament starts at 8:30 a.m.

Sponsors Needed

Sponsorships are available, ranging from \$500 to \$1,000.

Golfers Needed

The cost for an individual to play is only \$125 (includes 4 mulligans).

Door Prizes Needed

Suggested items include gift cards, cash donations, gift baskets, golf balls or other golf-related items. Items can be brought to CUNA School, directly to the tournament or mailed ahead of time to Sammy Shanafelt.

Goody Bag Items Needed

Suggested items include sunscreen, tees, ball markers, bug spray, lip balm, crackers, gum, snacks, etc. At least **120** items are needed to cover the number of golfers expected. Items needed can be mailed/delivered ahead of time (**NO LATER THAN WED, JULY 14**) to Sammy Shanafelt.

Mail entry forms, door prizes, and goody bag items to:

Sammy Shanafelt
Prestige Community Credit Union
PO Box 802631
Dallas, Texas 75380-2631

Phone: 972.774.3120
Email: sammy@prestigeecu.org

Please let Sammy know if you will be able to:

- Be a sponsor
- Provide golfers
- Provide a door prize
- Provide goody bag items

**Thank you for supporting
Southwest CUNA Management School!**

New in 2010...

New Initiative—C2C (Connect to Collaborate)

Exciting opportunities for credit union professionals under the age of 30: scholarship chance (recognizing on campus leadership), special leadership welcome kit, and a casual chat with younger credit union leaders on campus. Visit www.scms.coop for details.

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 Courses

2nd Year Students

- **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 Students

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