



Women's Leadership Conference

Monday, December 9 · Harraseeket Inn, Freeport

This conference is designed to appeal to a broad audience interested in developing the leadership abilities of women. Not only will women be inspired to be proactive in their own career development but will also learn strategies to help develop and retain the talent in their credit unions.

9:00 – 9:45 am Breakfast and Presentations

Global Women's Leadership Network: Maine Sister Society Launch Shannon Lindstrom, President, MLSFCS

A decade ago, the Global Women's Leadership Network was formed with the goal of facilitating a greater gender balance among leadership positions in the credit union industry. Sister societies are local chapters established around the world to further the Network's global mission on a local level. Join us for breakfast as we launch the Maine sister society—an opportunity to discuss credit union issues, exchange ideas and network with other Maine credit union leaders. We look forward to launching this exciting opportunity for growth and opportunity here in Maine!

Presentation: Pretty Good for a Girl Jill Nowacki, President/CEO, Humanidei

10:00 am – Noon

The 10¢ Decision: How Small Change Pays Off Big



Service is at the center of the financial industry. From company culture to member interactions, the choices we make day in and day out add up to create exceptional experiences for everyone involved. Some decisions are big ones but more often, it's the "10¢ decisions" – the ones that don't cost much (literally or figuratively) but have a massive impact—that set the stage for remarkable service. This presentation will focus on how to lead your credit union in developing superior internal customer service. By serving our fellow employees, we in turn empower them to provide members with outstanding

service. With both leaders and team members attending together, we will generate an interesting discussion of what each needs from the other in order to achieve a strong service culture and enduring success for the credit union.

Laurie Guest, Guest Enterprises

An entrepreneur, keynote speaker and author, Laurie Guest shares her practical point of view on customer service and staff development to audiences across the country, blending real-life examples with proven action steps for improvement. Laurie is an award-winning columnist and the author of two books including her latest, *The 10¢ Decision: How Small Change Pays Off Big*. Laurie presents her impactful strategies to find and retain the best staff and highest-quality customers while delivering exceptional guest experiences.

Noon – 1:00 pm Networking Lunch

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1:00 – 3:00 pm

Fast Track to Leadership

It can be difficult to know exactly what steps to take when designing a career path. The additional challenges that come with navigating the double bind or venturing through first- or only- status can make the path to leadership feel more like venturing through a labyrinth than climbing a ladder. Using lessons from leaders inside and outside the credit union system, this session will share insights to help you move forward in your career with lessons like:

- Integrating personal values in career planning,
- When to stay and when to go,
 - Taking charge of your own growth,
 - Building mentoring relationships that matter.

Attendees will leave the session ready to create their own action plans for personal growth, whether that involves pursuing a promotion or fulfilling greater potential in a current role.

Jill Nowacki, President/CEO, Humanidei

Jill Nowacki started her career with credit unions in 2001. She has taken on leadership roles at credit unions and state and national trade associations. Now she is using her experience and passion to lead Humanidei, a human capital strategies firm committed to making credit unions the workplaces and volunteer causes of choice for today's workforce. Jill has experience in politics and communication; human resources and strategic planning; community development and marketing. With each role, her purpose remained the same: Help credit unions realize their full potential to expand the economic capacity of members and communities.

3:00 pm

Wrap up and Adjourn