

NAVIGATING CHANGE, LEADING ONWARD

CCUL 2025
ANNUAL MEETING

JUNE 8-10
ASHEVILLE,
NORTH CAROLINA

**20
25**



CAROLINAS
CREDIT UNION LEAGUE





20
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JUNE 8-10 | ASHEVILLE, NORTH CAROLINA

Change is constant, but with the right strategies, credit unions can turn challenges into opportunities.

As the strongest voice for credit unions in North and South Carolina, the Carolinas Credit Union League stands ready to support, advocate, and lead through an ever-evolving political and economic landscape.



CAROLINAS
CREDIT UNION LEAGUE

The CCUL Annual Meeting is designed to equip credit unions with the insights, relationships, and strategies needed to move forward with confidence. Join professionals and volunteers from across the Carolinas for an energizing experience focused on progress, partnership, and the future of the movement.

**Always stronger together,
we lead onward.**



This conference is made possible in large part by our premier sponsor:



TruStage™



CCUL 2025 ANNUAL MEETING

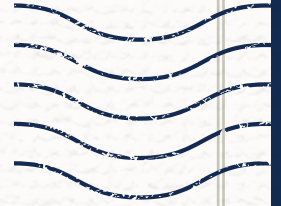
This year's improved agenda features **three dynamic keynote presentations**, expert-led discussions, and dedicated time for collaboration, including the returning Small Credit Union Roundtable and Board of Directors Workshop. Engaging networking events—from the kickoff Summer Soiree to a **NEW C-Suite Reception**—create meaningful opportunities to connect, while a **one-day Exhibitor Showcase** highlights innovative solutions to help credit unions thrive.

Returning as emcee, Steve Gilliland brings his signature humor and energy to the program. A National Speaker Association (NSA) hall of fame speaker, best-selling author, and successful entrepreneur, he is one of the top motivational speakers in the industry. Beyond the stage, Gilliland is deeply involved in the credit union movement, serving on the Board of Directors for Piedmont Advantage Credit Union and leading its Foundation Board.

REGISTER HERE: www.carolinasleague.org/annualmeeting



AGENDA AT A GLANCE



SUNDAY, JUNE 8

12:00 p.m. – 5:00 p.m.	Registration
1:00 p.m. – 4:00 p.m.	NEW! Exhibitor Showcase Preview Board of Directors Workshop Small Credit Union Roundtable
5:00 p.m. – 6:00 p.m.	NEW! Sponsored C-Suite Reception (invite only)
6:00 p.m. – 8:00 p.m.	Summer Soiree

MONDAY, JUNE 9 (EXHIBITOR SHOWCASE DAY!)

7:00 a.m. – 4:00 p.m.	Registration
7:00 a.m.	Exhibitor Showcase Opens
7:15 a.m. – 8:15 a.m.	Lawmaker Fundraiser Breakfast (invite only) Exhibitor Showcase Networking Breakfast
8:30 a.m.	Welcome
8:40 a.m. – 8:50 a.m.	Legislative Greetings & Remarks
9:00 a.m. – 10:00 a.m.	Driving Member Centricity , Vibhas Ratanjee
10:15 a.m. – 11:15 a.m.	Inspiring Bold Leadership , Dima Ghawi
11:30 a.m. – 12:30 p.m.	Carolinas Capital Club Luncheon (invite only)
11:30 a.m. – 1:30 p.m.	Exhibitor Showcase Lunch & Explore
1:30 p.m. – 5:00 p.m.	CCUL Golf Outing (Now at a NEW TIME!)
5:00 p.m. – 7:00 p.m.	Exhibitor Showcase Closing Reception and Prizes (incl. golf awards)

TUESDAY, JUNE 10

7:00 a.m. – 11:00 a.m.	Registration
7:00 a.m. – 8:15 a.m.	Breakfast Vizo Member Appreciation Breakfast (invite only)
8:00 a.m. – 8:30 a.m.	Delegate Check-in
8:30 a.m. – 9:30 a.m.	CCUL Business Meeting
9:45 a.m. – 10:15 a.m.	Advocacy Update
10:15 a.m. – 11:15 a.m.	Fired Up! , Eric Bailey

Schedule subject to change



SESSIONS & MORE

DRIVING MEMBER CENTRICITY

Vibhas Ratanjee

Join Vibhas Ratanjee, senior practice expert at Gallup, for an insightful session on building a member-centric culture. Drawing from his extensive experience in organizational development and leadership, Vibhas will explore Gallup research on the importance of member centrality in the credit union industry. In this session, he will highlight key findings showcasing the connection between emotional engagement and member retention, what member centrality requires to be successful, behaviors that guide valuable member interactions, and leadership's role in fostering this kind of culture. Don't miss this opportunity to reimagine the way you approach member relationships.





DIMA GHAWI

INSPIRING BOLD LEADERSHIP

Dima Ghawi

Join Dima Ghawi, best-selling author and leadership expert, for an impactful session on leadership that inspires. Drawing from her powerful personal journey and two decades of corporate experience leading global teams, Dima will explore how to create a culture of engagement that transcends generations. She will share strategies for fostering resilience, driving transformation, and building inclusive cultures that inspire future leaders. Attendees will learn how disconnection can lead to burnout and disengagement, and how to build shared confidence, belonging, and inclusion for sustained growth. You'll get actionable tools to lead with courage and create lasting impact.



ERIC BAILEY

FIRED UP! **Eric Bailey**

In *Fired Up!*, Eric Bailey, best-selling author and president of Bailey Strategic Innovation Group, will explore the unexpected brain science link between burnout and division. With his unique life experiences, from earning a master's degree in leadership and organizational development to performing barrel rolls in an F-16, Eric will deliver a dynamic session on understanding these phenomena and their impact on both personal and professional lives. Attendees will learn practical strategies for navigating heated debates, avoiding burnout, and fostering healthier work environments. Leave this session with actionable insights to ignite motivation, resilience, and connection within your organization.



MORE TO ENJOY

SMALL CREDIT UNION ROUNDTABLE

June 8 at 1:00 PM

Succession planning is key to long-term stability, and understanding NCUA's latest supervisory priorities is essential for navigating today's regulatory landscape. This collaborative session, led by experienced NCUA examiners, will help small credit unions develop effective succession strategies, address leadership transitions, and stay ahead of compliance expectations. Attendees will gain practical tools, real-world insights, and direct access to examiners for valuable Q&A. Board members and leadership teams won't want to miss this opportunity to strengthen their credit union's foundation and prepare for the future.



COREY BROWN



AUSTIN RABON

BOARD OF DIRECTORS WORKSHOP

June 8 at 1:00 PM

Today's credit unions face evolving challenges, from competitive disruptions to shifting member demographics. Boards of directors play a critical role in guiding strategy, and expectations for board leadership continue to grow. Led by Christie Kimbell, executive vice president at Filene Research Institute, this session explores Filene's latest research on board best practices, covering onboarding, education, and evaluation. With over 20 years of experience in marketing, strategy, and program design, Christie brings deep industry insights to help credit union boards navigate change and strengthen governance.



CHRISTIE KIMBELL

RELAXATION & ADVENTURES

Make the most of your time at Grove Park Inn with exclusive leisure activity options. Unwind with a spa appointment, explore Asheville's history on a private trolley tour, or enjoy a scenic day at the iconic Biltmore Estate. For a creative break, join a guided painting party and craft your own masterpiece. Whether you're seeking relaxation or adventure, there's something for everyone. See our event page for full spa and activity details and to register!






 **SUMMER**
Soirée

SUMMER SOIREE JUNE 8 AT 6 P.M.
C-SUITE RECEPTION STARTS AT 5 P.M.
(RSVP during registration)

Kick off the season in style at our most-loved Summer Soiree, set against the fresh mountain air and scenic views. New this year, credit union executives are invited to arrive early for an exclusive C-Suite Reception—a focused power-hour designed for meaningful connections. Then, all attendees can mix and mingle with peers and Soiree sponsors while enjoying live entertainment, drinks, and heavy hors d'oeuvres. Plus, don't miss your chance to win exciting prizes!



COST & REGISTRATION

The 2025 Annual Meeting is open to officers and employees of member credit unions, and invited guests of the League and its affiliates.

TICKET PRICING

\$650

Participant

\$400

Small CU Participant
with assets <\$50M

\$195

Guest

\$185

Golf Outing
(add-on event)

\$70 - \$250

Leisure Activity
(add-on event)

“Participant” and “Small CU Participant” tickets include access to all conference events and meals (private and add-on events excluded). “Guest” tickets include breakfast, exhibit hall access, lunch (Monday), receptions, and Summer Soiree. Conference-designated name badges are required for admission to events.

REGISTRATION LINK: www.carolinasleague.org/annualmeeting

EVENT REGISTRATION DEADLINE: May 28, 2025

EVENT CANCELLATION POLICY: Cancellations must be received in writing via e-mail to development@carolinasleague.org before 5 p.m. on May 20, 2025 to be eligible for a refund on the amount paid minus a \$250 administrative fee (\$50 admin fee for guest-ticket refunds). No refunds will be granted for cancellation requests received after May 20. Substitutions are accepted.

HOTEL PRICING & BOOKING

The Grove Park Inn

290 Macon Avenue

Asheville, NC 28804

Phone: (800) 438-5800

RATE: **\$306** per night + **\$12** daily resort fee

PARKING: **\$15** day for self-park | **\$22** per day for valet

HOTEL REGISTRATION LINK: <https://bookings.omnihotels.com/event/asheville-grove-park/carolinas-credit-union-league-annual-mee>

HOTEL RESERVATION DEADLINE: May 16, 2025

BOOKING A SPA APPOINTMENT: Call 828-252-2711, referencing “Carolinas CU League” by May 17 at 5 p.m.

ROOM CANCELLATION POLICY: Per the hotel, room reservations must be canceled at least 7 days before arrival. Cancellations within 7 days forfeit one night’s deposit. Per CCUL, rooms canceled within 14 days are subject to a 50% penalty of total room nights reserved and is due to CCUL. Please refrain from holding rooms you may not fulfill.



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QUESTIONS?

✉ development@carolinaleague.org

☎ 800.822.8859, ext 141 or 419

➤ carolinaleague.org/annualmeeting

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part by our premier sponsor:



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