

## 2024 WORLD CREDIT UNION CONFERENCE GWLN / WYCUP AGENDA

*July 21-24, 2024  
Boston, USA*

<b>Date / Time</b>	<b>Event</b>	<b>Location</b>
<b>Saturday 20 July 2024</b>		
<b>4:00 – 6:00 pm</b>	<b>GLOBAL WOMEN'S LEADERSHIP NETWORK RECEPTION**</b> <i>GWLN Celebrates 15 Years!!</i>	<b>Boston Convention and Exhibition Center (BCEC)</b>  <b>Ballroom Pre-Function Space</b>
<b>7:00 – 9:00 PM</b>	<b>WYCUP “Welcome to Boston” Meet Up**</b>	<b>TBD</b>
<b>Sunday 21 July 2024</b>	<b>JOINT GWLN and WYCUP FORUM**</b> <i>Leading Through Networks</i>	<b>Boston Convention and Exhibition Center (BCEC)</b>  <b>Meeting Room 253</b>
<b>8:00 – 8:30 am</b>	<i>Networking / Coffee</i>	
<b>8:30 – 9:00 am</b>	<b>GWLN Welcome</b> , Lena Giakoumopoulos, GWLN Director <b>WYCUP Welcome</b> , Ari Farrell, WYCUP Manager	
<b>9:00 - 9:10 am</b>	<b>Velera Remarks</b> Merry Pateuk, SVP, Industry Engagement Velera	
<b>9:10 – 10:10 am</b>	<b>SESSION 1: CRACKING THE HOLLYWOOD STORY CODE</b>  LaQuita Cleare Founder and CEO, Clear Communications Academy	

*Languages: English, Portuguese, Spanish*  
*Attire – business/business casual unless otherwise noted*  
*\*\* Separate Registration is Required*

*Updated May 15, 2024*

	<p>Attendees will leave with:</p> <ul style="list-style-type: none"> <li>▪ An understanding of which stories to tell for which purpose and how to leverage storytelling as a differentiator</li> <li>▪ Techniques for fostering trust and rapport with clients and customers</li> <li>▪ Storytelling frameworks that will dramatically improve how they engage with others</li> </ul>	
<i>10:10 – 10:25 am</i>	<i>Break</i>	
<b>10:25 - 10:35 am</b>	<p><b>Sicredi Remarks</b> Manfred Alfonso Dasenbrock, Sicredi Board Member, WOCCU and WFCU board member (TBC)</p>	
<b>10:35 – 11:35 am</b>	<p><b>SESSION 2: RISE UP: THE STORY OF TWO LEADERS, ONE FAMILY AND CREDIT UNIONS GLOBALLY</b></p> <p>Susan Mitchell, CEO, Mitchell, Stankovic &amp; Associates Dr. Brandi Stankovic, Principal, Strategic Advisory Services</p>	
<i>11:35 am – 12:20 pm</i>	<i>Lunch</i>	
<b>12:20 – 12:55 pm</b>	<p><b>SESSION 3: BUILDING YOUR PLAYBOOK ROUNDTABLE NETWORKING</b></p> <p>Merry Pateuk, SVP, Industry Engagement Velera</p> <p><i>Case studies on forming women's networks:</i></p> <ul style="list-style-type: none"> <li>▪ Examples on helping create networks for AACUC and launching GWLN sister societies.</li> <li>▪ Table Networking and Discussion</li> </ul>	
<b>12:55 – 1:20 pm</b>	<p><b>SESSION 4: BUILDING YOUR PLAYBOOK ROUNDTABLE NETWORKING</b></p> <p>Kevin Lashley, Vice President Barbados Co-operative &amp; Credit Union League Ltd.</p>	

	<p>2019 WYCUP Scholar</p> <p><i>Change Makers: Making your nets work for you</i></p> <ul style="list-style-type: none"> <li>▪ How to Influence Change to Achieve Results</li> <li>▪ Leadership</li> <li>▪ Table Networking and Discussion</li> </ul>	
<b>1:20 – 1:30 pm</b>	Closing Remarks	
<b>1:30 – 2:00 pm</b>	<p>Joint Forum Group Photo</p> <p>WYCUP only</p> <p>GWLN only</p> <p>GWLN Scholars only</p> <p>WYCUP Scholars only</p> <p>Crashers only</p>	

<b>Date/Time</b>	<b>Event</b>	<b>Location</b>
<p><b>Monday, 22 July</b> 11:15 am – 12:00 pm</p>	<p><b>GWLN / WYCUP BREAKOUT SESSION 1</b></p> <p><b>HERITAGE, LEADERSHIP, AND CONNECTION TO COMMUNITY: IMPACT STORIES</b></p> <ul style="list-style-type: none"> <li>- Your heritage to connect and best serve minority groups</li> <li>- Impact stories from Brazil / Kenya / Ukrainian diaspora and Latino population in the US</li> <li>- Vanessa Kuduk, VP Lending &amp; Community Outreach, Members Credit Union</li> <li>- Anatoli Murha, CEO, Ukrainian Selfreliance FCU</li> <li>- Sidnei Alves Taborda, Sicredi Centro Sul (WYCUP 2024 Scholar)</li> <li>- Grace Akinyi Ogolla Watsiera, Head of Programs, ACCOSCA (GWLN 2024 Scholar)</li> </ul>	<p><b>ROOM 157</b></p>
<p><b>Tuesday, 23 July</b> 11:15 am – 12:00 pm</p>	<p><b>GWLN / WYCUP BREAKOUT SESSION 2</b></p> <p><b>THE POWER OF DATA</b></p> <ul style="list-style-type: none"> <li>- The power of data and a multicultural business approach</li> <li>- How cross functional teams can aid in research to have a positive impact</li> <li>- Data and governance - Digital AGMs and how data is used to achieve community engagement</li> <li>- Romeo Balzan, Superintendent of Cooperatives and Sustainability, Sicredi Foundation</li> <li>- Maricela Castillo, Research Consultant, Multicultural Business Strategy, TruStage</li> <li>- Opal Tomashevskya, Director, Multicultural Business Strategy, TruStage</li> </ul>	<p><b>ROOM 156</b></p>



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