



Global Women's Leadership Network™

Alabama Sister Society

Location

AmFirst
1200 4th Ave N
Birmingham, AL 35203

Date

Friday, May 10, 2024

Sponsored by



Southeastern
Credit Union Foundation
Charity. Community. Cooperation.

Agenda

9:00 - 9:30 a.m.

Registration

9:30 - 9:45 a.m.

Welcome, Introductions and Icebreakers

Teresa Owens, SVP - Chief Financial Officer, AmFirst

9:45 - 10:30 a.m.



Navigating the Path to Leadership: A Credit Union CEO's Journey

Linda Cencula, President/CEO, Avadian CU
\$1.3B in assets, 93K+ members

Join us for an inspiring session as Linda Cencula, a seasoned credit union executive, takes you through her remarkable journey to becoming a Credit Union CEO. Linda will share her experiences, challenges, and triumphs, providing valuable insights for emerging leaders in the financial industry.

From her early influences that ignited her passion for the credit union movement to pivotal moments in her career that shaped her leadership style. Gain insights into the obstacles and challenges Linda faced on her journey. She will share her approach to visionary leadership and how she cultivates a strong sense of purpose within her team.

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CREDIT UNION

10:30 - 10:45 a.m.

Break

10:45 - 11:45 a.m.



Lead or Be Led

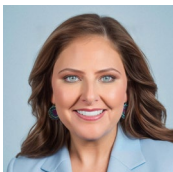
Shubhi Rao, Founder & CEO, Uplevel

Embark on a transformative journey toward leadership excellence for ambitious women in the workplace. Shubhi Rao will explore the stark disparity in senior leadership representation, recognizing the untapped leadership potential among women in early to mid-stage careers. Shubhi will share the effective strategies she used for ascending to leadership roles, tackling the challenges and perceptions that women face, and highlighting the critical skills needed for leadership success.

12:00 - 1:00 p.m.

Networking Lunch

1:00 - 1:45 p.m.



Cultivating Empathy in Team Dynamics and Member Service

Bobbi Grady, CUDE, ODCM, Foundation Director, League of Southeastern Credit Unions & Affiliates

Attendees will explore the transformative power of empathy within the context of team dynamics and for your membership. Empathy, often described as the ability to understand and share the feelings of others, is a critical skill for building strong, cohesive teams and serving members.

Through a mix of discussions, interactive exercises, and real-world scenarios, this session will equip team members and leaders with the tools they need to leverage empathy for improved collaboration, communication, and overall effectiveness.

1:45 - 2:30 p.m.

Table Topics/Networking

Executive Committee:

Ashley Mobley, VP of Compliance, Listerhill Credit Union

Carla Harper, CFO, Listerhill Credit Union

Teresa Owens, SVP/CFO, America's First (AmFirst) Federal Credit Union

Lisa Coffey, Chief Innovation Officer, Corporate America CU

Lauren Howle, Chief Strategy Officer, Corporate America CU

Bobbi Grady, Foundation Director, LSCU

Michelle Roth, Sr Director of Governmental Affairs, LSCU

Maureen Bock, VP of Education and Training, LSCU

Save the Date



Children's
Miracle Network
Hospitals

NIGHT OF
Miracles Gala

HEALING FINANCES, ONE BILL AT A TIME

NOVEMBER 13, 2024 | TAMPA MUSEUM OF ART | TAMPA, FL

A young girl with long blonde hair is featured on the right side of the banner, looking directly at the camera. The background is black with a gold border and a pattern of gold bokeh lights.



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CONFERENCE**

Powered by **LSU** **CAROLINAS**
CREDIT UNION LEAGUE

Global Women's
Leadership Network

11/13/24 - 11/15/24
TAMPA, FL

The banner features a pink and purple geometric background. On the left is a stylized palm tree and on the right is a stylized flamingo, both composed of triangular shapes. The text is centered in a white box.



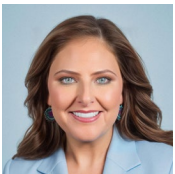
Linda Cencula, President/CEO, Avadian CU
\$1.3B in assets, 93K+ members

Linda Cencula is a seasoned leader in the financial industry, with over two decades of experience in credit union management and development. She holds a Bachelor of Arts in Communication from the University of Alabama, earned in 1981, and furthered her education with a Master of Arts in Organizational Management from the University of Phoenix in 2001. Linda's dedication to the credit union movement is evident through her active participation in various industry affiliations. She serves on the Board of Directors for the Alabama Credit Union Administration and holds the position of Vice Chairman on the Board of Directors for the Credit Union Coalition of Alabama. Additionally, her insights contribute to the Federal Reserve Bank of Atlanta's Community Depository Institutions Advisory Council (CDIAC) as a valued board member. Since joining Avadian Credit Union in 1991, Linda has played pivotal roles in its growth and success. Beginning as VP of Credit Union Development, she demonstrated her strategic vision and leadership skills, leading to her appointment as Chief Operating Officer in 2000 and ultimately ascending to the role of President/CEO in 2001. Under her guidance, Avadian has flourished, becoming a trusted financial institution serving the needs of its members with excellence. Prior to her tenure at Avadian, Linda honed her skills at America's First Federal Credit Union, where she held progressively responsible roles in marketing over a span of nine years. Linda's passion for empowering individuals and communities through financial services, coupled with her extensive experience and dedication, continues to drive Avadian Credit Union towards new heights of success and service excellence.



Shubhi Rao, Founder & CEO, Uplevel

Shubhi S. Rao is a global finance executive, Board Member of Open Lending and Advisor who delivers strategic and operational leadership for dynamic and complex businesses including Alphabet/Google, Tesco, PwC, Tyco, and Ford and venture backed businesses. She was vice president, treasurer and officer of Alphabet from 2016 to 2018 and group treasurer of Tesco PLC in London from 2014 to 2016. Shubhi began her career in finance at Ford Motor Company. She held several leadership roles within the Treasurer's office including assistant treasurer of Ford of Europe. Shubhi is a mother, wife, fundraiser and serves on the boards of think tanks -- International Center for Research on Women and Center for Global Development. She is also the honorary member of the executive advisory council for the Federal Reserve Bank of San Francisco. Shubhi earned her B.S. in Computer Science Engineering from Michigan State University and a MBA from the University of Michigan, Ann Arbor.



Bobbi Grady, ODCM, CUDE, Foundation Director, League of Southeastern Credit Unions & Affiliates

Bobbi brings over fifteen years of nonprofit experience to her role at LSCU and the Southeastern Credit Union Foundation. Since 2019, she has transitioned from fundraising coordinator to Director of the Foundation, showcasing her leadership and capacity to drive meaningful change. Her career also includes significant positions at the Heart Association, The ALS Association, and Alzheimer's Association, where she mastered a broad range of skills in nonprofit program management, fundraising, and strategic development. Committed to the advancement of credit union professionals and volunteers, Bobbi champions financial literacy programs that cater to diverse age groups. She actively collaborates with credit unions to enhance their services, aiming to amplify their impact on members and communities alike. Her work focuses on creating valuable resources that support credit unions in their mission to serve and uplift their communities, reflecting her belief in the power of cooperative efforts and the "People Helping People" philosophy. Bobbi firmly believes in the transformative power of philanthropy and partnerships with credit unions, taking pride in her role in driving positive change and enhancing the impact of credit unions on their members and the broader community.

SPONSORSHIP OPPORTUNITIES

\$2,000

Event Sponsor - (SOLD)

This sponsorship includes logo displayed throughout the event as well as an opportunity for a brief presentation to the audience.

\$750

Speaker sponsor - (2 available, 1 SOLD)

Logo on all event materials, includes introduction of speaker.

\$750

Lunch Sponsor - (3 available)

This sponsorship includes signage displayed during lunch as well as logo on event materials.

\$250

Dessert Sponsor - (SOLD)

This sponsorship includes signage at coffee station.

Contact education@lscu.coop for any questions or to purchase a sponsorship.