



July 23, 2009

Strategic Planning

*Dave Seely,
Kirtland Federal Credit Union*

UNM Conference Center—Room C
1634 University Blvd NE
 \$20 Non-members
 AQN Members free

Networking & Registration:
 7:00am–7:30am

Seminar: 7:30am–9:00am

Please register by 4 pm 7/20/09 – call 856-5147 or online at www.aqnetwork.org

SEMINAR

Learn to apply strategic planning and execution principles from an interactive session using a case study. This session will explore why strategic plans don't work in most organizations, and why they do in others. Category 2 of the Baldrige Criteria for Performance Excellence will be used to guide participants in developing a strategic plan for the case study company, using tools such as the Balanced Scorecard.

Participants will also learn the value of mission and vision statements and how they can be effectively integrated into a strategic framework. A hands-on exercise in building a Balanced Scorecard is also included in the training.

PRESENTER

David Seely is the President and CEO of Kirtland Federal Credit Union, a \$475 million institution headquartered in Albuquerque. The credit union earned the Zia Award for Performance Excellence from Quality New Mexico in 2008, and was recognized at the Roadrunner level in 2000, 2003 and 2006. The credit union has been recognized by the U. S. Air Force as the best credit union in 2007, and has earned the Crystal Performance Award in 2009 from Raddon Financial Group for being one of the top 10 credit unions in the country. Mr. Seely currently serves as the Chairman of the Quality New Mexico Board, is a member of the Panel of Judges, and has served as an examiner for the past 5 years.

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