

NEWS

For Immediate Release



Alex Sheen, Anne Legg to Speak at APEX 2022

Registration now open

June 3, 2022 (Marlborough, Massachusetts / Meriden, Connecticut) — Registration is now open for APEX 2022, one of the largest credit union conferences in the Northeast. This exciting in-person event, presented by the Cooperative Credit Union Association and the Credit Union League of Connecticut for credit union professionals from Connecticut, Delaware, Massachusetts, New Hampshire, and Rhode Island, will take place October 12-14 at the Mohegan Sun in Uncasville, Connecticut.



Featured Speakers:



We live in a society that often does not respect the importance of a promise. **Alex Sheen** believes that every individual has the strength to become a person of their word. Sheen is the Founder of “because I said I would.” - a social movement and nonprofit dedicated to bettering humanity through promises made and kept that has sent over 12.3 million promise cards to over 153 different countries sent in just two years. He will share actionable ways to become better at fulfilling commitments, mixing emotion, humor, and inspiration as he illustrates how integrity and keeping your promises are forever interwoven.



In the fall of 2019, **Anne Legg**, Founder and Principal of THIVE™ Strategic Services, summited Mt. Kilimanjaro (13,940 feet). Legg is recognized throughout the credit union industry for helping credit unions understand the power of data analytics. A renowned educator, member-centric data strategist, and author of **Big Data/Big Climb: A credit union playbook for leveraging data and talent to achieve revolutionary member relationships**, Legg will compare the similarities of harnessing the power of data to improve members’ lives to her extraordinary ascent of the tallest freestanding mountain on the planet.

Sheen and Legg will be joined by an outstanding group of industry experts, professionals, and regulators sharing thought-provoking concepts, unique insights, and valuable data with conference attendees. The agenda has been carefully designed to provide professionals and volunteers from large and small credit unions with knowledge to help their credit unions thrive in the years ahead.

Learn more and register for APEX 2022 at: <https://www.ccu.org/convention/apex-2022>

About the Cooperative Credit Union Association

The Cooperative Credit Union Association is a regional trade organization serving as the voice for nearly 180-member credit unions located in the States of Delaware, Massachusetts, New Hampshire, and Rhode Island. CCUA member credit unions hold combined assets in excess of \$73 billion and serve a collective membership base of more than 4.7 million consumers. Last year, CCUA credit unions provided over \$500 million in direct financial benefits to their members and had a combined financial impact of over \$5 billion on their states. For more information, visit www.CCUA.org

About the Credit Union League of Connecticut

The Credit Union League of Connecticut serves, advocates for, and advances the interests of Connecticut credit unions in order to support their growth and maximize the positive impact credit unions have on their members, communities, employees, and on all their relationships. For the past 85 years, The Credit Union League of Connecticut has helped its members position for sustainable success and growth through a variety of offerings including government relations, regulatory compliance, executive education, vendor partnerships, and marketing services. To learn more visit www.culct.coop.

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