

2026 Passion and Purpose
August 25 - 26, 2026
Ascension Credit Union,
Geismar, LA



This training will empower employees of all levels to understand and leverage the Credit Union Difference to drive greater value for your members and organization.

Attendees will leave with a better understanding of:

- The structural and philosophical differences between credit unions and other financial institutions, and how it impacts business operations and decision-making.
- How to communicate your organization's "why", their personal "why", and tell the story of how you drive value for your members.
- Opportunities to take ownership in finding new and better ways to meet the needs of your members and organization

6 - 60 minute sessions (6 education hours):

Tuesday, August 25: 1:00 PM - 4:00 PM

Session 1: The Credit Union Difference
Session 2: Credit Union PHD
Session 3: Louisiana CU Champions

Wednesday, August 26: 8:30 AM - 12:00 PM

Session 4: Empathy Vs Sympathy
Session 5: Financial Well-Being For All
Session 6: Your Member Journey

Registration: Your educational investment is \$375 per attendee. For a limited time, credit unions can take advantage of our Buy One, Get One Free registration offer when registering attendees in the same transaction. The complimentary registration is automatically applied at checkout. Offer ends July 31. For the purposes of those applying for a grant, the food & beverage is estimated at \$50 and can not be deducted from the cost of the program.*

Certificates: Participation certificates will be issued upon request for credit unions that need documentation for continuing education or grant reimbursement.

**Please note, Luminate cannot deduct the cost of any food & beverage from the registration fee. The value of such is provided for credit unions applying for grants.*