



2025
Speaker
Series

Horizon Federal Credit Union
330 Pine Street
Williamsport, PA 17701

Monday, October 27, 2025

\$249 per person

Visionary Leadership in Credit Unions: Inspiring Purpose, Guiding Strategy, and Building Trust

Leaders are visionaries. As noted leadership expert John Maxwell states, a leader needs to "see more and before others." Join us for this informational and engaging session. Topics include:

- Recognizing the unique role of vision in credit unions. Explore how a clear, compelling vision sets credit unions apart by fostering trust and member loyalty.
- Crafting a purpose-driven vision statement. Develop a vision statement that connects your institution's financial services to broader community and member success.
- Engaging members and employees in the Vision Process. Leverage member insights and feedback to ensure alignment with their needs and priorities.
- Turning ideas into impact. Build strategies for embedding the vision into credit union culture to enhance employee engagement and member trust.
- Igniting purpose among staff and members. Foster a culture of service, purpose, and ownership that inspires employees and members.
- Future-focused leadership for credit unions. Anticipate shifts in member needs, technology, and financial regulations to position your credit union for long-term success.



Dr. Tracey C. Jones is nationally known for her leadership expertise, as well as her ability to connect on a core level with her audiences. With her signature wit, she masterfully weaves leadership concepts and actionable strategies together with humor and a deep understanding of life in the workplace. At the core of her philosophy on leadership is the simple belief that a commitment to lifelong learning results in a resilience and positive attitude that can alter the work environment for the better each and every day. With nearly four decades of experience across four industries, from the military to semi-conducting to publishing, Tracey has crafted organizational leadership techniques that can be implemented right away for noticeable results. She asks her audiences to bravely embrace their challenges and take the all-important next steps toward effecting meaningful change in their personal and professional lives.

As a graduate of the Air Force Academy, with twelve years as an officer in the United States Air Force, Tracey's storied career in uniform took her from Roswell, New Mexico, to the Gulf War to stations in Germany and England, where she honed her operational expertise and tremendous leadership skills in a number of command roles. As a civilian, she built an impressive career as a corporate "fixer." For over ten years, she spent time working with industry leaders, including Applied Materials and Northrup Grumman. She even served as a Project Manager for the National Security Agency (NSA). A believer in the value of lifelong learning, Tracey holds her PhD in Leadership and an MBA in Global Management

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