

The Hispanic Opportunity

This session is for those credit unions that currently have or are interested in creating an outreach program targeting the Hispanic market. It's the largest, fastest growing, youngest and most underserved community.

- The U.S. has one of the top three Hispanic populations in the world.
- Hispanics are expected to make up almost one third of the U.S. population by 2050.
- By 2020, second generation Hispanics are projected to outnumber their parents
- Currently, almost one in five children under 18 are Hispanic.
- An estimated 40-55 percent of Hispanics are unbanked.
- Hispanic purchasing power is nearly \$1 trillion.

SPEAKER: Miriam DeDios Miriam DeDios, a native of Jalisco, Mexico, has extensive experience in the financial services industry, having worked with two Fortune 500 companies, State Farm Insurance and John Deere Credit. As Emerging Markets Director for Coopera, De Dios develops market strategies for institutions seeking to effectively reach and partner with emerging markets. De Dios is an active member of both the national Network of Latino Credit Union and Professionals (NLCUP) and ALIANZA Latino Business Association. She graduated with honors from Iowa State University.

WHEN: July 8, 2010
TIME: 11:00 am – 12:30 pm EDT



Educational Investment: \$199 per telephone connection.

Unlimited Listeners and Free Audio Archive available for 21 days after the session.

Cancellation: Refunds will be issued, less a \$50 administration fee, up until the handouts and access information are emailed.

If you have not received your handout materials 3 days prior to session, contact the Education Department.

For more info... call us at **800-572-7359** or **423-899-2425 x 119 or 138**

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July 8, 2010

Credit Union _____

Contact Person _____

Email Address _____

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