How Your CU Can Be More Attractive to Young Adult Members

They are tired of being marketed to. If you invade their social media spaces, they are turned off. If you are fortunate enough to extract a slice of their attention span from their text messaging and I-pods, your message better be quick, to the point, fun and meaningful. "They" are our credit unions' future – Generation Y. And whereas attracting them as members and more significantly obtaining their business is a challenge, it doesn't have to be as daunting as it may appear. This session will provide some clues and suggestions that can help enhance your visibility and make your credit union the financial institution of choice for young adult members.

Speaker: Nancy Pierce, Ph.D., is the President of Tipton Research Group in Kansas City, Missouri, which provides research and consulting services to the credit union industry. She is a 25-year veteran of the credit union industry and served as president of Mazuma Credit Union in Kansas City and Chairwoman of both the Missouri Credit Union Association and the Credit Union National Association.

WHEN: **July 27, 2010**
TIME: **11:00 am – 12:00 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.

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July 27, 2010

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