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Meeting the Needs of Young Adults

March 3, 2010

Overview: One of the concerning trends facing credit unions is aging membership. The average age of adult members is now 47 years of age. Credit unions must urgently develop strategies, products and programs to attract young adults. In this presentation, Mark uses his experience working in the National Credit Union Foundation's REAL Solutions program to help credit union leaders –

- Recognize the implications of not meeting the needs of young adults
- Understand how life events present credit unions with unique opportunities to connect with this market
- Learn about the products and services that need to be developed to attract young adults
- Develop successful strategies and programs to connect life events to products and services in an effort to win over this crucial market and grow membership.

Location: NJ Credit Union League
299 Ward Street
Hightstown, NJ 08520

Schedule: 9:00 am – 4:00 pm
Lunch will be provided.

<u>Tuition:</u>	100 Million and Above	\$199.00
	25-100 Million	\$149.00
	10-25 Million	\$ 99.00
	Under 10 Million	\$ 59.00

Speaker: Mark Lynch, CUDE, DUDE, Field Coach – Real Solutions

Mark has been a credit union member for over 30 years and a credit union board director for 22 years. Mark is a US and Australian Credit Union Development Educator. He has over 20 years experience in managing not for profit organizations and he is an experienced consultant, trainer, facilitator and presenter. As a REAL Solutions Field Coach Mark works with the Massachusetts, New Hampshire, Rhode Island, Connecticut, Indiana, Illinois, Iowa and New Jersey Leagues to help credit unions develop programs and services aimed at low wealth households in those states.

To enroll, you may fax over our General Registration Form found on our Web site or send an Email to mzelinsky@nicul.org. For questions, please call the Education & Training Department at 800-792-8861 x111.