



• Education • Development • Growth • Essentials •

Business Development Tactics for Credit Unions

March 9, 2010

Overview: A big factor in a credit union's success is the effectiveness of its efforts in business development. This seminar will review tactics such as building relationships, establishing community partnerships, collaboration with your credit union's marketing department, SEG and community penetration, setting business development goals & the importance of measuring results.

Who should attend? - Credit Union CEO's, CFO's, COO's, Business Development personnel, & Marketing professionals.

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

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

Tuition:

100 Million and Above	\$199.00
25-100 Million	\$149.00
10-25 Million	\$ 99.00
Under 10 Million	\$ 59.00

Note: There is a minimum of 12 and maximum of 35 participants for this session.

Speaker: Sean McDonald is the Director of Business Development & Marketing for Liberty Savings Federal Credit Union in Jersey City, NJ. In addition to his credit union duties, Sean is an energetic speaker and trainer specializing in personal and professional development topics. He has addressed attendees at regional, national, and international conferences and has developed workshops and seminars on financial literacy subjects.

Sean is an Adjunct Professor of professional development courses at both New Jersey City University and Hudson County Community College. He is a member of the National Speaker's Association and the American Society for Training & Development. He is a board member of the Credit Union National Association's Marketing & Business Development Council Executive Committee, a member of the National Association of Federal Credit Union's Political Action Committee, a member of the Professional Advisory & Government Affairs Committees at the New Jersey Credit Union League, and also serves on the Board of Directors for United Cerebral Palsy of Hudson County, Inc.

In March 2008, he was the recipient of the Business Development Professional of the Year award from CUNA's Marketing & Business Development Council.

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