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## **Understanding and Reaching Multicultural Consumers**

**April 13, 2010**

**Overview:** In virtually every community across the country, the demographics are changing and opportunities for credit unions to serve new immigrants and grow at the same time are emerging. In this presentation, Mark uses his experience working in the National Credit Union Foundation's REAL Solutions program to help credit union leaders.

- Understand how the nation's changing demographics are creating new opportunities in every community.
- Recognize how credit unions are uniquely positioned to serve the growing markets.
- Learn about the types of products and services that need to be offered to serve this market
- Develop strategies to size up the opportunities and grow membership of the credit union.

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

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

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|------------------------|-----------------------|----------|
| <b><u>Tuition:</u></b> | 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](mailto:mzelinsky@nicul.org). For questions, please call the Education & Training Department at 800-792-8861 x111.