



Get More Mileage Out of Quick Bite



Quick Bite: July 8, 2010 The Hispanic Opportunity

11:00 a.m. – 12:00 p.m. EST

Speaker: Miriam DeDios

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.

This session is for those credit unions that currently have or are interested in creating an outreach program targeting the Hispanic market.

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.

Location: Via Telephone (11:00 a.m. to 12:00 p.m. EST)

Educational Investment: \$109.00 per telephone connection. *Unlimited Listeners and Free Audio Archive*

*****You must be registered for this session to hear the audio-recorded version and receive handouts.*****

AUDIO ARCHIVE! Can't tune in today? This session will be available on-line for **30** days after activation.

To enroll, you may complete and fax our **General Registration Form** (found on the Web site) or **send an Email to mzelinsky@njcul.org**. Please include Participant Name(s) and Cost to your credit union.

If you have any additional questions, please do not hesitate to contact the Education and Training Department at 609-448-2426 x100.