



## **Quick Bite: July 27, 2010**

### **How Your CU Can Be More Attractive to Young Adult Members**

**11:00 a.m. – 12:00 p.m. EST**  
**Speaker: Nancy Pierce, Ph.D.**

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.

**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](mailto: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.