



Get More Mileage Out of Quick Bites  **EDGE**

• Education • Development • Growth • Essentials

Quick Bite: August 5, 2010

Growth Strategies: Retention is the New Acquisition

11:00 a.m. – 12:00 p.m. EST

Speaker: Denise Wymore

The Great Recession is redefining how we market to our members. It seems as if overnight everything we knew, or thought we knew, was becoming irrelevant...or at least not applicable for the time being.

Many marketers are feeling the pain of budget cuts. Doing more with less will be the rallying cry for 2010. It's time to get back to basics - back to our core values back to people helping people.

We are being called upon to promote thrift - again - and resist promoting debt. Offering a VISA credit card tied to the equity in your home is no longer a great promotion. In fact, it's dangerous and irresponsible. There's a new morality that needs to drive our brand.

So how do we market in this new economy? Pushing products and aggressively pursuing members will no longer work the way it used to. Today's markets are conversations and these markets are getting smarter faster. We need to learn how to join this conversation, listen to our members needs and respond appropriately. The "new normal" in marketing is about questioning everything, nimbly changing direction and re-focusing as conditions dictate.

Speaker: Denise Wymore Denise Wymore has been working with cooperatives for over 25 years. She began her career as a teller for a small government employee's credit union in Portland, Oregon. Denise has spoken in all 50 states, and was a featured speaker at the World Council of Credit Unions in Warsaw, Poland and Brisbane, Australia.

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.*****

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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.