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## Quick Bite: November 18, 2010 Secrets of Boomer Retirees Revealed

11:00 a.m. – 12:00 p.m. EST

Speaker: Heather Thilgren

It's no secret that boomers will transform what it means to retire. The secret is what lies in the minds of boomer retirees, especially those who are also credit union members. Our expert speakers reveal CUNA Mutual Group's proprietary voice of new member research on this critical market segment. Learn what it will take for your credit union to deliver the right member-centric solutions to be successful in serving boomer retirees.

**Speaker:** Heather Thilgren is the Vice President of Consumer Segment Programs for CUNA Mutual Group. She manages strategic marketing segments to help credit unions attract and retain members. In this capacity, Heather drives product development, marketing and channel strategies to meet credit union members' needs. She earned a Bachelor's Degree in political science from the University of Texas and an MBA Degree in services marketing from Vanderbilt 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.\*\*\***

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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](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.