



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

Education • Development • Growth • Essentials

Quick Bite: December 21, 2010 The "C" Word – Change at Your CU

11:00 a.m. – 12:00 p.m. EST
Speaker: Tina Gibson

Think your Credit Union is ready for a change? Or, are you happy just the way you have been for the last 50 years? Before you answer those questions, let's look at what it really takes to change.

In this session you will learn:

- The four necessities it takes to make real changes at your credit union.
- Discuss how change is personal.
- Identify the change-makers and importance of changing from the inside out.
- Determine the price of change.
- Find out the ultimate goal of change.

Speaker: Tina Gibson, President of So Savant, has been the marketing manager, marketing director, and even the "Senior Head of Marketing" for savings and loans, banks and credit unions. Her award winning marketing work has been recognized nationally and she has had the honor of sharing her marketing ideas at conferences and workshops.

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.