

# NEWS Release

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## **Education is Key to Success in Difficult Economy for Marketing Professionals**

**2/19/09 Tempe, AZ** – A group of eight credit union marketing professionals recently graduated from the Credit Union Marketing University in February, turning to education to get their credit unions through the downturned economy. The academically-based program, Credit Union Marketing University Track 1 and Track 2, are approved for continuing education units through Arizona State University.

“This year, we have revised the curriculum to focus on those specific marketing strategies that provide an edge in this economy,” said founder and President, Nicolette Lemmon. “From more online and social marketing solutions to ways to protect the core of the most profitable members, we discussed how credit unions can pick up business in 2009 and prepare for 2010.”

Added Michael Poulos, President/CEO, Michigan First Credit Union and a guest faculty member, “It is important to have marketers able to discuss the financial impact of their marketing, especially by using a return on investment model with their senior management team to gain the commitment to spending valuable budget dollars.”

“In today’s economic environment, being able to show the power of your marketing is critical. Credit Union Marketing University gives you the skills and confidence to pitch your plans to the CEO and the resources to back up your ideas”, stated recent graduate, Chris Sievers, Marketing Director of SIU Credit Union. “I just presented the marketing cost recovery worksheet and the return on investment worksheet to show the potential ROI for an upcoming promotion I wanted to do. The CEO was very impressed and quickly approved the promotion. He said the financial data I presented to him was exactly what he wanted to see.”

Since 2004, Credit Union Marketing University (CUMU) has offered two tracks of week-long programs tailored to marketing professionals to learn how to make strategic decisions for the best marketing solutions. Topics cover a wide variety of information ranging from the anatomy of a promotion to the financial impact of marketing.

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## **Pg 2: Education is Key to Success in Difficult Economy for Marketing Professionals**

Students use their knowledge to present a project to another Credit Union senior management team at the end of the week. This past session had students engaged in sessions that specifically addressed the tough marketing decisions they're facing currently.

The next session of Track 1, "Strategic Marketing Planning for Increasing Credit Union ROA" will be held in **September 2009** in **Scottsdale, Arizona**. Track 2, "Managing Marketing Performance and ROI to Enhance Credit Union Performance" for Track 1 alums will be offered in February 2010.



Credit union marketing professionals from across the country who graduated recently from the February session of Credit Union Marketing University are pictured here. Front row, left to right: Barbara J. Mathey, IBEW and United Workers Federal Credit Union; Michael Poulos, Credit Union Marketing University faculty member; Christina M. Reynolds, Meadville Area Federal Credit Union and Kristen DiBona, Boston Firefighter Credit Union. Back row, left to right: Denny Koepke, Credit Union Marketing University faculty member; Nicolette Lemmon, Credit Union Marketing University faculty member; Denise M. Meinert, Associated Healthcare Credit Union; Christopher D. Sievers, SIU Credit Union; Mark Krolick, Tyndall Federal Credit Union; Rubylee Findley, SnoCope Federal Credit Union and Paul D. Snyder, CSE Federal Credit Union.

For more information or to register today, visit [www.cuMarketingUniversity.com](http://www.cuMarketingUniversity.com) or call **888.536.6243**.

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## FACT SHEET

**Credit Union Marketing University, a division of LemmonTree Enterprises, Inc.** was established in 2003 with the first graduating class in 2004. The week-long course is offered twice a year, February and September, to credit union marketing and management executives interested in building more strategic marketing plans and improving marketing return on investment. Graduates earn 2.5 Continuing Education Units from Arizona State University, Tempe, Arizona. The hands-on marketing curriculum is academically based, yet has practical applications presented throughout to better relate to strategy from over 20 years of marketing consulting and solutions by the two divisions of LemmonTree. In addition, participants hear from industry leaders including a CEO panel and they must complete a project that is presented to a credit union CEO at the end of the week to demonstrate more effective ways to build support in the senior management team.

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**Faculty include:** Experts in Marketing, University Professors, Attorneys for both Trademarks and Compliance Issues, and senior level executives from credit unions nationwide.

**Academic Level:** Students are eligible for 2.5 Continuing Education Units (CEUs) from Arizona State University, a top ranking educational institution for each track of study.

**About LemmonTree Enterprises, Inc.:** The divisions of LemmonTree Enterprises Inc. include LemmonTree Marketing Group, Credit Union Marketing University, and Lemmon Publishing Group. LemmonTree Marketing Group has provided marketing, management, and market research consulting to credit unions nationwide since 1984. Lemmon Publishing Group was formed in 1994 to produce training videos, marketing manuals, and other tools for personal, business and credit union marketing. For more information, visit [www.lemmontree.com](http://www.lemmontree.com). Credit Union Marketing University was started in 2003 with its first graduating class in 2004. More information is available at [www.cuMarketingUniversity.com](http://www.cuMarketingUniversity.com).