

CONTACT: Cheryl Johannes
Client Development Coordinator
480.967.1405
Cheryl.Johannes@lemmontree.com

Webinar Reveals Some Boomers May Live to 120

7/18/08 Tempe, AZ ó ðFour in ten Baby Boomers are expected to live until the age of 120,ö guest speaker, Karen Sadler, Age Conversation Specialist, revealed in a recent webinar sponsored by the Credit Union Marketing University (www.cuMarketingUniversity.com). The webinar, ðDon't Forget the Boomers: Strategies to Keep Them Engaged at Your CU,ö helped listeners focus on the impact Boomers could have on their Credit Union in the years to come, including financing an increased life span.

ðThe Baby Boomers continue to be a major impact on the American culture,ö says CU Marketing University founder and faculty member, Nicolette Lemmon. ðAs Boomers age they will continue to face a whole new world of ðretirementö with tough financial decisions.ö Lemmon continued with strategies for how a Credit Union needs to be ready to capitalize on this important demographic group.

The webinar explored topics such as the background of Baby Boomers in the American landscape, financial products and solutions that should be in place to meet their needs, and three key strategies to keep the Boomers engaged at the Credit Union. The webinar can be viewed online at www.cuMarketingUniversity.com/webinars.html.

Credit Union Marketing University will be holding a week long training program to explore topics ranging from the anatomy of a promotion to the financial impact of marketing, September 22-26, 2008 in Scottsdale, AZ. To register, visit www.cuMarketingUniversity.com or call **888.536.6243**.

NEWS Release

FACT SHEET

Credit Union Marketing University, a division of LemmonTree Enterprises, Inc. was established in 2003. There are two tracks of study, both utilizing a week-long course. Track One is offered twice a year, February and September, and Track Two is offered in February only to graduates of Track One. Credit union marketing and management executives interested in building more strategic marketing plans and improving marketing return on investment have been drawn to the program. Graduates earn 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 Senior Management 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.

The next sessions of **Track One: “Strategic Marketing Planning for Increasing Credit Union ROA.”** will be held September 22-26, 2008. Track 2 of Credit Union Marketing University (CUMU), entitled **“Managing Marketing Performance and ROI to Enhance Credit Union Performance”** for marketing professionals and credit union executives is designed specifically for the alums of Track One, and will be offered in February 2009. More information is available at cumarketinguniversity.com.

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.