



LEMMONTREE
MARKETING GROUP

CONTACT: Kelly Kressner, Marketing Specialist
480.967.1405, Kelly.Kressner@lemmontree.com

NEWS Release



Credit Union Marketing Firm Celebrates 25 Years with a Diamond

03/30/09 Tempe, AZ – A prestigious Diamond Award from the 2009 [CUNA](#) Marketing and Business Development Council Conference was presented to Fort Campbell Federal Credit Union for a series of patriotic VISA® Credit Card designs by [LemmonTree Marketing Group](#) (LemmonTree.com).

“The Diamond Award was very rewarding to win on behalf of our client, [Fort Campbell Federal](#) (fcfcu.org) since it takes place during the celebration of our 25th anniversary in business,” commented Nicolette Lemmon, President and Founder of LemmonTree Marketing Group. “It provides recognition of our years of bringing success to clients through marketing strategy and results.”

The award was won for a series of patriotic designs created to honor the military heritage of Fort Campbell Federal in the Plastic Access Card Design category for credit unions ranging in asset size from \$250-\$499M. The Credit Union charges a small fee for the card, which is distributed to charities. The Diamond Awards recognize excellence in credit union marketing and business development based on strategy, creative concept, design and production, copy and communication and results.

LemmonTree Marketing Group has also earned awards from MarCom Creative Awards, Michigan Marketing Awards, Michigan Credit Union League Blue Water Awards, AACUL CUNA Pro & Blockbuster Awards and the Communicator Awards for its marketing efforts. LemmonTree Marketing Group, a division of LemmonTree Enterprises, Inc., provides marketing, market research and data-mining consulting to credit unions nationwide. Located in Tempe, the firm can be reached at 888.536.6243. -30-



NEWS Release

Fact Sheet - LemmonTree Enterprises, Inc.

- **LemmonTree Marketing Group**, a division of LemmonTree Enterprises, Inc., has provided marketing, management, and market research consulting to credit unions nationwide since 1984. Located at 3010 South Priest Drive, Suite 103, Tempe, AZ, 85282. For information: www.lemmontree.com or 888.536.6243.
- **Lemmon Publishing Group** was created in 1996 to publish books, training videos, manuals, and offer other products. While several are for the credit union market, products are also available for personal and small business marketing online at www.lemmontree.com. The newest book was recently introduced was Successful Marketing Strategies, A Credit Union Manual with a CD tool. For information: www.lemmontree.com or 888.536.6243.
- **Credit Union Marketing University** was established in 2003 with two tracks of academically-based training. 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 continuing education units from Arizona State University, Tempe, Arizona. For more information: www.cumarketinguniversity.com or 888.536.6243.
- **LemmonTree Enterprises, Inc.** is celebrating 25 years in business having started in March, 1984.
- **Award Winning Designs** - Credit card series based on patriotic themes for client Fort Campbell Federal Credit Union are shown below:

