



LEMMONTREE
MARKETING GROUP

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NEWS Release



Commemorative Video Earns Award for LemmonTree & Dover Federal

07/27/09 Tempe, AZ – The 50th Anniversary commemorative video created by LemmonTree Marketing Group (LemmonTree.com) for client Dover Federal Credit Union (doverfcu.com), has been recognized in the 2009 Videographer Awards of the Association of Marketing & Communication Professionals (www.amcpros.com). The 20-minute historical retrospective earned an Award of Distinction at the 2009 Videographer Awards in the Business Special Events category.



“The best part of creating the historical perspective for Dover Federal was to have the story of the credit union told in interviews by those individuals who were connected with its past and present,” commented Nicolette Lemmon, President, LemmonTree Marketing Group. “To have the finished video recognized with a Videographer Award was especially rewarding.”

For over 13 years, the Videographer Awards are administered and judged by the Association of Marketing and Communication Professionals. The goal of the Videographer Awards has been to identify and recognize the video artisans who excel in the industry such as The Award of Distinction, which was awarded for projects that exceeded industry standards.

The 50th Anniversary Video celebrates a milestone that the Credit Union has achieved by proudly serving the military and Delaware families for over fifty years. To honor this achievement, a special logo, commemorative report, and posters were designed by LemmonTree Marketing Group.

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 marketing consulting firm is celebrating its 25th anniversary and can be reached at 888.536.6243.

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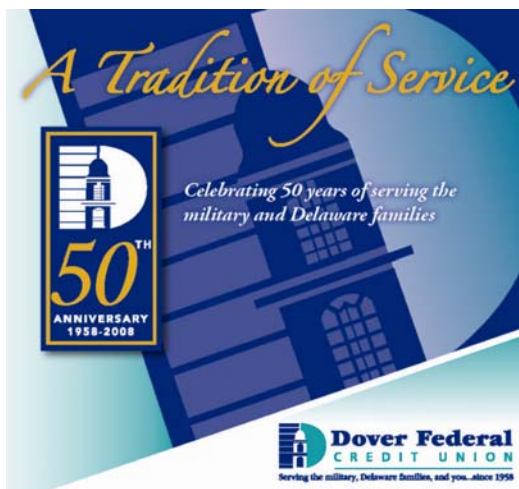
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Fact Sheet - LemmonTree Enterprises, Inc.

- **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 that 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.
- **Recognized Work:**

DVD Front Cover



DVD Back Cover

