



**LEMMONTREE**  
MARKETING GROUP

# NEWS Release

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## **Multimedia Solution Recognized as Outstanding PR Work**

**06/15/09 Tempe, AZ** – A CD multimedia presentation for [Michigan First Credit Union's](http://michiganfirst.com) (michiganfirst.com) Student Branch Program produced by [LemmonTree Marketing Group](http://LemmonTree.com) (LemmonTree.com) was recognized recently at the 2009 [American Marketing Association's](http://AmericanMarketingAssociation.com) Spectrum Awards. The entry was one of three finalists in the Public Relations Category at this prestigious event.

“To cut through the clutter in the educational community in Detroit regarding our client’s program to work with students in school environments, we knew the message had to be a bit more entertaining,” commented Nicolette Lemmon, President and Founder of LemmonTree Marketing Group. “The solution integrated flash video, a mini website and access to documents packaged on a CD.”

Michigan First’s Student Branch Program is offered to elementary, middle and high schools in the Detroit Metropolitan Area called “MichiganFirst@School.” The CD multimedia presentation was created to present the program to school administrators and teachers interested in the program.

The Spectrum Awards recognize exemplary marketers in the fields of marketing research, direct marketing, advertising, online marketing, multi-cultural marketing and public relations by association with the membership of the American Marketing Association.

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.



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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](http://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](http://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](http://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](http://www.cumarketinguniversity.com) or 888.536.6243.
- **LemmonTree Enterprises, Inc.** is celebrating 25 years in business having started in March, 1984.
- **Recognized Work:**

