



LEMMONTREE
MARKETING GROUP

NEWS Release

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New Micro-Site Begins Conversation on CU Sustainability

02/01/10 Tempe, AZ – What started as an exercise in curiosity by Nicolette Lemmon, President of LemmonTree Marketing Group (LemmonTree.com) in November became an interesting project in Credit Union sustainability. With her team at LemmonTree, Nicolette created “Credit Union Sustainability, 2010 and Beyond” at Mycuresource.com/CUSustainability/.

The site highlights video interviews with ten credit union executives and marketing professionals who give their thoughts on what 2010 will hold. Visitors can leave a comment as well as join in the conversation.

“The ability of credit unions to survive and thrive hinges on the collective leadership and dynamics of executives across the industry,” commented Nicolette Lemmon, President, LemmonTree Marketing Group. “Having the conversation about opportunities and challenges with several executives from our clients seemed a good place to start!”

“Providing commentary or video posts from other credit union professionals, vendors, and insiders will continue to form thought leadership,” continued Lemmon. “It’s hard to hear so many negative stories in the media and not hear the positive successes from those with their feet on the ground.”

LemmonTree Marketing Group, a division of LemmonTree Enterprises, Inc., has offices located at 3010 South Priest Drive, Suite 103, Tempe, Arizona, 85282. For more information visit www.lemmontree.com or call toll free, 888.536.6243.



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Fact Sheet - LemmonTree Enterprises, Inc.

- **LemmonTree Enterprises, Inc.** celebrates its 25th Anniversary, having started in March, 1984 in Mesa, Arizona, moving to Tempe two years later.
- **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 academically-based training for credit union marketing and management executives interested in building more strategic marketing plans and improving marketing return on investment. For more information: www.cumarketinguniversity.com or 888.536.6243.