

## **PSB INTEGRATED MARKETING HOSTS 1ST ANNUAL MARKETING SUMMIT FOR CREDIT UNION MARKETING PROFESSIONALS.**

JANUARY 28, 2010, LAKE FOREST, CA: PSB Integrated Marketing hosted their 1st Annual Marketing Summit for 40 Southern California credit union marketing professionals.

“The ever-changing financial industry is presenting challenges for marketing professionals,” explained PSB client service directors John Angelo and Elizabeth Cirocco. “In addition to budget and staff cuts, many are being asked to reduce attendance at industry events to conserve on expenses. We saw this as an opportunity to bring people together to network, learn, and share without the commensurate conference cost.” The event was free to all attendees.

Within weeks of their idea, the summit plans were detailed and communicated to credit union marketers within the southern California area.

Three credit union leaders graciously accepted the request to speak on current issues and opportunities.

Deena Spicer, Vice President of Marketing at Wescom Credit Union, Pasadena, CA, spoke on Increasing Products Per Household. Yanna Kruse, Vice President of Marketing at AEA Federal Credit Union, Yuma, AZ, shared her credit union’s strategy on Social Media to Attract Gen Y. Scott Blue, Vice President of Marketing for South Carolina Federal Credit Union, along with Sarah Ginthner, Marketing Product Manager, Charleston, SC, presented cost saving ideas in their presentation entitled Turning Your Debit Card Into a Profit Center. An open forum lunch allowed attendees to ask questions and share ideas.

Mark DeBellis, President of PSB commented, “The credit union movement is based on the philosophy of people helping people. We are happy that the attendees found the summit to be the perfect forum for addressing some of today’s biggest marketing challenges. We are exploring ways to make this an ongoing event.”

PSB Integrated Marketing is an end-to-end marketing services provider offering creative, print, electronic, and direct mail marketing services. For nearly 20 years, PSB has serviced credit unions throughout the entire United States.

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