

GMC 2007 Spring Conference Is Your Brand Tattoo Worthy?

Savannah GA

April 5-6

The weather may have been unseasonably cold, but the atmosphere and conversation kept us all warm at the Spring Meeting in Savannah. The meeting was held at the Inn at Ellis Square on River Street. A historic building itself, the venue provided a unique setting to our meeting. With over 25 people in attendance the meeting was lively and thought provoking.

For a true taste of Savannah, dinner was held Thursday night at the Chart House. The Chart House, located on Bay Street directly beside the Savannah River, was constructed of ballast rock sometime prior to 1790. It was once a sugar and cotton warehouse and is the oldest masonry building in the State of Georgia. Amid the great food we all enjoyed great conversations and renewing old friendships as well as beginning new ones.

On Friday morning, Georgia Marketing Council President, Sharon Cook, opened the meeting by welcoming all attendees and introducing the GMC Board of Directors. To get the meeting started off in lively conversation, Butch Holley kicked off a game of "Bugs and Blessings". Each person in the room had to stand up and tell us about 1 thing that really "bugged" them as well as one blessing in their life. No one could repeat anyone else's answers, so you could imagine the comments that we heard!

Following the ice-breaker activity, our speaker, Denise Wymore, took the floor to deliver her presentation, "Is your Brand Tattoo Worthy?" Denise is an acclaimed speaker and credit union lifer. She shared her insights with us on just what a Brand is – it is your reputation. When you have a tremendous reputation, people will actually want to "tattoo" your brand on their body! Here's an interesting fact: the most popular tattoo in existence is the Harley Davidson logo!

Denise also talked with us about expanding upon your brand to reach different generations. The discussion then moved to talk about Blogging, websites, iPods, and everything Gen Y considers to be unique to their generation. In closing, Denise discussed a new way to measure member satisfaction by using the Net Promoter Score (NPS). This new measurement is fast becoming the service industry standard. For more information on these topics, visit Denise's website: www.denisewymore.com.

Following Denise's presentation, the group moved into the "Idea Share" portion of the meeting, a favorite among many. We enjoyed learning about what successful strategies other credit union marketing and business development

professionals have implemented in their organizations, including marketing campaign pieces and community related activities. Thanks to everyone who shared their great ideas and campaign articles!

The GMC Board believed this meeting to be an especially thought-provoking one, and after reviewing all of our attendees' evaluations, we see that you agree! We hope you'll stay tuned to our Web site and communication pieces for more information on our upcoming fall conference.

The Georgia Marketing Council was established to assist credit union marketing professionals by offering the latest insight into the industry's business development, marketing, and technological advancements. Meetings are held twice a year. If you would like to become a Marketing Council member or to receive additional information, please contact Sharon Cook, GMC President, 678.553.5500, scook@cdcfcu.com