

Marketing Advisory Committee Minutes
H.M. Jackson High School, Room 413
November 15, 2006 - 3 - 4:30 p.m.

3:00 Welcome – Introductions

Present: Jennifer Chambers and George Brush (Jackson HS), Shane Kleven (Everett HS), Becky Ballbach (District Representative) and Deana Pickar (Safeway)

3:15 Identify community chairperson

Chairperson Deana Pickar

3:20 Program overview, updates about changes in Marketing this year, new class offerings at buildings etc.

Beth Cote (now Beth Jarvis) Educational Community Credit Union, Marketing Director. I distribute the monies allocated to Marketing. I create or handle promotional materials, PR, trade show-like events, advertising, presentations, etc. Because we are a smaller credit union we wear many hats... I handle Minutes and meetings associated with the Board. I've worked at very large corporations with large budgets (as much as \$400,000) and smaller companies. I've handled national and international advertising...

3:35 Discuss guest speaking dates – please bring calendars

None were made, just discussed

3:45 January DECA Judging opportunity

Deana is going to provide Shane with judges
Beth Cote will be a judge for Jennifer

3:50 Updates from Industry – trends

What's the latest/newest thing happening in your industry?

- Fraud/Identity Theft is probably the hottest item on our Agenda...also supporting The Patriot Act/Bank Secrecy...also Disaster Preparedness. Everyone is familiar with Phishing, Pharming and Vishing. Just look at the number of suspicious emails, the emails that spoof or mimic financial web sites... It's hideous. At a recent convention discussion focused on how there's a real push out of China

on the internet fraud front. It's easier to accomplish internet fraud then it is to rob someone in person...

What is cutting edge right now in your industry?

- The ability to afford information services which require very little information about you but can help us sign you up as a member. For example, as a potential member you may provide only your name, your address, possibly your social security no. The amount of data available out there about you is amazing. Some institutions can afford services which can expedite the sign up process. Potential members like the ease or simplicity of being able to join credit unions or banks without providing too much personal information and these services make the joining process transparent...very easy. What people don't understand is that the information is already out there... you think our requirement for identification might be an invasion of privacy but the truth is the info is already available. The ease of getting a loan or an account is very desirable and presents a competitive edge to those institutions that can do it quickly. Most people just don't realize how easy it is to know an awful lot about you.

How is training happening in your industry?

- We subscribe to an Online University which delivers courses to our employees on topics like Harassment, Bank Secrecy, The Patriot Act...

How do you handle entry level employees? What are you looking for?

- We try to "mentor" and train them to build their confidence and provide opportunities for growth. Assignments helping other managers who can train them, facilitates the manager's workload, and gives an opportunity to the employee.

How has the population/your customers/your work changed in the last five years?

- For me specifically, my workload has become more diversified to include elements outside Marketing because we are fewer employees forced to take on various hats. My budget is also smaller, which presents a real challenge. My marketplace is not national or international at this time. Career-wise I've had to be very flexible, I've had to learn how to let go of more frustration as the stress level can increase. Because I am a "seasoned" individual, I've had to become super flexible in my attitude towards work to be more employable. There's clearly a need to view work differently, few of us work for 25 years at the same company in the same job.

4:30 Adjourn