

## **NEWS/DRAFT**

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### **CONTACT**

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### **SEMINAR FEATURES CUSTOMER RECRUITMENT STRATEGIES**

*iQ Credit Union Sponsors Ongoing Series To Educate Local Business Leaders*

VANCOUVER, Wash. — Business owners looking for new strategies to attract customers will find what they need at *Best Practices for High Performance Businesses, How To Attract New Customers — In Good Times And Bad*, a seminar scheduled for Wednesday, April 29, 2009 from 8:00 to 11:30 am.

This latest seminar in the long-running series targeted to business leaders will be held at iQ Credit Union's offices located at 305 NE 81st Street. The seminar is free but space is limited so interested individuals must RSVP in advance. To register, or for more information, contact Julie Arenz, iQ Credit Union, by email at [juliea@iqcu.com](mailto:juliea@iqcu.com).

Mark Paul, managing partner with Synergy Consulting Group, will lead the seminar. His highly interactive presentation will help business owners examine customer recruitment and retention strategies, cost effective ways to attract more customers, and results-driven sales and marketing tools.

Mark Paul has extensive executive level leadership experience. He has led start-ups through public companies in his 19 years in interim executive and consulting work. Before starting his consulting practice he spent 10 years at Northrop Corporation where he built a 250-person, multi-million dollar business unit in two years. He is the author of "The Entrepreneur's Survival Guide" and "How to Attract Significantly More Customers."

Sponsors include iQ Credit Union, Southwest Washington Workforce Development Council, Clark College Corporate Education, Washington State University Small Business Development Center, Columbia River Economic Development Council, and Vancouver Business Journal. More information about this seminar and the speaker is available at [www.BestPracticeSeries.com](http://www.BestPracticeSeries.com).

### **About iQ Credit Union**

iQ Credit Union has provided members with intelligent financial services that deliver unbeatable value since 1940. The Credit Union helps business members make smarter banking decisions to maximize their finances and enjoy life's journey. The Credit Union is a member of the CO-OP Network giving members access to over 25,000 ATMs nationwide for free! With several business checking options, free bill payer and free online access, members can have access to their accounts 24/7.

Now, anyone in Washington can make the switch to iQ Credit Union. Come on in. Let us help your business grow. For more information, visit [www.iQcu.com](http://www.iQcu.com).

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