

Enter the **CREATE YOUR OWN**

## MARKETING & BUSINESS DEVELOPMENT

# ANIMAL Contest

Inside your mild-mannered persona is a Marketing & Business Development Animal just waiting to get out. Is it animal, bird, reptile, or a unique combination that's evolved to thrive in the marketing and business development environment? How about diet? Habitat? What makes it uniquely suited to the demands of credit union life? It's time to reveal it to the world!

YOUR MARKETING & BUSINESS DEVELOPMENT ANIMAL ENTRY WILL BE JUDGED FOR ORIGINALITY, CREATIVITY, AND HUMOR BY A PANEL OF CMBDC JUDGES!

**ANIMAL NAME:** Elagorilaffe

**BRIEF OVERVIEW:**

A unique animal that adapts well to any credit union situation. Large hands and trunk to grab and hang on to new opportunities. Long tapered neck for maximum flexibility in marketing situations. Wings allow hovering high overhead to get the "big picture."

**HABITAT:**

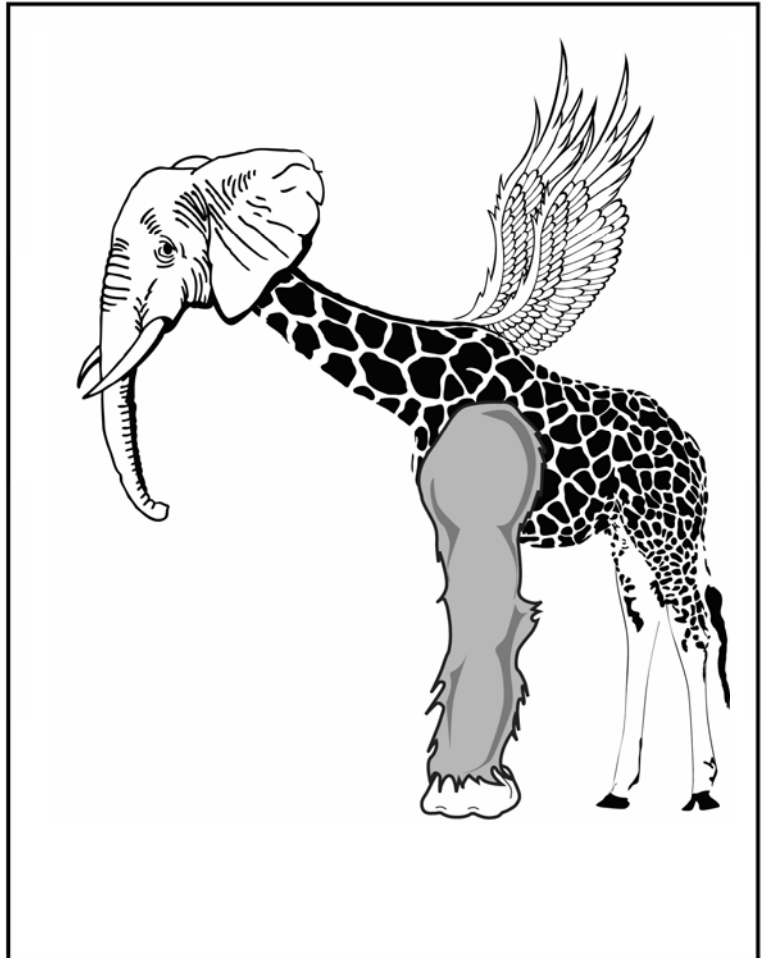
Likes wide open spaces where marketing creativity can roam free. May have allergic reaction if subjected to prolonged exposure to cubicles or conference rooms.

**CARE AND FEEDING TIPS:**

Take it out for frequent walks — or better yet, conferences in sunny destinations.

Enjoys day-old donuts in the break room.

Eats bad marketing ideas for breakfast.



— Place a picture of your animal above. —

It can be hand-drawn and scanned, a collage, a computer manipulated photo, a painting, the means of production are up to you so get creative and have fun!

*Image Requirements:*

- The image must be high resolution (300 dpi or higher).
- The image cannot contain copyrighted material.

**NOTE:** The top 10 finalists will be displayed at the 2009 CMBDC conference for voting by all attendees. The top three winners will be awarded fantastic prizes!

Send your entry to Deb Verdecchia at [dverdecchia@cuna.com](mailto:dverdecchia@cuna.com) by **February 13, 2009**. Include your name, credit union, e-mail address, and this completed contest form.

SEND YOUR ENTRY TO [DVERDECCHIA@CUNA.COM](mailto:dverdecchia@cuna.com) BY FEBRUARY 13, 2009.

For complete contest rules, visit [cunamarketingcouncil.org](http://cunamarketingcouncil.org).