



From Tidemark FCU are Christine Phillips, left, and Kelsey Dunn, right.

2017 Women's Expo Huge Success in Delaware

The Cooperative Credit Union Association (CCUA) was proud to sponsor the Seventh Annual Women's Expo at Nassau Valley Vineyards in Lewes, Delaware on Saturday, March 18, as part of CCUA's *BetterValues.BetterBanking.* campaign. The event, geared to home, family, career, financial, and health issues, drew about 6,000 attendees from Delaware, Maryland, Virginia, New Jersey, Pennsylvania, and Washington D.C. Saturday's warm and sunny weather, after blizzard-like conditions earlier in the week, provided a perfect atmosphere for the day's activities that were held in two of the Vineyard's buildings.

Tidemark Federal Credit Union's Christine Phillips and Kelsey Dunn, joined Eagle One Federal Credit Union's Terri Kelly and Christine Riley, to help CCUA staff Carole Langiu and Bernadette Hines in sharing the benefits of credit union membership. The ladies were not surprised by the number of visitors who declared credit, union membership upon seeing the "Delaware Credit Unions" banners displayed, that one in four Delawareans is a credit union member. Many were long-time credit union members and all were glad to espouse their satisfaction. One woman shared how she had been victim of identity theft twice; each time her credit union saved her life – and thousands of dollars. To hear Donna's story, please go to the *BetterValues.BetterBanking.* Facebook page.

<https://www.facebook.com/bettervaluesbetterbanking/videos/1002460429889927/>

Many of the audience were on hand to listen to as Delaware Credit Unions shared their impact on both their members and the communities they serve. Langiu opened with an overview of credit union membership, noting that members of Delaware CUs received more than \$18 million in benefits in 2016 and explaining the "not-for-profit" philosophy of credit unions. Dunn detailed how Tidemark Federal Credit Union has paired with schools in Sussex County to provide "real-life" financial education to high school students, including budgeting. Kelly noted that Eagle One Federal Credit Union has partnered with a local

community center to provide financial literacy education and scholarship to help residents obtain a GED or attend college.

Expo attendees were provided with a "passport" to be stamped by each of the 32 vendors which, when completed, was entered into a \$1,000 grand prize drawing. Attendees also had the opportunity to win one of four \$100 hourly drawings, along with additional prizes from many of the vendors. Visitors to the *BetterValues.BetterBanking.* booths were encouraged to like the BVBB Facebook page for the opportunity to win a spa package for two, including a \$50 dining gift card; a "basket of cheer" from the Nassau Valley Vineyards donated by AllyFed Credit Union; a \$100 gift card donated by Tidemark Federal Credit Union; or a \$100 gift card donated by Eagle One Federal Credit Union.