



WORLD CREDIT UNION CONFERENCE

17 - 20 JULY

**BELFAST**

- Northern Ireland -

2016



World Council  
of Credit Unions

# Ken Shea

- President & CEO
- East Coast Credit Union
- \$650M on book assets under administration
- 205 Employees
- 20 locations approximately 4 hours between furthest branches
- Approximately 41,000 members

# Data System Sharing

- Banking System through a company owned by Atlantic credit unions
- Consistent Product Approach
- Enhanced ability for product innovation
- Allows seamless service for members between Atlantic Credit Unions
- Participation in ATM sharing network with National system and other partners creates ATM network nationally that rivals largest bank

# Marketing Sharing

- Shared Brand for Atlantic Provinces
- Regional Marketing Approach
- Compelling Selling Proposition
- Focus on earned vs owned media both in traditional areas as well as social media channels

# Unique Features at East Coast

- Radio Show designed to improve financial literacy and build brand
- Strong commitment to giving back to community  
10% of net profit and distributed through branches and community committees
- Providing Technology support to other Credit Unions
- Youth based ads to promote CU technology adoption

