

THE CREDIT UNION COLUMN

TODAY'S MARKETING

In year's past, when businesses thought of what elements should be included in their marketing budget, print advertising, billboards and sponsorships were regularly included. While these are all still relevant, technology has changed the field of marketing, and on-line consumer rating sites such as Yelp, TripAdvisor and others have gained a strong influence with consumers in search of a service.

On a recent family trip to the United Kingdom, we relied exclusively on these apps to choose our restaurants, shopping and attractions. And with one exception, they were completely dependable.

The good news is a quick check of the most popular apps shows almost all of the Boulder City restaurants and hotels maintain a great rating by consumers. This is critically important if we are hoping to attract locals from Las Vegas or tourists passing our town to stop and visit. The quality of product and service provided by our local businesses (which is the foundation of the Credit Union as well) is what will set the tone for future visitors and the ratings our businesses maintain will definitely catch the eye of the tourist with a smart phone. And, the great news is we have a strong foundation to build on!

ANNIVERSARY NOT TO CELEBRATE BUT TO REMEMBER

It is hard to imagine that next Monday, September 11, will mark the 16th anniversary of the horrific attacks of what has become known as 9/11.

Despite the time that has passed, the images are still very clear. As the attacks unfolded in those early morning hours, we were not sure how much more horror might be forthcoming. We were hearing rumors that many planes were unaccounted for and Las Vegas might be a target as well as Hoover Dam. At the time, nowhere was safe because of the uncertainty, and families were staying close together.

As the day unfolded, we tried to keep business as usual, but many of the Credit Union employees spent the day in the basement watching the latest news updates. We had an employee stranded in Oregon at a conference and she was given permission to rent a car and drive home immediately. It was the longest day of my lifetime and fear could be sensed everywhere. The terrorists had succeeded, but for just one day.

The next day, the reaction from our country was a unified anger. How dare anyone kill thousands of innocent victims? How dare anyone take advantage of the freedoms that make our country so great? How dare anyone think they could change the strength and fabric of this country with one unconscionable, cowardly act!

The pride we have for our country was never more evident. Signs of solidarity in these United States was everywhere. Flags were flown with pride. Support from all over the country poured in to the families of the heroes that perished that day. There was a general sense of tolerance as our country came to its feet with new security measures designed to protect us in our travels and at home. We all understood that the world had changed and we had to change with it.

If one life can change the world, how has our world changed because of the thousands of lives lost that day? Or the thousands that have been lost since in the battle against terrorism? The worst thing we can do is let this event fade in our memories and focus more on our individual circumstances than on our collective freedoms.

This is a great country! This is our country! But we are all responsible for the respect and protection of it. On Monday, take a moment to remember those who lost their lives that day, and those who have perished since protecting our freedoms in response. And then make sure their lives were not lost in vain. Life is not perfect, and not always fair. But, we all share one true blessing, we are Americans!

CMN SILENT AUCTION

From now through next Friday the 15th, the staff of Boulder Dam Credit Union will be hosting our annual silent auction in the lobby to benefit the Children's Miracle Network. If you happen to stop in please take a moment to browse and, if the mood catches you, make a bid. If you do you are helping us to help the kids, and that should be our greatest goal!

WORDS OF WISDOM

We hold these truths to be self-evident: that all men are created equal; that they are endowed by their Creator with certain unalienable rights; that among these are life, liberty, and the pursuit of happiness.

- Thomas Jefferson



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ACCOUNTS INSURED UP TO \$500,000



American Share Insurance insures each account up to \$250,000. Excess Share Insurance Corporation provides up to an additional \$250,000 of insurance per account. This institution is not federally insured.