



Contact:

Mike Weber, Chief Marketing Officer
Credit Union Student Choice
mweber@studentchoice.org | 563-599-1193

FOR IMMEDIATE RELEASE

Credit Union Student Choice to Host Three-Part Virtual “Empower U” Conference

Washington, D.C. (September 1, 2021) — [Credit Union Student Choice](https://www.studentchoice.org), the leading provider of higher education financing solutions to America’s credit unions, will host its 7th annual Empower U conference virtually on September 16th, 23rd, and 30th.

“We transitioned Empower U to a virtual learning series in 2020 due to the pandemic and it was a resounding success, with strong attendance and excellent feedback,” said Michael Weber, Chief Marketing Officer for Student Choice. “We’re thrilled to continue bringing to credit unions the only event that maintains a focus on higher education finance and the increasingly important role that credit unions are playing in this space.”

The events are free and open to all credit unions, not just current Student Choice clients. The following events will be held on three consecutive Thursdays at 3:00 pm ET and each will feature expert presentations mixed with informational question and answer sessions:

- **September 16, 2021: Economic Outlook: How Consumers and Credit Unions Could Fare in a Post-Pandemic World** — Presented by Bill Hampel, Economic Consultant/Formal Chief Economist and Chief Policy Officer, CUNA
- **September 23, 2021: Legislative Forecast: Lasting CARES Act Implications and The Future of Student Loan Policy** — Presented by James Bergeron, President of the National Council of Higher Education Resources (NCHER) and Scott Patterson, President/CEO of Credit Union Student Choice
- **September 30, 2021: The 5 Cs of Creating Extraordinary Teams** — Presented by Lee Rubin, Corporate Human Resources Professional and Keynote Speaker

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“The pandemic continues to impact nearly every aspect of life, from economic repercussions to the CARES Act extensions,” said Weber. “We have gathered experts for Empower U who will speak to concerns about the economy; higher education legislation; and continuing to build strong employee teams within the credit union space.”

Registration is now available at www.empoweru.studentchoice.org/register.

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About Credit Union Student Choice

Credit Union Student Choice is a credit union service organization (CUSO) that positions credit unions as leaders in education finance by offering a comprehensive solution that helps them deliver fair-value private education loans and corresponding financial education to students and families. To learn more, visit www.creditunions.studentchoice.org.