



National Youth Involvement Board & Why You Want to be Involved

Tera Heiser, Marketing Coordinator with Town & Country Credit Union

An introduction to the National Youth Involvement Board & Why You Want to be Involved. The mission of the NYIB is to equip the credit union industry to reach youth. NYIB is a one-stop-shop to learn about youth savings programs, discover financial education resources, showcase your individual accomplishments, and collaborate with your own peers! Join Tera as she shares with us what she learned at the NYIB Conference in Boston July 24-27!



Tera grew up in Gentilly, MN a small town east of Crookston, MN, and graduated college from Bemidji State University with a degree in Technical Illustration /Graphic Design, emphasizing in Exhibit Design. She has over 20 years of experience in sales and marketing coupled with graphic design, with over fifteen years of event coordination experience.

Tera joined Town & Country Credit Union in the late fall of 2015, she has attended the CUAD Summit twice, the Financial Brand Forum Conference as well as most recently the National Youth Involvement Board Conference and Annual Meeting where she represented North Dakota as a State Delegate as well as was a scholarship recipient. She also received the 2016 First-Time Presenter Award at the Summit in April 2017.

Free time is spent with her husband, Corey, and their four kids: Connor (18), Natalie (14), Connor (10) and Courtney (8).