

# Hi, connectFirst.



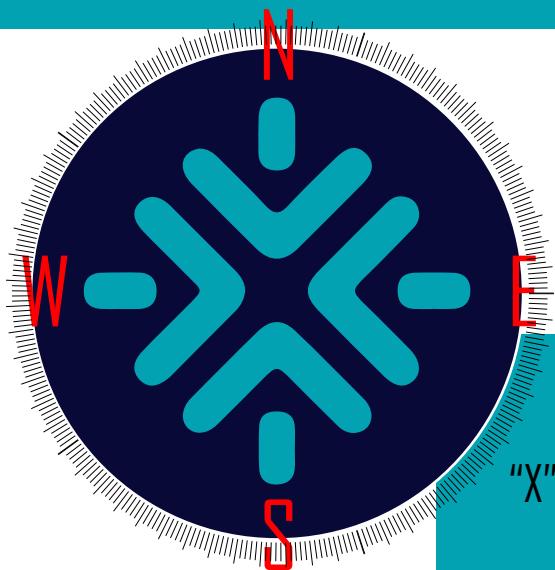
I received your mail-out.  
Figured it may be an  
offer to connect in general!?!?!



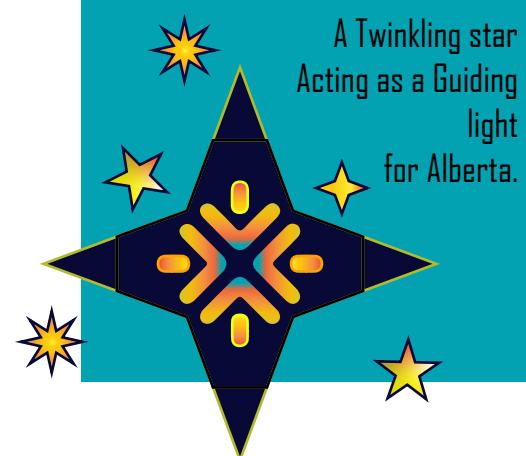
## BY THE WAY

Your New Logo is Pretty Cool

4 Arrows coming together from all over.  
Delivering N.E.W.S and acting as a compass  
or source of information.

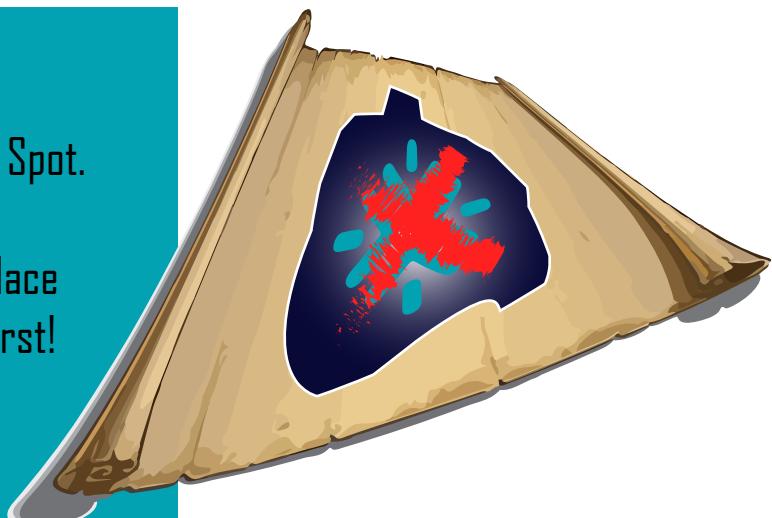


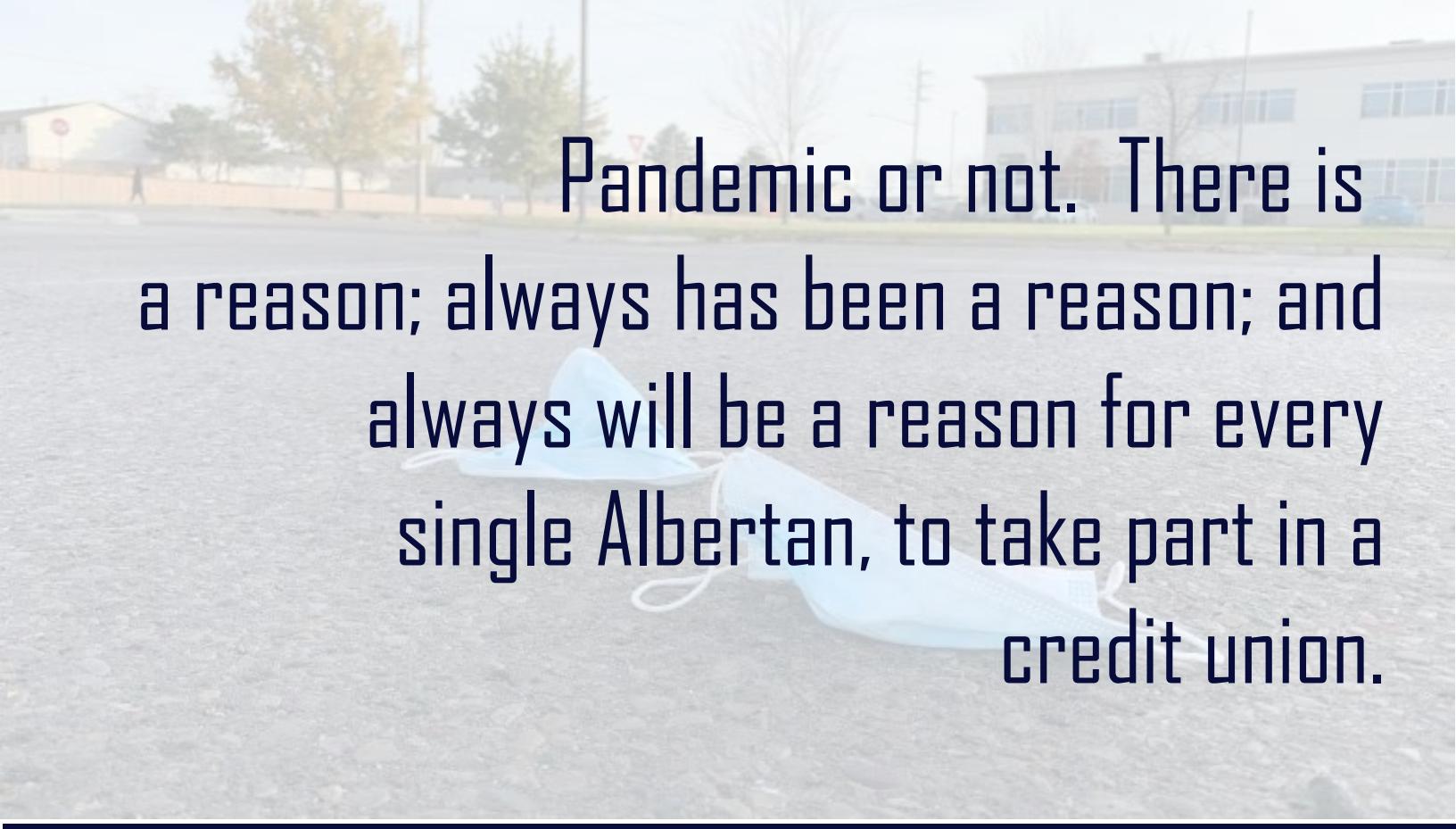
It has layered  
symbology!!!



"X" Marks The Spot.

This is the Place  
to connectFirst!





Pandemic or not. There is a reason; always has been a reason; and always will be a reason for every single Albertan, to take part in a credit union.

It just so happens...

First Calgary was a great name for a city union. Chinook, Legacy, Mountainview, all make sense too. connectFirst now that's great branding for a province.

So what if there was a pathway that could be formed and followed that would bring many more Calgarians to the credit union side...?

What if it could happen in a way that the competition for all financial services would be forced to respect fully?

What if the name was REAL? Not legally, not conceptually, not even forced. Culturally, what if everybody in and around here just knew that even if they do some banking elsewhere, they should all make sure they've connected as the First thing they do here.

What if? Instead of relying on publications such as these...

**Welcome to Alberta**

**Information for Newcomers**

**When You Arrive**

**Buying a home**

**Important Things to Do and Know**

**Employment**

**Education**

**Home Rights, Laws and Police**

**Driving and Vehicles**

**Useful Contacts**

**Everyone actually just knew to *connectFirst* already?**



What if everyone in Calgary just knew that YOU  
were the answer for their friends and themselves?  
Wouldn't that be great for your credit union and it's members?

This local behaviour CAN be arranged for you.

Like For Reals.

Imagine if it was more than  
clever marketing and  
advertising power.



Imagine if they all just knew to  
connectFirst.

# That's it.

A way to have a higher quantity of higher quality customers and control of a market.

That's the 'elevator' pitch.

Come discuss an improved Calgary with me!



## But this is a Horizontal Opportunity.

### Ways to meet:



Lets grab a coffee

We could just have a discussion like Calgarians? Maybe simply meeting, with an intent to improve Calgary, will allow tuned minds the ability to find actionable solutions.

Please visit my website to see more of what I am cultivating in Calgary.

[www.curtisbrothers.org](http://www.curtisbrothers.org)



Download our Spotlight Pages!  
For Quick Insights.

If you are about a better quality of life for people.  
2 of the options below will be worth your time.



MARKEET MALL ECOSPHERE

**Coupon Code: Connect**

~~\$475~~

\$125

This coupon is offered due to the value of speaking with a leader in Calgary and respect for your time as an invitee.

Should you wish to be generous, NOT using the coupon will increase the monetary value provided to the local businesses we are utilizing and also benefiting through this Experiential Economics Tour.

They are not participants, just beneficiaries!

**3rd Option**

Stay Away.  
Never Respond.  
Be afraid to look for answers in an unconventional manner.  
(Haha... This is a jest of course, but also serious).



You do want to live in a better society,  
**Don't You?**