

ConsumersTimes

CREDIT UNION

January 2011

www.consumerscu.org

Shocked by your high credit card interest rates?



Starting January 15,
transfer balances at

1.99%
APR*

- Platinum Visa or Gold MasterCard
- FREE balance transfers
- No annual fee

Apply at any Consumers
location or online at
ConsumersCU.org

* APR = Annual Percentage Rate. 1.99% APR available for balance transfers made January 15 through March 31, 2011. The 1.99% APR balance transfer rate is good for 6 billing periods from the date of the first balance transfer. After this date, unpaid balances revert to your regular card rate. Convenience checks and balance transfers will be processed as cash transactions and will incur finance charges immediately. The minimum payment will be applied to lowest rate balances first while all payments exceeding the minimum payment due each billing period will be applied to balances with high APRs prior to balances with low APRs. Current Consumers credit card balances not eligible for the promotion. Rewards points not awarded for transferred balances. For more details, please refer to the credit card agreement accompanying your card.

** The regular Annual Percentage you pay is based on a periodic review of your account and credit history. Please refer to your Truth-In-Lending Statement.



consumers
credit union

You ask. We act.

www.consumerscu.org



P.O. Box 525 / Oshtemo, MI 49077-0525 ■ toll-free 800.991.2221 ■ web www.consumerscu.org



Locations & Hours

KALAMAZOO

7040 Stadium Drive
Kalamazoo, MI 49009
(At 8th Street)

2315 Cambridge Drive
Kalamazoo, MI 49001-4536
(Between Miller Road and Cork Street)

5018 West Main Street
Kalamazoo, MI 49009-1002
(At Drake Road)

6699 West Main Street
Kalamazoo, MI 49009-8922
(At 9th Street)

5940 Gull Road
Kalamazoo, MI 49048-4000
(Just East of Sprinkle Road)

125 South Kalamazoo Mall
Kalamazoo, MI 49007
(Downtown – next to The Union Restaurant)

PORTAGE

1511 West Centre Avenue
Portage, MI 49024-5325
(East of Oakland Drive)

1065 West Milham Avenue
Portage, MI 49024-1459
(At Constitution Blvd.)

SOUTH HAVEN

1579 Phoenix Street
South Haven, MI 49090-7112
(At I196)

HOLLAND

3320 West Shore Drive
Holland, MI 49424-7753
(Inside Meijer)

1037 South Washington Avenue
Holland, MI 49423-5216
(Just South of 40th and Washington Ave.)

LAWTON

Welch's
230 Walker Street
Lawton, MI 49065-8771
(Behind the Welch's Plant)

COLDWATER

829 East Chicago Street
Coldwater, MI 49036-2059
(At I69 and US12)

CORPORATE HEADQUARTERS

P.O. Box 525
Oshtemo, MI 49077-0525

TOLL-FREE

800.991.2221

VOICEACCESS

800.991.2221

MEMBER SERVICE CENTER HOURS

Monday – Friday 8 a.m. – 7 p.m.
Saturday 9 a.m. – 3 p.m.

WORLD WIDE WEB

www.consumerscu.org

E-MAIL

cuonline@consumerscu.org



A positive approach. Strong results.

By Kit Snyder, President



Even through a challenging economic climate, we experienced a terrific year in 2010. Growth was strong and several milestones were achieved. Like many of you, we tightened our belts to create better efficiencies within our own credit union – while still hiring new staff to fill critical needs for superior member service.

We worked with and assisted many of you this past year. And, knowing that you've met Michigan's challenges head-on, we say kudos to you, our members, and to all who call Michigan home. We admire your loyalty and perseverance, and for the unique ability to re-create yourselves.

With resourcefulness and empathy, we've been able to keep members in their homes and cars, and reduce delinquency to the lowest levels we've seen in more than three years. We've also been able to stay focused on our goals to provide the products and services you need, while staying poised for future growth.

Our goal is to go above and beyond your expectations and "typical" day-to-day banking needs. It's friendliness, knowledge, and a sincere willingness to help that have made us the desirable banking choice for nearly 40,000 members, and a leader among our peers. Overall we saw 10% new member growth (6,500 total) in 2010, with more than 60% of new members coming from referrals.

Other significant accomplishments were achieved during the year, with many new products and programs introduced both internally and externally. FHA Loans, SBA Loans, and TextBanking were all launched in 2010, along with an improved telephone banking product, VoiceAccess. We also opened a historic downtown office in Kalamazoo and have been rewarded with continued growth and success at all locations.

Additionally, deposits increased by 11% and loans to members remained steady, while delinquency declined. And upgrades to PhoenixEFE, our core processing system, were hugely successful and will increase our flexibility in serving you.

Excellent member service has always been our mantra. With an overall 94.7% member satisfaction rating, and a **record high 65.5% of members who are very satisfied**, our efforts have been recognized. But we must remain humble, as we continue to find new and innovative ways to better serve you.

I look forward to what the future holds here, at Consumers, working with an incredible team devoted to serving you.

60th Annual Meeting Monday, March 21, 2011, 4:30 pm

**Stadium Drive Office
7040 Stadium Drive, Kalamazoo**

To reserve your seat, please call Heather Kopolces at 269.345.7804, ext. 1747, or send an email to heather.kopolces@consumerscu.org. Reservations are needed by **Monday, March 14, 2011**.

In accordance with our bylaws, the Nominating Committee has nominated two candidates to fill vacancies on our Board of Directors: Patrick O'Connor and Brent Bassett.

Please join us for this informative meeting.

Meet Mackenzie Snyder

Latino Market Research Specialist

Mackenzie Snyder is our *Latino Market Research Specialist*. Her primary role is serving and expanding the credit union's growing Latino market.

Mackenzie is a champion and visionary for our Latino initiative, and is responsible for creating and executing the Latino market strategic plan. This includes developing products and strategies to serve Spanish-speaking members, coordinating Latino market research, and initiating culturally relevant communication pieces. She also serves as interpreter for both members and employees.

Recently, Mackenzie became a Certified Credit Union Financial Counselor through the Michigan Credit Union League, and was instrumental in bringing the BankOn initiative to Kalamazoo. BankOn is an innovative approach to banking, designed to help the unbanked population obtain a reasonable source for financial services. By taking advantage of BankOn, they won't have to depend on payday lenders for financial services.

Mackenzie is a graduate of Hope College, where she obtained a double major in Management and Spanish. She also attended Cuernavaca Language School in Cuernavaca, Mexico, and the Universidad de Chile in Santiago, Chile. Her future plans include pursuing an MBA, and learning more about the West Michigan Latino community and culture.

A Kalamazoo resident, Mackenzie aids in ESL (English as a Second Language) classes and works with the Hispanic American Council coordinating financial education and assisting with the organization of community events.

"I truly enjoy my job because I get to share the things I love with the people that I love. Everyday, I have the opportunity to create excitement among employees about the Latino culture, and, at the same time, create awareness about the benefits of Consumers Credit Union within the Latino community." She adds, "The ways in which we can learn and grow together are incredible."

Mackenzie loves to travel, especially to Spanish speaking countries. Her other hobbies include running and physical fitness, and exploring the beach-side with family and friends.



We Need Your Email!

It's more important than ever before to have a current email address for all members. Information is regularly sent to members via their email address, and many of you have requested information through alerts and eStatements. These are quick and convenient ways for you to receive timely information, but only if we have a valid email address for you.

Please call our Member Service Center today at 800.991.2221 to update your information, or simply go online to make the changes there.

You can update your email address through online banking at www.consumerscu.org. Click on the *More Options Tab* and select *Update Member Info*.

Prepare and e-file FREE with TurboTax

- Prepare, print, and e-file your simple federal return for FREE!
- Maximum refund guaranteed
- 100% accurate calculations
- Fast and seamless refunds —get your money in as few as eight days with e-filing and direct deposit
- Tax information is saved from year to year simplifying your returns

Go to our website at www.consumerscu.org for more details.

NEW Earlier Deadline! Dollars for Scholars Entries

The deadline for Dollars for Scholars applications is **February 1, 2011**. Hurry and submit your application! Simply go online at www.consumerscu.org for the application, or stop into any credit union office.

Submit Your Application Today! We'll be awarding five \$2,000 scholarships!

Applicants must be full-time high school students and active Consumers Credit Union members. Students will be evaluated with equal emphasis on academic achievement, community service, and essay content.

Good luck, students!



Everyone Loves Dollar Dog!



Dollar Dog is our fun program especially for members age 12 and under. It's a great way to teach your kids about saving, while they learn other equally important money management lessons. Best of all, your kids will have fun and enjoy the many activities and contests available. Stop in today for your child's Dollar Dog New Account information. Or go online and check out our Dollar Dog website at www.consumerscu.org/dollardog.

Free TextBanking...Have you tried it?

Our new TextBanking is here! It's the easy and convenient way for you to access your accounts anytime, enabling you to view account balances and activity right from your cell phone.

Free TextBanking works with all major mobile providers in the U.S. To activate your phone, go to www.consumerscu.org, log in to online banking, and click on TextBanking, located in the Alerts and Statements tab.

After your phone is activated, simply send us a text message using the six digit U.S. short code 878787, and you'll receive your information instantaneously. There is no charge for TextBanking, only standard wireless carrier charges apply.



Account information is only a text away. Just add 878787 to your contact list. You'll receive the information you need, quick!

Which Type of IRA is Right for You?

GR Young - CFS* Investment Services Representative at Consumers Credit Union



There are two main types of IRAs – traditional IRAs and Roth IRAs.

Most people saving for retirement can contribute to a traditional IRA, and if you meet certain requirements, your contributions are tax deductible.

With a Roth IRA, contributions aren't tax deductible when you make them. But in favorable contrast to a traditional IRA, earnings are free from income tax upon withdrawal if you meet the specified conditions.

A Roth IRA also has more flexible early withdrawal rules than a traditional IRA, and you aren't required to begin withdrawals at age 70½.

Determining which type of IRA account is right for you largely depends on several factors including:

- Your age at the time you are contributing
- Tax rates when contributing and during retirement
- Plans for needing this money prior to age 59 ½
- Plans for leaving this money to heirs
- Likelihood of actually setting aside the money you save in taxes and investing it in another account for retirement

For more information about IRA eligibility rules and help determining which IRA is best for you, contact CFS* Investment Services Representative at Consumers Credit Union, GR Young, at 800.991.2221, ext. 1800.



consumers
investment services

*Non-deposit investment products and services are offered through CUSO Financial Services, L.P. ("CFS"), a registered broker-dealer (Member FINRA/SIPC) and SEC Registered Investment Advisor. Products offered through CFS: **are not NCUA/NCUSIF or otherwise federally insured, are not guarantees or obligations of the credit union, and may involve investment risk including possible loss of principal.** Investment Representatives are registered through CFS. Consumers Credit Union has contracted with CFS to make non-deposit investment products and services available to credit union members. For specific tax advice, please consult a qualified tax professional.

Looking Out For You: Debit & Credit Card Protection

Call us if you plan to travel or make a special purchase with your credit or debit card.

We continue to strengthen all facets of our debit and credit card security to provide the greatest level of protection on your card transactions.

Our multifaceted and time-sensitive system for monitoring transactions enables us to **decline possible fraudulent activity BEFORE it can disrupt your account.** The system works by identifying transactions outside your normal purchasing pattern – for instance, expensive, unusual, or out-of-state purchases.

We also use a process called "Name Matching" to verify transactions. If a name is sent with an authorization attempt, it's immediately compared to the name(s) on the account with our card processor. If the names do not match, the transaction will decline.

Important: If you have a transaction decline inadvertently, simply call the number on the back of your credit or debit card for immediate resolution. Or, if you plan on traveling out of state or abroad, call us before you leave and we'll accommodate your specific debit card requirements.

Lost or Stolen Cards?

If your debit or credit cards are lost or stolen, please contact Consumers Credit Union immediately to protect your cards from fraudulent use. After hours or during holidays, please call the following numbers:

Debit/ATM Cards
800.754.4128

Credit Cards
800.449.7728

Holiday Closings

Presidents' Day
Monday, February 21, 2011

Staff will be participating in a full-day training event.