

DOLLARS & SENSE

Spring 2017



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Ideal CU is Giving Away \$1,000 a Month and YOU Could Be a Winner!

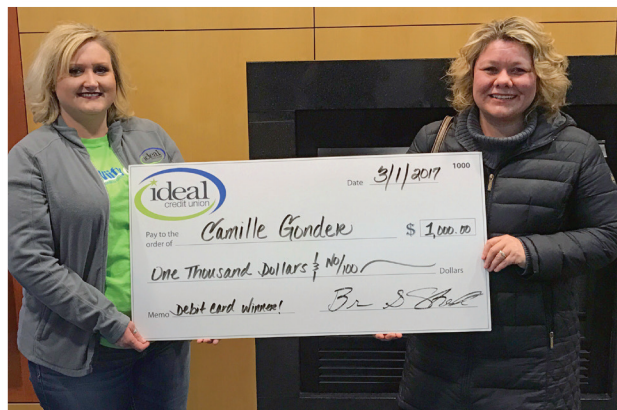
Ideal Credit Union is giving away \$1,000 to one lucky winner every month in 2017 in our "Use & Win" Debit Card Giveaway. Ideal CU Personal Checking members age 18 and older will receive one (1) entry for each qualifying Ideal CU Debit Card transaction completed during the month. Transactions include signature (debit) and POS (PIN-based).



Rachael K. Wakeman was Ideal's first monthly \$1,000 "Use & Win" Debit Card Giveaway winner. Congratulations Rachael!

So whether you carry an **Ideal CU Cash & Check Card, My Rewards™ Gold Debit Card or My Rewards™ Platinum Debit Card**, your qualifying transactions earn you one entry for each purchase. So, the more you use your card for everyday purchases, the greater your chances of winning. It's that easy!

Random drawings will be conducted once a month for the promotional period, which began in January 2017 and runs through December 2017 from all eligible entries received for each drawing. Winners will be chosen on the first Wednesday of each month. More details and official rules can be found at www.idealcu.com.



Camille Gonder was Ideal's second monthly \$1,000 "Use & Win" Debit Card Giveaway winner. Congratulations Camille!





Brian Sherrick
President

Ideal Community Foundation Named 2016 'Nonprofit of the Year' by Woodbury Chamber of Commerce

The Ideal Community Foundation was recently named "Nonprofit of the Year" for 2016 by the Woodbury Chamber of Commerce at the annual Community Awards Celebration in January. Ideal was recognized for making a notable impact on the quality of life for those who live and work in the Woodbury community.

As the philanthropic arm of Ideal Credit Union, the Ideal CU Community Foundation is a nonprofit 501 (c) (3) dedicated to strengthening the quality of life in the greater Twin Cities metro area by supporting local initiatives at a variety of levels. The foundation focuses its community support on organizations and initiatives that further its mission, and evaluates each request based on its ability to support the foundation's efforts.

Among the many local benefactors are Christian Cupboard food shelf, Liberty Ridge PTA, Primrose School of Woodbury, YMCA Woodbury Annual Campaign, Washington County Library Partners, Jeff Hanson Miracle Field, Madison Claire Foundation, Meals on Wheels, Salvation Army Coats for Kids, Second Harvest Food Bank, and more. As funds grow, more worthy causes are added to the list.



Accepting the award for this great honor were from left, VP of Branches Jay Hall, President/CEO Brian Sherrick, Woodbury Branch Manager Liz Fleischhacker, Supervisor of Cash Services Woodbury Kelly LaPlante, and Manager of Cash Services Courtney Hussey.

As a full-service financial, Ideal Credit Union routinely assists members with money management, advice on establishing credit and/or improving credit, buying or selling a home, planning for retirement and financial literacy with no charge or obligation. These efforts also help strengthen the quality of life in our local communities by helping families purchase homes, buy vehicles, send their kids to college and reinvest in the local economy. We are proud to be part of the Woodbury community and appreciate the support we have received since opening our branch in 2001.


Brian Sherrick

Dollars & Sense is published quarterly for members of Ideal Credit Union.

Ideal Credit Union was founded in 1926 as St. Paul Postal Employees Credit Union

Editor: Cindy Kurtz

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Member of Archer-Doig Chapter Minnesota Credit Union Network and CUNA, Inc.
An Equal Opportunity Employer

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- TTY Deaf or Hard of
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- Fax.....651-773-2901
- Fax, Toll Free.....800-494-4980
- VISA TTY Deaf or
- Hard of Hearing.....800-221-7728
- Investment Center.....651-773-2876
- Mortgage Center.....651-747-4663
- Commercial Services.....651-747-8900

www.idealcu.com

Attend The 2017 Annual Meeting

April 27, 2017

Join us on Thursday, April 27, 2017 as we review the highlights of the past year and share our vision for the future. **There will be two ways to participate this year. ALL attendees will be eligible to win \$2,500 in door prizes, including a \$1,000 Grand Prize for one lucky attendee!**

1) Participate via audio conference.

You must register **IN ADVANCE** to call in. A secure registration form will be available at www.idealcu.com from **April 1 to April 20, 2017**. Audio conference instructions and dial-in information will be sent via email once the registration period has ended. Please note this will be in listen-only mode and all lines will be muted.

2) Attend in person. The event will be held at our Woodbury office, 8499 Tamarack Road. Registration will be held from 5:00 p.m. – 6:00 p.m., with the Business Meeting starting promptly at 6:00 p.m.

You must be registered before the Business Meeting begins. **No tickets are needed for the event but you must RSVP in advance as seating is limited.** Call 651-770-7000 to reserve your spot or use the online RSVP form at www.idealcu.com. Light refreshments will be served.

Incentive – A \$10 incentive will be given

to all participants, both in person and via audio conference.

Door Prizes – A total of \$2,500 in cash will be given out in the following amounts:

- ★ 1-\$1000 Grand Prize
- ★ 2-\$500 Prizes
- ★ 5-\$100 Prizes

Winners will be selected at random from both audio and in-person attendees.

Board of Directors

All nominations for the Board of Directors were to have been received by February 1, 2017. The only letters of intent received were from the incumbent members Keith E. Hauge, Lisa M. Liddell and Craig J. Spreiter. Therefore, no board election will be held at this year's event and all three are reelected to three-year terms.

For more information and online registration for the 2017 Annual Meeting, visit www.idealcu.com.

Ideal CU Announces Merger Deal with Employees First

Ideal Credit Union is excited to announce the merger/partnership of Employees First Credit Union (EFCU) in a deal finalized by the boards of both institutions, and approved by the National Credit Union Administration (NCUA) and the Minnesota Department of Commerce.

Members of EFCU voted overwhelmingly during a Special Meeting last October to merge with Ideal Credit Union, effective January 1, 2017. The merger brings EFCU members greater value and convenience from their credit union membership, including:

- ★ More branches – Ideal has 6 conveniently located branch locations in Eagan, Hugo, Inver Grove Heights, North St. Paul, Stillwater and Woodbury
- ★ A broader array of products and services – including Debit Rewards, Credit Cards, Checking, Mortgage

and Title Services, Investment Services, and more

- ★ Full suite of electronic banking services including online banking and bill pay, mobile banking, mobile check deposit, MasterPass
- ★ Digital Wallet, Apple Pay, Samsung and Android Pay
- ★ Competitive rates
- ★ Annual VIP+ patronage dividend payback to members
- ★ Community support and outreach CO-OP Shared Branching, which enables members to visit thousands of branches and ATMs at participating credit unions across the country at no charge

A \$250 merger dividend was paid out to every EFCU member in good standing. The EFCU office at 2250 Wabash Avenue in St. Paul will be rebranded and remain open. All EFCU employees have

“We are excited to bring the ‘ideal difference’ to EFCU members and their families through this merger/partnership.”
- Brian Sherrick

been retained and are now part of the Ideal team.

“One of Ideal’s primary goals is to help members ‘Live the Ideal Life’ by providing excellent member service along with competitively priced products and services to meet all of our member’s financial needs,” said Ideal CU President/CEO Brian Sherrick. “We are excited to bring the ‘ideal difference’ to EFCU members and their families through this merger/partnership.”

Your Money

Introducing the Wealth Advisors Team



Ideal Credit Union has been pleased to bring the Wealth Advisors Program to you, offering retirement, insurance and investment services to our members and their families. We would like to introduce our new team members, Craig Lundquist, our new Senior Wealth Advisor, and Kristin Becker, our new Senior Wealth Advisors Coordinator.

Craig comes to the Ideal Wealth Advisors team with close to 15 years in the financial and retirement planning industry. He is fully licensed for investments and insurance in Minnesota and Wisconsin.

Kristin, the new Senior Wealth Advisors Coordinator, brings 10 years of experience in the investment area. She and Craig have worked together for 5 years and are excited to bring their expertise and experience to members of Ideal Credit Union.

So whether you're just beginning a family, paying for a child's education or nearing retirement, the Wealth Advisors program is designed to help you with your unique financial needs. You may have just one financial issue you want to tackle today, or you may realize it's time to put together a comprehensive financial plan. Whatever your needs may be, Craig and Kristin are here to assist you. To schedule a no cost/no obligation financial review with Craig, please call 651-773-2876. You can also request an appointment on the Wealth Advisors page on our website at www.idealcu.com/products-services/investment-services.



Kristin Becker and Craig Lundquist

Securities sold, advisory services offered through CUNA Brokerage Services, Inc. (CBSI), member FINRA / SIPC, a registered broker/dealer and investment advisor. CBSI is under contract with the financial institution to make securities available to members.

FR 1731026.1-0317-0419

Not NCUA/NCUSIF/FDIC insured, May Lose Value, No Financial Institution Guarantee. Not a deposit of any financial institution.

Limited-Time CD Specials Help Your \$\$ GROW

Earn up to 1.00% APY for 9 Months or up to 1.31% APY for 19 Months**



Rates are up on Ideal Certificates of Deposit (CDs). That means it's a great time for you to maximize your earnings. Check out our new 9 and 19 month CD Special to start earning more for your money today. 9 and 19 month CD Specials available to members bringing in minimum of

\$10,000 in new money and/or VIP+ members.

CDs are popular because they deliver insured safety, attractive, guaranteed fixed rates, and investment terms, ranging from 91 days to 60 months. You can open a CD with as little

as \$100. Interest is paid monthly for all terms, and can be compounded or deposited into one of your other Ideal Credit Union accounts, saving you money on account maintenance fees. Plus, your funds are insured by the NCUA.

**APY=Annual Percentage Yield. 9 and 19 month CD Specials available to members bringing in minimum of \$10,000 in new money and/or VIP+ members. A minimum opening balance of \$70,000 is required to earn quoted APY. Rates subject to change. Visit idealcu.com for current rates. The Annual Percentage Yield (APY) assumes interest remains on deposit until maturity. A withdrawal will reduce earnings. Interest begins to accrue on the business day you deposit any non-cash item (for example, checks). Interest is compounded and credited on a monthly basis. Penalty for early withdrawal - CDs with maturity dates greater than 12 months will be assessed the lesser of 180 days interest or interest earned/CD with maturity dates 12 months or less will be assessed the lesser of 90 days interest or interest earned. Fees may reduce earnings.

Get Wiify – Get What’s in it for You!

● **Ideal CU Representatives are now available by appointment** to assist you with your banking needs. Simply use our online Branch Appointment tool at idealcu.com to reserve your preferred location, date and time. With just a few clicks, you can choose a discussion topic, provide other details and receive helpful information related to your appointment. Next, select a preferred branch location and check on available times and Ideal Representatives and provide your contact information. Finally, just confirm your appointment and you’re all set.

● **Early Payday** - Ever wish you could get paid sooner? With Direct Deposit into your Ideal CU Checking account you can! Early Payday allows you to get your paycheck, Social Security or other income up to two days earlier,* based on when Ideal receives the funds. Access your money without a trip to the credit union by using your Ideal Debit MasterCard. Learn more at www.idealcu.com.

*Early Payday is not guaranteed and is dependent on when your payroll company sends the funds to Ideal.

● **In the market for a new vehicle this spring?** Get a low rate auto loan from Ideal Credit Union. Enjoy competitive rates, flexible financing options, 24-7 online loan application, and online loan decisioning in as little as 60 seconds. Apply online anytime at www.idealcu.com and click on loans.



● **The Credit Union Board of Directors is accepting applications for the Supervisory Committee.** Qualified candidates would serve in this highly confidential capacity up to 3 years. Interested members should write to: Chairman of the Board, Ideal Credit Union, 8499 Tamarack Road, Woodbury MN 55125. Please include your resume and a short paragraph on why you are applying. You can also apply online at www.idealcu.com – About Us – Request for Volunteers. Simply complete the online form, include your resume and a short paragraph on why you are applying.

● **Contributions to Casual for a Cause.** You are invited to contribute to your credit union’s “Casual for a Cause” fundraiser for local charities. Upcoming donations in 2017 will be:

- ★ **January – March:** Meals on Wheels
- ★ **April – June:** Second Harvest Heartland
- ★ **July – September:** Local Veteran Outreach
- ★ **October – December:** Coats for Kids



Please reach into your hearts and wallets to help make a difference in our community.

Ideal CU Partners with Bonfe Home Warranty Services to Protect Your Largest Investment

Buying a home in 2017? **Finance your purchase with Ideal and we will provide you peace of mind by purchasing a one year home warranty for you a value of \$399.00.*** Bonfe is locally owned and operated providing services to the Twin Cities area since 1993. The home warranty will cover items such as (but not limited to):

1. Furnace
2. Air conditioning
3. Appliances such as fridge, stoves, dishwashers
4. Water heater, sump pump, faucets
5. And more!

Pair this offering with the **HomeAdvantage rebate program** for additional purchasing guidance and cost savings on your home purchase. Visit www.idealcu.com for more details.



*Eligible members must apply between April 1, 2017 and July 31, 2017. Purchase transactions of owner occupied residences must close no later than December, 31, 2017. Warranty recipients will be subject to 1099 reporting for value of policy. Offer good while supplies last.



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Holidays Hours

All Offices Closed:

Monday, May 29, 2017 –

Memorial Day

Tuesday, July 4, 2017 –

Independence Day

Office Hours

Lobby

9:00 a.m. – 5:00 p.m. Mon, Tues,
Thurs & Fri

10:00 a.m. – 5:00 p.m. Wed

9:00 a.m. – 12:00 p.m. Sat

Drive-thru

9:00 a.m. – 5:30 p.m. Mon – Fri

9:00 a.m. – 12:00 p.m. Sat

Contact Center

8:00 a.m. – 5:00 p.m. Mon – Fri

Office Locations

3225 Denmark Avenue
Eagan, MN 55121

14750 Victor Hugo Blvd N.
Hugo, MN 55038

7791 Amana Trail
Inver Grove Heights, MN 55077

2401 N. McKnight Road
North St. Paul, MN 55109

2020 Washington Avenue
Stillwater, MN 55082

8499 Tamarack Road
Woodbury, MN 55125

651-770-7000
www.idealcu.com

Buying or Selling a Home? Attend a Free Monthly Seminar First

Mark your calendars for Ideal CU's FREE 2017 Home Education Seminar series. Whether you're a first-time buyer, or looking to sell your home, we've got you covered with expert advice from Ideal CU's Senior Mortgage Loan Advisors Kathy Glashan and Cynthia Stewart and local real estate, home staging and insurance professionals ready to help you buy – or sell - the American dream.

Seminars will be held monthly. Below are the dates and locations for sessions scheduled through May. All Thursday seminars will be held from 6:00 p.m. – 8:00 p.m. Saturday seminars will be held from 10:00 a.m. – 12:00 p.m.

Home Buyers Seminars

Thursday, April 20, 2017

Saturday, April 22, 2017

Holiday Inn & Suites
8511 Hudson Blvd N
Lake Elmo MN 55042

Thursday, May 18, 2017

Saturday, May 20, 2017

Country Inn and Suites
3505 Vadnais Center Drive
Vadnais Heights MN 55127

Refreshments will be served. Space is limited so reserve your seat at www.idealcu.com or call (651) 747-HOME (4663).

