

Smart MONEY

genfed.com

Teach Your Children Financial Independence

Are your kids on the right track to financial independence?

For many of today's young adults, that goal is still a long way off. Forty-one percent of parents still provide some level of financial support to their children ages 23 to 28. In addition, only 23% of parents say their kids are very knowledgeable about money management.*

Achieving economic prosperity is difficult. It's especially hard for young people who've never learned how to manage money. Your credit union is ideally positioned to respond because we believe in the power of education. We're here to help you launch the youth in your life toward financial independence.

Join. As a start, open a savings account for each child in your family at the credit union. Guide teenagers through using a debit card and balancing a checkbook.

Share. Include your children in your household finance discussions. Show them how you budget income and expenses. As their skills improve, give them challenges—such as finding a better cell-phone

plan, calculating the total monthly cost of owning a car, or sticking to a budget with back-to-school or holiday spending.

Coach. Remind your children to ask for help when they need it. And turn to your credit union when you want help. Our tradition of service and philosophy of self-help make GenFed Financial and all credit unions a natural partner in pursuing financial security.

Let GenFed Financial help teach your kids the value of saving with our Johnny Appleseed Accounts. When you open a new Johnny Appleseed account for your child or grandchild with at least \$25, we'll add an additional \$5 to the first deposit! Your child will discover the joy of watching money grow, and learn just how easy it is to save. Plus, when your child opens an account or makes a \$5 deposit into their existing account in April, they will get chance to win \$50 from GenFed! Start them off on the right path to a responsible financial future.

We're here to help. For more information, contact your local branch.

*2010 Families and Money Survey, Charles Schwab

Join us
for your Annual Meeting.
Don't miss it!

Because all members are equal owners of the credit union, we invite every member to attend our--your--annual meeting. Here, you'll learn more about the credit union's financial position, products and services, current business issues, and future goals.

Without your input, leaders can only guess what you and other owners want from your credit union. Join us on Friday, May 20th following the close of business for our Annual Meeting.

Kid's Corner! Calling All Artists

Don't forget to pick up your entry for the Johnny Appleseed Calendar Coloring Contest next time you make a deposit. Your entry is due by July 31.

If you win, your drawing will be published in the 2012 Johnny Appleseed Calendar!

If you receive a Johnny Appleseed postcard, you could win a prize! Just return the postcard to your branch by the 15th of each month to receive an entry.

Great Rates!

Check with your local branch for the most current rates... they may be even better than those listed below! All borrowers, even those with less than perfect credit, receive competitive or lower rates at GenFed.

GenFed Loan Solutions

New and Used Cars as low as:


2010 and newer	4.49% APR
2008—2009	4.99% APR

Call for rates on older vehicles.

Get a 0.25% APR discount when you purchase a new hybrid car!
Ask us for details!****


Boats, RVs, & Campers as low as:	4.49% APR
Motorcycles as low as:	4.49% APR

Real Estate Loans as low as:

First Mortgage	4.25% APR (fixed)	
Second Mortgage	5.50% APR (fixed)	
Line of Credit (Prime - 0.50%)	4.00% APR (variable rate, LTV up to 85%)	
(Prime - 0.25%)	4.25% APR (variable rate, LTV 86 - 95%)	
3/3 ARM	3.625% APR (variable rate)	
Balloon Loan	4.50% APR	

Ask a Loan Officer about Purchase Mortgage Options

GenFed MasterCard, fixed and variable rates as low as: 9.96% APR

Personal Loans as low as	7.40% APR	
Savings Secured Loans as low as	3.25% APR	
Certificate Secured Loans as low as	certificate rate plus 2% APR	

Savings, Checking, & Investing

Share Savings	Min. to Open/Earn	APY
Dividend Checking	\$25 / \$100	0.25%
Silver Money Market	\$50 / \$100	0.25%
(\$2000 min. to earn)	\$2000 - \$20,000	0.35%
New Jumbo Money Market	\$20,000 and over	0.45%
IRA Accumulator	\$75,000 and over	0.55%
Certificate Accumulator	\$100 / \$100	0.35%
Health Savings Account	\$25 / \$100	0.25%
(\$100 min. to earn)	\$0 - \$2,500	0.35%
	\$2,500 - \$10,000	0.45%
	\$10,000 and over	1.05%



Certificates

3 month	0.25% APY*
6 month	0.30% APY
9 month	0.35% APY
12 month	0.40% APY
18 month	0.50% APY
24 month	0.75% APY
30 month	1.00% APY
36 month	1.25% APY
48 month	1.75% APY
60 month	2.00% APY
37-month Bump-Up****	1.12% APY

IRA Certificates

0.40% APY
0.50% APY
0.75% APY
1.00% APY
1.25% APY
1.75% APY
2.00% APY

Refinance of existing GenFed loans subject to applicable fees & conditions. Other rates and programs apply to new money only. Loans subject to approval and terms. Loan rates as of 3/1/11 and include full discounts. We may offer different rates in the future. Contact your branch to determine your discounts. Vehicle loan terms may be limited, based on age of vehicle. Annual percentage yield (APY) on regular savings is accurate as of the last declaration date of 1/1/11. Other savings rates are as of 3/1/11. Penalty will be imposed for early withdrawal on certificates. Certificates have \$1000 minimum. Certificate rates subject to change at any time. Disclosures available upon request. Fees or early withdrawals could reduce earnings on accounts. Contact GenFed staff for more information about current rates, terms and fees. Variable rate HELOC with a 4.00% APR minimum rate (floor). Rate tied to the Prime Rate as published in the Wall Street Journal. The rate will only rise if Prime rises and will not exceed 18.00% APR, even if Prime rises above that. HELOC holders are notified quarterly of rate and payment changes. ARM rate adjustment at each 36th month increment. The interest rate for the ARM is tied to 3-year Treasury Constant Maturities found at www.fh.com and will never be less than the floor rate of 3.25% and will not exceed 18.00%. Annual Percentage Rate (APR) for share secured advances will be adjusted quarterly to three percentage points above share dividend rate which was paid at the end of the previous quarter. The Annual Percentage Rate can change quarterly on the 10th day of the month, January, April, July and October. The interest rate will never be less than 3.00% per year and the maximum rate will not exceed 18.00%. When the rate changes, the payment may be adjusted. *3 month certificate is for MINORS ONLY with a minimum of \$500. **Education IRA increases not available on special terms (items in bold) or with any other coupons or special offers. ***Hybrid* as defined by http://www.fueleconomy.gov. ****Available on new money only. No other coupon increases available. Minimum deposit is \$1,000. One rate increase can be requested and performed during the life of the certificate to a current standard rate. Bumps will be made to the rate available for the term closest to, but no greater than, the number of months remaining on the Bump-Up Certificate. Will roll over into S1 Share Savings account at maturity.

Akron*	330.784.5451
Antwerp	419.258.5151
Bryan*	419.636.1053
Centralia*	618.532.9524
Fairlawn	330.835.9103
Lorain *	440.282.4606
Mt. Vernon *	618.244.1077
Sheffield Lake*	440.949.1782
Shelbyville	317.392.6230
Wadsworth (S Lyman)	330.336.2150
Wadsworth (Gt Oaks)*	330.336.3556



Your interest at heart

*NOW OPEN SATURDAYS! Call for details!

Touch-tone Teller: 800.850.5451

HomeBanking @ www.genfed.com

Loose Change

C.A.L.M - the way a mortgage should be

By teaming with some of the biggest names in the mortgage industry, we've added C.A.L.M. to your home purchase mortgage options. CHOOSE - APPLY - LEARN - MORE. Visit www.genfed.com for more information.

Need to find a surcharge-free ATM?

Visit your local branch or www.genfed.com for a list of surcharge-free ATMs in your area. And remember, if there is no ATM nearby, you can use your PIN at the register at most grocery stores, including Wal-Mart, and get cash back!

You can also find a CO-OP Network surcharge-free ATM by texting your location (address, intersection or zip code) to 692667 (MYCOOP) from any mobile phone. *Standard text-messaging rates apply.

We're here to listen

We know you're busy and it is pretty easy to lose track of your expenses. If you have made a mistake, let us know. We will try to be flexible and help remedy the situation. Don't forget you can use HomeBanking from your computer or mobile phone at www.genfed.com to keep track of your balance.

Important Numbers

If your GenFed Debit Card is lost or stolen, please call 1-800-523-4175 to report it. If your GenFed MasterCard is lost or stolen, please call 1-800-325-3678 to report it.

Checking Your Beneficiaries

Beneficiaries are those who will receive your funds should you die. If you have had changes in your life or in your previous beneficiaries, updating this information is vital. Contact your local branch to review or update your account.

GenFed members now get a discount at dell.com!

To see what kind of deals you can find, visit www.dell.com/cuprogram or call 866-257-4711 and use reference Member ID: GS105471105.

ZashPay is here!

GenFed's Bill Pay service now offers the ability to send electronic payments to individuals! This new feature is called ZashPay. The ZashPay feature will allow you to send an electronic personal payment to anyone with an email address or mobile phone number. The cost for this feature will be \$1.00 per transaction. For more information call your branch.

Earn money with your GenFed MasterCard

Earn a 1% rebate, up to \$50, when you transfer your 'other' credit card balances to your GenFed MasterCard. Stop by your local branch to transfer your balances and get your 1% rebate. Don't have a GenFed MasterCard? Stop by your local branch to apply for one and start taking advantage of our 1% rebate offer. Just one more benefit of being a GenFed member/owner.

Financial Literacy for Youths

MoneyAndStuff is a free, online financial resource from the financial experts at Ohio's credit unions. Ohio credit unions offer great rates and convenient services to more than 2.6 million Ohioans who are credit union members. MoneyAndStuff.info is just one more way to help educate kids, teens and adults. Visit [MoneyAndStuff](http://MoneyAndStuff.info) online at www.moneyandstuff.info/.

Welcome to the Family!

BIV Enterprises, Inc. in Sheffield Village, OH

If you have family or friends who work for this company, please let them know they are now eligible to join GenFed Financial.

2011 Closed Days:

Memorial Day 5/30
Independence Day 7/4
Labor Day 9/5
Columbus Day 10/10

Veteran's Day 11/11
Thanksgiving 11/24
Christmas 12/26