

Smart MONEY

www.genfed.com

Manage Your Credit Cards Better

Under the pressure of job insecurity and widespread unemployment, U.S. consumers have actually reduced their collective credit card debt. But total U.S. credit card debt still exceeds \$888 billion.

New Credit Card Accountability, Responsibility and Disclosure (CARD) Act protections, most of which went into effect in February 2009, require card issuers to communicate better and disclose rates and other information more clearly. This should make it easier for consumers to monitor what they owe. But, new regulations can't prevent people from making poor debt management habits.

Here's some advice for controlling credit card use:

- **Actively manage your account.** Open and examine your credit card statements promptly. Look for unauthorized use, of course, but also

look for announcements from the issuer. Under the new rules, you must have 45 days notice of a change in your card's terms, such as an interest rate increase. If you choose to "opt out" of the change, you no longer will be able to add new charges to your card, and will want time to get a replacement while you pay off the old balance.

- **Keep your credit score healthy.** This number between 300 and 850 is a measure of your trustworthiness as a borrower. The higher your score, the easier it is to get a loan and, often, the more favorable the interest rate. The most important ways to maintain and improve your credit score is by paying all your bills on time and not taking on excessive debt.
- **Watch your card balance-to-limit ratio.** It's OK to occasionally "max out" your credit card for important

purchases, as long as you can pay it off in a few months. But over the long term, try to keep your total credit card debt to a reasonable 10% to 20% of your total credit limit. If the ratio gets much above 20%, and you can handle the payments, ask for a higher limit on your current card or get another one. Don't add new cards too often, though, and don't close several unneeded accounts in a short period—either move can lower your credit score.

If you don't already have a GenFed MasterCard, now's the time to get one. Our rates are as low as 9.96% APR and we'll give you a 1% rebate, up to \$50, for transferring your balance from your other credit cards. We have a 10-day grace period and you can pay your MasterCard bill at your local branch or online. Contact your local branch today.

We hope you are happy with the level of service you get at GenFed Financial Services FCU. The highest compliment you can give us is to recommend us to your friends, family and co-workers.

YOU'RE MORE THAN A SCORE

At GenFed, we use more than a credit score when we decide to grant a loan. GenFed doesn't participate in risk-based lending and with our approval system members are able to understand the criteria. When an insurance company looks at your credit score for a new policy it can be harmful to your score. Such inquiries lower your credit score. GenFed takes the time to find out what's behind the score. To say it a different way, we look at more than just the numbers of the score to make a decision. You are, after all, an owner of GenFed and we owe you that much.

589 612
705
643 526

Welcome to the Family!

If you have family or friends who work for these companies or attend these churches, please help spread the word to them that they are now eligible to join GenFed Federal Credit Union.

B&B Moving in Akron, OH
Boyd Automotive in Paulding, OH
Carrara Companies in Cuyahoga Falls, OH
CS3 Inc in Munroe Falls, OH
Fenton's Appliance Service in Akron, OH
Lands, Inc. in Shelbyville, IL
Total Health Chiropractic in Shelbyville, IL

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:

2009 and newer 4.49% APR
2007 — 2008 4.99% APR

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 (fixed) 4.25% APR
Second Mortgage (fixed) 5.50% APR
Line of Credit 4.00% APR
3/3 ARM (variable rate) 3.00% APR
Balloon Loan (fixed) 4.25% APR



(Check with a loan officer about other purchase mortgage options and rates.)

Personal Loans as low as 7.50% APR

Savings Secured Loans as low as 3.25% APR

Certificate Secured Loans as low as certificate rate plus 2% APR

GenFed MasterCard rates as low as: 9.96% APR
Fixed and variable rates. Contact your branch for full MasterCard disclosures.

Savings, Checking, & Investing

	Min. to Open/Earn	APY
Share Savings	\$25 / \$100	0.25%
Dividend Checking	\$50 / \$100	0.25%
Silver Money Market	(\$2000 min. to earn)	
	\$2000 - \$20,000	0.40%
	\$20,000 and over	0.50%
New Jumbo Money Market		
	\$75,000 and over	0.75%
IRA Accumulator	\$100 / \$100	0.40%
Certificate Accumulator	\$25 / \$100	0.25%
Health Savings Account	(\$100 min. to earn)	
	\$0 - \$2,500	0.40%
	\$2,500 - \$10,000	0.50%
	\$10,000 and over	1.25%



	Certificates	IRA Certificates
3 month	0.25% APY*	
6 month	0.30% APY	
9 month	0.45% APY	
12 month	0.60% APY	0.60% APY
18 month	0.80% APY	0.80% APY
24 month	1.01% APY	1.01% APY
30 month	1.25% APY	1.25% APY
36 month	1.50% APY	1.50% APY
37 month Bump-Up****	1.37% APY	
48 month	2.25% APY	2.25% APY
60 month	2.50% APY	2.50% 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 9/11/10 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 7/1/10. Other savings rates are as of 9/1/10. 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. 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 15th 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	Mt. Vernon*	618.244.1077
Antwerp	419.258.5151	Sheffield Lake*	440.949.1782
Bryan*	419.636.1053	Shelbyville	317.392.6230
Centralia*	618.532.9524	Wadsworth	330.336.2150
Fairlawn	330.835.9103	Wadsworth (Great Oaks)*	
Lorain*	440.282.4606		330.336.3556

*NOW OPEN ON SATURDAYS! CALL FOR HOURS!



Touch-tone Teller:
800.850.5451



HomeBanking @ www.genfed.com

Loose change

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.

GenFed is on Facebook!

'Like' our page and you'll get updates on important financial topics as well as notice of GenFed specials

New eStatements and Mobile Banking!

GenFed now has new, updated eStatements along with a new HomeBanking site with eAlerts PLUS mobile banking. eAlerts can notify you if your account drops below a certain level.

If you were signed up for eStatements previous to the switch, you must log into HomeBanking and re-sign up by clicking on 'Accounts' and then 'eStatement'.

Holiday Closings

Veterans' Day 11/11
Thanksgiving 11/25
Christmas Eve 12/24 (after noon)
Christmas Day 12/25
New Year's Eve 12/31 (after noon)

GenFed has a blog!

Check it out to see what is happening in the world of credit unions. <http://genfedfcu.wordpress.com/>

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 online at www.moneyandstuff.info/.

DeposZip Remote Deposit Service NOW AVAILABLE

GenFed's new remote deposit program, DeposZip, where you can make deposits from your home or office, is available now! All you need is a scanner! Access DeposZip by logging in to your Home Banking account, going to Check Services and then Remote Deposit. Visit www.genfed.com and click on Electronic Access and then Remote Deposits for more information.

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.

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.



Take a Vacation From Your Loan Payment!

Call us to find out if you qualify to skip your November, December or January loan payment! Then, you can use the money you would have spent on your loan payment for holiday expenses!

Save your identity with e-statements and we'll give you \$5!

According to the Federal Trade Commission, about half the country's Identity Theft victims know how their information was swiped, in many cases the paper was pilfered from garbage cans and mailboxes. Banking online cuts off thieves' access to the papers they need to commit ID theft and helps detect the crime sooner. Consumers who bank online check their accounts nearly four times as often compared to those who receive statements by mail.

At GenFed Financial Services FCU, we would like for you to take a step towards a more secure banking experience: **The next 1,000 to sign up for eStatements by November 30, 2010, will receive \$5 credited to their account.** Log into HomeBanking and click on 'Account(s)' and then 'eStatements/eNotices' to sign up today.