

# GenFed Community



**GenFed<sup>®</sup>**  
Financial

Your interest at heart

Your financial freedom at heart.

March 2012



## Introducing Rewards Credit Cards

Wouldn't it be great to earn something when you are spending money? With GenFed's Rewards MasterCard, you can earn valuable points toward premium merchandise and exciting travel opportunities through our new rewards program: CURewards.

When you enroll in CURewards with GenFed's Rewards MasterCard, you begin to earn one point for every dollar you charge on your GenFed Rewards MasterCard. These valuable points are good toward name brand electronics, housewares, travel options, fitness equipment and jewelry.

**You can also earn a 1% rebate, up to \$50, when you transfer your 'other' credit card balances to your GenFed MasterCard.**

Call us today to get rates as low as 11.96% APR and purchase rewards with a GenFed Rewards MasterCard.

### Personalize Your GenFed MasterCard!

You can now upload a photo for the front of your MasterCard! Ask us how.

## NEW Updates to GenFed's HomeBanking and Mobile Banking!

We have made some updates and GenFed now has new and exciting features that you can enjoy in both HomeBanking and Mobile Banking!

With HomeBanking you can now:

- Open new accounts.
- Quickly and securely fill out loan applications.
- Download transactions into Quicken or QuickBooks!
- View any direct deposit distribution you have set up at GenFed.
- See a breakdown of both principal AND interest applied to the payment in your loan payment history.
- Update your email address with GenFed.

Experience our Mobile Banking with an iPhone or Android device by going to [www.genfed.com](http://www.genfed.com) on your phone.

You can also use your iPhone or Android device to now deposit checks from anywhere utilizing your device camera!

Please give us a call if you have any questions about our changes to HomeBanking or Mobile Banking or if we can help you in any other way.

## Join Us!

Because all members are equal owners of the credit union, we invite every member to attend our annual meeting. Here, you'll learn more about the credit union's financial position, products and services, current business issues, and future goals. Come and share your input so leaders know what you and other owners want from your credit union.

Join us on Friday, April 20, following the close of business for our Annual Meeting.

## 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. Disclosures on reverse.

### GenFed Loan Solutions

New and Used Cars as low as:  
2010 and newer  
2008 — 2009

3.99% APR  
4.49% 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:  
Motorcycles as low as:

3.99% APR  
3.99% APR

Real Estate Loans as low as:

First Mortgage 4.00% APR (fixed)  
Second Mortgage 5.25% APR (fixed)  
Line of Credit (Prime +0.25%) 4.00% APR (variable rate, LTV up to 80%)  
(Prime +0.50%) 4.00% APR (variable rate, LTV 81-90%)

3/3 ARM 3.25% APR (variable rate)  
Balloon Loan 3.50% APR

Ask a Loan Officer about Purchase Mortgage Options

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

Personal Loans as low as 7.40% APR  
Savings Secured Loans as low as 3.20% APR  
Certificate-Secured Loans as low as certificate rate plus 2%

Get approved for up to \$500 in an hour with a GenFed Quick Loan!

### Savings, Checking, & Investing

	Min. to Open/Earn	APY
Share Savings	\$25 / \$100	0.20%
Dividend Checking	\$50 / \$100	0.20%
No-Fee Money Market	\$2000 - \$20,000	0.25%
	(\$2000 min. to earn)	0.30%
Jumbo Money Market	\$75,000 and over	0.40%
IRA Accumulator	\$100 / \$100	0.30%
Certificate Accumulator	\$25 / \$100	0.20%
Health Savings Account	\$0 - \$2,500	0.25%
	(\$100 min. to earn)	0.30%
	\$2,500 - \$10,000	0.30%
	\$10,000 and over	0.90%

#### Certificates

3 month	0.25% APY*
6 month	0.25% APY
9 month	0.25% APY
12 month	0.25% APY
18 month	0.40% APY
24 month	0.60% APY
30 month	0.70% APY
36 month	0.90% APY
48 month	1.15% APY
60 month	1.65% APY
37-month Bump-Up***	0.80% APY
57-month Bump-Up***	1.40% APY

#### IRA Certificates

0.25% APY
0.40% APY
0.60% APY
0.70% APY
0.90% APY
1.15% APY
1.65% APY

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

\*NOW OPEN SATURDAYS! Call for details!

Touch-tone Teller: 800.850.5451

Loan Phone: 877-GF-LOAN-0

Accel Members Financial Counseling: 1-877-33ACCEL

HomeBanking @ [www.genfed.com](http://www.genfed.com)

## GenFed is making a difference

In 2011, GenFed raised \$1,626.22 for local hospitals through Children's Miracle Network. GenFed continuously strives to help the communities of which we are a part.

## Take Advantage of the Equity in your House.

Struggling under the weight of heavy expenditures, like home improvement projects, medical bills, tuition, or even a family wedding? A home equity line of credit from GenFed may be just the financial muscle you need.

A home equity line of credit gives you up to 90% of the equity in your home. Your house secures the loan so the interest rate is much lower than what you'd pay on a credit card or personal loan.

And the rate is even more competitive at your credit union than other financial institutions - variable rate as low as 4% APR.

Here's what makes our home equity line of credit such a smart way to pay off your big expenses:

- The potential for tax-deductible interest (consult a tax adviser)
- Low interest rates
- The ability to draw on your line of credit as needed, without having to reapply
- Personal service to help you match your goals with your budget



Why look elsewhere for a home equity line of credit when your credit union membership can get you the money you need, for less?

Call us today! And if you aren't comfortable with a variable rate, ask us about our home equity loans! They have many of the same features as a home equity line of credit but with a fixed rate.

## Member Scholarships

The Carroll, Prather, Young Scholarship awards two \$1,000 scholarships to GenFed members or their children. The winners are selected based upon a written response to an essay question.

GenFed Financial also offers a \$1,000 scholarship to any high school senior in the Wadsworth, Ohio, community. If you live, work or worship in Wadsworth and are a senior in high school, you are eligible for this scholarship.

GenFed awards a \$300 scholarship to a graduating senior at each of the following schools in Ohio: Antwerp High School, Edgerton High School, North Central High School, Paulding High School, Stryker High School and Wayne Trace High School.

Stop by or call your branch for application forms. Applications due March 30, 2012.



### Don't keep us a secret!

GenFed membership is now open to ANYONE who lives, works or worships in a county where we have a branch plus Erie County, Ohio! Spread the word about GenFed's great rates and personal service.

### Looking back, I should have gone to GenFed for my loan.

It's easy to see that you could've made a bad deal financing your car or home anywhere but your credit union.

If you're trying to cut costs, refinancing your car or mortgage loan can free up some cash.

You may be able to save hundreds of dollars by moving your loan to GenFed. Call us today to find out how much GenFed can save you!

### Congratulations to Brody H, Johnny Appleseed winner!



He won a piggy bank through GenFed's special children's saver club, Johnny Appleseed. The program is open to children under the age of 13 and kids receive fun gifts when they make deposits! Enter the annual Calendar Coloring Contest, learn about saving and how we can make a difference in the environment all at the same time with GenFed's Johnny Appleseed Program!



**GenFed**  
Financial

85 Massillon Road  
Akron, OH 44312



## Meet the Owners

Meet Margie and Hal Pope and their new vehicles! Margie and Hal, like you, are GenFed member/owners.



They became GenFed members just over two years ago when Margie noticed fees for her local bank account began piling up. **"I had my account at the bank for 30 years. The last straw was when I paid over \$40 for a small box of checks,"** Margie commented. **"I thought it was going to be painful switching all of my accounts, but with the extreme fees I was seeing from my bank I didn't hesitate when I heard about GenFed's free**

**checking. I had electronic transfers, direct deposits, utility payments, and all kinds of deposits and withdrawals all set up electronically but with help from Tracey, Stacey and Melissa at the Shelbyville branch, it really was painless! I wish I would have made the switch years ago, I could have been saving money all this time!"**

Margie is the Information Systems Technology Manager at PK USA, one of GenFed's business partners. Beginning in 2011 GenFed was able to offer credit union services not only to employees of business partners like PK USA and relatives of existing members, but also to anyone in Shelby County as well as other counties where GenFed has branches plus Erie County, Ohio.

**"The best thing about getting our car loans at GenFed was the extremely low interest rate,"** Margie said. Since the family was purchasing two vehicles, they shopped around for an institution with good rates and service that would put their interest ahead of company profits. **"The rates and payments were the best around and the service was so quick!"**

Margie said. Being a car lover, Hal was super excited to get his new Hummer quickly!

Margie really likes the idea of banking at a place with a personal, comfortable environment. **"GenFed provides much more personal service than my old bank. I'm not just a number at the credit union and everyone makes me feel welcome when I visit,"** Margie said.

One of Margie's favorite services at GenFed is on-line banking. **"I use electronic services at GenFed often to check my balances and make my payments. There's nothing better than having instant access to bank accounts. And that saves me from having to make a trip into GenFed,"** Margie commented.

Margie and Hal live in Shelbyville, IN with their granddaughter Teonna and beloved dogs. Both Margie and Hal were born and raised in the Shelbyville, IN area, have been married for 42 years and have six grandkids. Margie recently graduated from Indiana Tech with a degree in business administration.

### Notices and Announcements

#### *You're more than a score*

At GenFed, we use more than a credit score to decide when to grant a loan. With our approval system, members can understand the criteria. GenFed takes time to find out what's behind the score. We look at more than the number. As an owner of GenFed, we owe you that much.

#### *GenFed is on Twitter!*

Follow 'genfedfinancial' and you'll get updates on important financial topics as well as notice of GenFed specials.

#### *2012 Holiday Closings*

- Memorial Day 5/28
- Independence Day 7/4
- Labor Day 9/3
- Columbus Day 10/8
- Veterans Day 11/12

### 2012: International Year of Cooperatives

Members of GenFed Financial Credit Union know we are a different kind of financial institution. We are a financial co-op, and being a co-op means doing right by our members. Being a co-op means that we do business according to a set of time-tested principles, none of which is focusing on maximizing profits.

GenFed isn't the only co-op in Ohio, Illinois and Indiana. There are hundreds more, both big and small, and they represent the endless breadth of passions of the amazing people of the Midwest. Co-ops do pretty amazing things and we think more people need to know about them.

The United Nations agrees. They have designated 2012 as the International Year of Cooperatives citing the impact co-ops have had worldwide in their ability to serve the underserved and advance both economic and social change.

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 3/1/12 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 1/1/12. Other savings rates are as of 3/1/12. 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.hsh.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. \*\*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.