

WHAT'S NEW

GenFed Financial
December 2015

Certificate Specials!****
9-month: 0.80% APY 60-month: 2.15% APY

Youth members!



How do you help out around the holidays? Send us a picture and you could win \$50!

Send us a picture showing how you help out during the holidays and you'll be entered into a drawing for \$50! Post your submission to our Facebook page, email it to contest@genfed.com or tag @genfedfinancial on Instagram to be entered into the drawing! GOOD LUCK!

All entries must be received by 12/31/15. GenFed members 17 and under. 1 entry per person.

Earn Rewards while spending money with the GenFed Rewards MasterCard!

Earn one point for every dollar you charge on your GenFed Rewards MasterCard that are good toward name brand electronics, housewares, travel options, fitness equipment, jewelry and cash.

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

Shop Cooperatively This Holiday Season

It's a trend that's been going on for years.

In an attempt to wring more profit from the biggest shopping day of the year, so many retailers start Black Friday on Thanksgiving that it's become almost commonplace.

Many people view these early store hours as eroding family time and corrupting the meaning of Thanksgiving. The backlash has included consumer campaigns and boycotts against companies perpetuating this trend, and some companies, like Staples, are reversing course and staying closed on Thanksgiving.

Cooperatively owned REI also is bucking the trend by staying closed on Thanksgiving Day. While employees at major retailers such as Wal-Mart, Toys R Us and Target will be reporting to work early on Thanksgiving to prepare for door-busting deals, REI employees not only have the holiday off but also will get a paid holiday on Black Friday.

While Black Friday, in the past, has been a big part of the company's bottom line, REI can afford to close that day because it's a cooperative, which means instead of answering to shareholders, the company serves its member-owners. For \$20, REI customers own a stake in the company and receive perks such as an annual dividend check based on a percentage of much they spent at the store--typically about 10%.

"As a member-owned co-op, our definition of success goes beyond money," REI's CEO Jerry Stritzke said in a press release. "We think that Black Friday has gotten out of hand and so we are choosing to invest in helping people get outside with loved ones this holiday season, over spending it in the aisles."

The Washington Post called the move "savvy marketing, a generous employee benefit, and an external display of the brand's principles all rolled into one." The same day that REI announced it would be closed on Black Friday, it unveiled a new company logo that includes the word "co-op" in it for the first time since 1983.

In a recent Bloomberg article, Mike Beall, former CEO of the National Cooperative Business Association, said the cooperative business model was resonating with young entrepreneurs.

"Everyone is coming back to this farmers-market idea," Beall said. "It doesn't maximize profits in a way that puts off consumers." But while REI is one of the nation's biggest and most recognizable cooperatives, there are many others.

If you want to support a different way of doing business this holiday season, here are some ways to patronize cooperatives:

- Invite friends and family to join GenFed.

We offer the same services as banks, but because we're a financial cooperative, we are not-for-profit and offer members lower rates and fewer fees. Like all credit unions, GenFed also strives to educate and empower members to become financially capable;

- Search for cooperatives in your community.

A simple Google search of "cooperative" or "co-op" should turn up nearby examples--grocers, coffee shops, breweries and bakeries are common candidates for a cooperative business model; and

- Look to other name brands.

Land O'Lakes, Ace Hardware, ShopRite, Organic Valley and Ocean Spray are all cooperatives.

SPECIAL NOTES:

Did you know many of our branches are open on Saturdays? Visit www.genfed.com and click "Hours & Locations" under "Join GenFed" to find out if your branch is open on Saturdays!

GenFed members now get a discount at dell.com! To see what kind of deals you can find, visit www.dell.com or call 866-257-4711 and use reference Member ID: GS105471105.

We have eAlerts! Get email or text alerts for account activity. To set it up simply log into Home Banking as usual, click the 'Accounts' tab and then 'eStatements/eNotices'.

RATES

LOANS

Home Equity Line of Credit	as low as 3.00% APR
3/3 ARM	as low as 3.25% APR
Balloon Loan	as low as 3.50% APR
Savings-Secured Loan	as low as 3.10% APR
Certificate-Secured Loan	as low as certificate rate plus 2% APR
Platinum MasterCards	as low as 9.96% APR
Cars and motorcycles	as low as 2.24% APR
NO PAYMENTS FOR 90 DAYS!	
Boats and RVs	as low as 2.99% APR
NO PAYMENTS FOR 90 DAYS!	
Personal Loans	as low as 5.74% APR
First Mortgage NO PMI!	as low as 3.49% APR

CERTIFICATES

3 months*	0.45% APY
6 months	0.60% APY
9 months	0.80% APY
12 months	0.80% APY
18 months	0.90% APY
24 months	1.20% APY
30 months	1.30% APY
36 months	1.50% APY
48 months	1.90% APY
60 months	2.15% APY

BUMP-UP CERTIFICATES***

37 months	1.15% APY
57 months	1.50% APY

These certificates allow you to increase the rate of your Saving Certificate to that of our current standard rate one time during the life of your certificate!

IRA CERTIFICATES**

12 months	0.80% APY
18 months	0.90% APY
24 months	1.20% APY
30 months	1.30% APY
36 months	1.50% APY
48 months	1.90% APY
60 months	2.15% APY

HEALTH SAVINGS ACCOUNT

A Health Savings Account is a tax-exempt account in which you accumulate savings to pay medical expenses that make up your deductible or that are not covered by your plan. This could be a great way for you to save money on medical expenses if you have a high-deductible health plan. If you already have your HSA established elsewhere, make sure to compare the rates, fees and interest to GenFed's account! We'll likely save you money.

\$0-\$2,499	0.15% APY
\$2,500-\$9,999	0.20% APY
\$10,000 and over	0.80% APY

\$100 minimum.

MONEY MARKET ACCOUNTS

No Fee Money Market (\$2,000 min. to earn)	
\$0 - \$20,000	0.15%
\$20,000 and over	0.20%

No Fee Jumbo Money Market	
\$75,000	0.30%

Don't keep us a secret! GenFed membership is open to the communities we serve! Spread the word about GenFed's great rates and personal service.



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GenFed[®]
Financial
Your interest at heart



Apps available in the App Store, Windows Store and on Google Play™.

Refinance of existing GenFed loans subject to applicable fees & conditions. Other rates and programs apply to money only. Loans subject to approval and terms. Loan rates as of 12/1/15 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 10/1/15. Other savings rates are as of 12/1/15. 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 3.00% 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 rate 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. **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.

Please do not reply to this email. For assistance call your local branch or email info@genfed.com.