

## CEO Message

by Brent Binkley, President & CEO

June/July 2009

In these hard economic times with so many people losing jobs, companies going out of business and banks failing, your credit union is safe and secure. We have a very strong capital position and a lot of liquidity. That being said, you also hear about other financial institutions tightening their lending practices.

Given our strong financial position, SELCCU is ready to lend money at extremely good rates and to offer you even better rates for using more of our services. So don't forget about your credit union when you're out looking for your next big purchase or if you want to refinance an existing loan you have somewhere else. Check the rest of this newsletter for information on our summer promotions.

## Save \$\$ ... Refinance Your Auto Loan by June 30!

These days, no one has money to burn. Don't miss out on the opportunity to save money by refinancing your current auto loan from another financial institution. You may qualify for .25% off the A.P.R.\* You also may be eligible for other qualifying discounts. Stop in or call and ask for one of our Financial Services Representatives.

**Promotional rate is good through June 30, 2009.**

*\*Annual Percentage Rate. Fixed rates on all new and used vehicle loans, model years 2002 and newer. All new loans require application and credit approval. Rates are determined by product, term and creditworthiness. Rates and terms subject to change without notice and membership is required. Limited time offer. Promotional rate effective May 1-June 30, 2009. Loan must be disbursed by June 30, 2009. Apply in person, through SELCCU Online or by calling 440-324-3400 / 800-451-6315.*



## College & Money 101

SELCCU will host a College & Money 101 seminar for members ages 17-25. The event is Tuesday, July 14, 5:30-7 p.m. at our office. You don't need to be headed off to college to attend. We'll provide you with information on identity theft, credit cards and accessing your SELCCU account(s) while you're in college or if you move from the area. To register, contact our Call Center at 440-324-3400 / 800-451-6315.

## Shoe Voucher for Salvation Army

As part of its *People Helping People* philosophy, the credit union collects donated items and monetary gifts to help people in the community. Throughout July, SELCCU will be accepting donations for the Salvation Army's Back to School Shoe Voucher Program. All money donated will be used to provide school shoes for children in need. Stop in and leave your spare change in one of our collection jars or ask to have funds withdrawn from your account.

### Cedar Point Tickets

Discounted adult and junior/senior tickets to Cedar Point are available from any teller or in Member Services. Tickets are good through Labor Day.



## Where Could \$10,000 Take You?

Find out by entering the Bill Pay Sweepstakes, beginning June 1, 2009. Pay at least three bills using Bill Pay in June and July 2009, and you'll receive an entry into the sweepstakes for EVERY bill paid! Several prizes will be awarded including a \$10,000 cash grand prize, a \$1,500 travel voucher, two Garmin® nüvi®765T GPS Units ... and one lucky SELCCU member will receive a guaranteed \$100 cash prize!



SELCCU Bill Pay provides an easier way of tracking payments and viewing six months of e-bills and payment history. Set up your account in just minutes, and:

- Track payments instantly - all from one convenient location.
- Pay anyone - even the babysitter.
- Pay bills on your schedule - payments will arrive on time - guaranteed!

Each bill you pay online increases your chances of winning. For a better way to pay your bills, log into [www.selccu.org](http://www.selccu.org). Through our Web site, there's an online demo with instructions on how to use Bill Pay. Please note: you'll need to sign up for SELCCU Online, if you have not already, before you can pay bills online.

*NO PURCHASE NECESSARY. Sweepstakes ends 7/31/09. Open to legal US residents residing in any of the 50 United States or DC, who are 18 years of age or older and have a unique, personal and valid Social Security number at the time of entry. Subject to full official rules available at <http://sweeps.pscufs.com/rules>. Void in Puerto Rico, U.S. territories and possessions, outside of the US and where restricted or prohibited by law. Online entries require a minimum of three (3) online bill payments at the financial institution's Web site between June 1-July 31, 2009. Maximum number of entries per person is 30.*

### Go Green with SELCCU

Through SELCCU's recycling efforts, we were able to save 88 trees in 2008. We have several FREE options to help reduce the amount of paper you receive:

- SELCCU Online: Your online access to your accounts anywhere you have Internet access. View your current account balances, make loan and VISA® payments, verify cleared checks, and make account transfers and more!
- Bill Pay: SELCCU Bill Pay provides an easier way of tracking payments and viewing six months of e-bills and payment history. Set up your account in just minutes, and:
  - Track payments instantly - all from one convenient location.
  - Pay anyone - even the babysitter.
  - Pay bills on your schedule - payments will arrive on time - guaranteed!
- e-Statements: You can view and print your statements, and review statements for the past 12 months at your convenience.

Log on to [www.selccu.org](http://www.selccu.org) for more information.

### Money Camp for Kids

During the week of July 27-30, SELCCU will host Money Camp for children ages 9-12. The program will be from 9 - 11:30 a.m. Monday through Thursday.



Children will learn about basic financial concepts such as budgeting, balancing a checkbook, savings, credit, interest and dividends through interactive exercises and games. Space is limited. If you are interested in sending your child, please reserve space by contacting the Call Center at 440-324-3400 or 800-451-6315.

### Did You Know ... ?

... St. Mary's Bank Credit Union in Manchester, NH was the first credit union in the United States? It was founded in 1908 by French-speaking immigrants from Quebec. The Caisse Populaire de Levis in Quebec was the first credit union in North America.

America's Credit Union Museum now occupies the location from which St. Mary's first operated.

## Annual Scholarship Winners Announced

Congratulations to the following students who were selected as this year's Young Adult Scholarship recipients; each received \$1,000 to pursue their higher education:

- Anna Marr – '09 graduate of Amherst Steele High School. She plans to study music education and theater at Loyola University of Chicago.



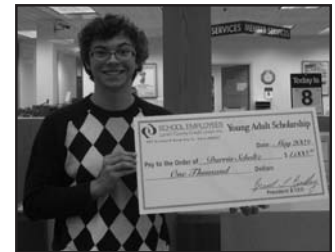
Allison Polgar

- Allison Polgar – currently a student at Miami University majoring in Fine Art. Her future plans include working as a professional artist, teaching college-level art courses and illustrating children's literature.

- Darrin Schultz – '09 graduate of Vermilion High School. His academic plans include studying botany/biology, attending graduate school and researching ways to use plant life more beneficially.



Anna Marr



Darrin Schultz

- Rachelle Tokar – '09 graduate of Elyria High School. She received the Warren Wallace Education Scholarship. She will attend Lorain County Community College and plans to be a sign language teacher.

The Ohio Credit Union League-Lake Erie Chapter also awarded three \$500 scholarships. Melissa Grace, a SELCCU member and '09 graduate of Elyria High School, received one of the Chapter scholarships. She plans to attend Lorain County Community College to study sonography.

*President & CEO Brent Binkley and Rachelle Tokar*



## Keystone Students Win Financial Marketing Competition

A group of five students from Keystone High School developed the winning business plan in a financial marketing competition sponsored by the School Employees Lorain County Credit Union (SELCCU) and the Ohio Credit Union Foundation.

The competition, which was open to all Lorain County schools, involved student teams developing a credit union product or service for teens using an imaginary budget of \$10,000. Students were asked to write a business plan, mission statement, product description, a marketing plan and a budget outline.



Six teams, all from Keystone High School, submitted their business plans and presented their proposals to a group of judges on May 6, 2009. Team members Megan Shaw, James Gerken, Brian Spangler, William Spangler and Uriah Rice developed "Make Money Matter," which includes an on-line resource to teach young people about savings, loans and credit, as well as incentives to encourage teens to save money. The team shared a \$500 prize and a \$250 award was presented to Keystone's business program.

SELCCU will use elements of the winning entry to launch a new teen product in late 2009/early 2010. Congratulations to all the students for their outstanding efforts. SELCCU also extends a special thanks to Karen Sprague, a SELCCU Ambassador and teacher, for encouraging her classes to participate.

## A New Car Will Put a Little Sizzle in Your Summer

Beginning July 1, we're offering a discount of .25% off our current fixed rates. Contact us before you buy to get pre-qualified for your loan. With your loan, you'll be automatically entered to win a gourmet gift basket.\*\* SELCCU's promotional rate is good July 1 - August 31, 2009. Apply in person or through SELCCU Online.

Log on to [www.selccu.org](http://www.selccu.org) to check out special offers for credit union members from both GM and Chrysler. When you get pre-approved, your local Enterprise Car Sales Office invites you to stop in and check out their selection of used vehicles. They are offering a 32" flat-screen TV if you purchase a used vehicle from them June 25-27, 2009 only. ♦

*\* Annual Percentage Rate. Fixed rate on all new and used vehicle loans, model year 2002 and newer. Rates are determined by product, term and creditworthiness. SELCCU may finance up to 100% of the MSRP on new autos and up to 100% of the NADA retail value on used autos. All new loans require application and credit approval. Rates and terms are subject to change without notice. Other rates and terms available. Limited time offer. Promotional rates effective July 1-Aug. 31, 2009. Loan must be disbursed by Aug. 31, 2009. Apply in person, through SELCCU Online or by calling 440-324-3400 or 800-451-6315.*

*\*\*No purchase necessary. For complete rules and entry information, log on to [www.selccu.org](http://www.selccu.org).*

*♦ 32" flat screen TV has an approximate retail value of up to \$500. Offer will be issued 30 business days after vehicle purchase. Offer void when 7-Day Repurchase Agreement is activated. Offer valid on Enterprise vehicles purchased from 6/25/09 – 6/27/09 at the following Enterprise Sales locations: Bedford, 19500 Rockside Road, 440-735-2030; Brook Park, 18301 Brookpark Road, 216-898-5700; or Canton, 5020 Whipple Ave., N.W., 330-493-2500. Offer not redeemable for cash. Cannot be combined with other offers. Not valid on previous purchases. Offer valid only on Enterprise Car Sales vehicles.*

