



Credit Union News

Fall 2010 Edition



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Unlike most other financial institutions, credit unions are not-for-profit, democratically controlled, volunteer-run, member-owned cooperatives. They exist to serve their members, and that level of service remains high even during the toughest times. Instead of issuing stock or paying dividends to outside shareholders, credit unions provide value to their

members by returning earnings in the form of lower loan rates, higher interest on deposits, and lower or even no transaction fees. Value,

trust and service are just some of the many benefits of being a credit union member. To show our appreciation, we will be celebrating our members throughout the month of October with weekly prize drawings and refreshments. The schedule of events and prizes are listed below. Be sure to stop by and join the celebration.



Member Appreciation Celebration Drawing Prizes

Week 1 - October 4 through October 9

(Members with loans or credit cards will automatically be entered in the week 1 drawing.)

Prize - Wisconsin Dells Package at the Wilderness Resort

Week 2 - October 11 through October 16

(Members with Christmas Club accounts will automatically be entered in the week 2 drawing.)

Prize - Hallmark Christmas Package

Week 3 - October 18 through October 23

(Members with active checking accounts and debit cards will automatically be entered in the week 3 drawing.)

Prize - Nintendo Wii with Sports Package

Week 4 - October 25 through October 30

(All members will be entered in the week 4 drawing.)

Prize - Dell Laptop Computer

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Members may complete an entry form in the lobby each week to be entered for a chance to win that week's prize in addition to the qualifying prize entry conditions above. Members must be in good standing.

Federal Insurance Increase for Credit Union Members Becomes Permanent

President Barack Obama signed into law the Dodd-Frank Wall Street Reform and Consumer Protection Act. The act is a result of financial regulatory reform, the most sweeping change to the American financial system since the Great Depression.

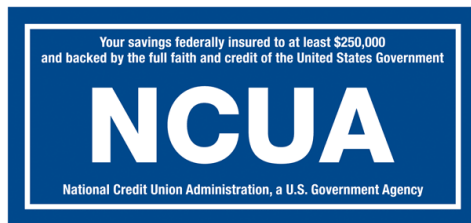
One piece of the act changes the temporary extension of \$250,000 deposit insurance and makes it permanent. The insurance extension was set to expire in

2013, but now members of the credit union can feel safe that their deposits will continue to be backed by the full faith of the federal government.

The increase in the deposit insurance was first put into place in Fall of 2009. Member accounts at federally-insured credit unions are insured up to the Standard Maximum Share Insurance Amount (SMSIA). Each member is individually insured up to \$250,000 per federally-insured credit union. Joint account holders are

insured up to \$250,000 per joint account holder. For example, joint accounts with two account holders are insured up to \$500,000. Any joint accounts are insured separately from individual accounts. Retirement accounts, like IRA and KEOGH accounts, are also insured up to \$250,000 and insured separately from all other accounts.

If you have any questions about your particular situation, please contact the credit union and we will be able to answer any questions you may have about your level of insurance protection.



Christmas Savings Accounts



If you're finding yourself short of funds every year for Christmas shopping, you can avoid the financial sting of the holidays by setting up a Christmas Club account. By setting aside a small amount every payday, you are assured of having plenty of money to satisfy everyone on your gift list.

It's as easy as 1-2-3. First, determine your gift budget and divide by your number of pay periods per year. Second, stop by Generations Credit

Union and let us set up your account for you with direct deposit and an automatic transfer. Third, watch your club savings account grow for Christmas 2011. You are now ready to shop without the stress of worrying about where the money will come from.

Funds from 2010 Christmas Club accounts will be automatically transferred to your primary share (savings) account on the morning of Friday, October 15, 2010. If you'd like your funds transferred to your share draft account or issued to your by check, just let us know.

2011 Christmas Clubs

APR APY

0.32 **0.32**

Annual Percentage Rate Annual Percentage Yield

Mature October 21, 2011

Open a 2011 Christmas Club during the week of October 11, and you will be included in the member appreciation drawing for a chance to win the Hallmark Christmas Package.

Make The Season Brighter With A Holiday Loan

Santa's making his list and checking it twice, and so are you. But while it appears Santa has unlimited funds to finance his holiday cheer, you may not. That's where we can help. With a holiday loan from Generations Credit Union, you can set a budget and stick to it. Here's how: Determine

how much to spend on gifts, cards, postage and shipping, food, entertainment, and decorations. It may help to review what you spent last year and plan accordingly. Then with a holiday loan from the credit union, you can pay cash for these items. This has two benefits:

1. Money experts note that when you pay cash, you are much less likely to overspend than when you use a credit card.

2. Your "ho-ho-hos" won't turn into "whoa-whoa-whoas" when the credit card bills arrive in January.

With fair rates and terms, a holiday loan will help you



stay on budget and on track financially. Happier holidays start at the credit union. Call or stop by today.

Generations Credit Union Members: Shop, Save and Get Cash Back with Shop America

It's no secret that most people shop online these days. Thanks to a partnership with Invest in America, Generations Credit Union can help you save and get money back when you shop. Just use Shop America and get rewarded with great discounts and cash back – just for being loyal to your favorite online stores.

With Shop America, members like you have access to more than 1,200 online retailers, including some of the

largest and most popular, giving you major discounts when you shop. And every time you earn \$10 or more in cash back from your purchases, you'll get a check as a thank you!



So whether you're looking to shop online with Target, Macy's, Best Buy, Apple or hundreds of other stores, you can save and get paid to shop.

Don't forget to make your Shop America purchases with your Generations Credit Union credit or debit card.

Shop America. Shop anytime. Easy online access. Speak to a member representative or visit www.lovemycreditunion.org/Shop_America_585.html for details on Shop America and the other Member Rewards partner offers from Invest in America.

With our Holiday Skip-A-Payment Program members can choose to skip a loan payment for November, December, or January.

For more information, contact Jeanette at 815-316-2900 ext. 100 or jmiller@generationscu.org

(Real estate loans are not included in this offer)



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Holiday Closings

Columbus Day

Monday, October 11

Thanksgiving Day

Thursday, November 25

Christmas Eve Day

Friday, December 24

Christmas Day

Saturday, December 25

New Year's Eve

Friday, December 31

(Open Until Noon)

New Year's Day

Saturday, January 1



Go to our website:
www.generationscu.org
and look for the Find us
on Facebook link!

cuMoney Prepaid Debit Card Use Tips

- \$300 ATM withdrawal maximum per day
- \$0.50 fee each time funds are loaded
- 25 PIN transactions per day with a daily maximum of \$1,500
- 25 signature transactions per day with a daily maximum of \$5,000
- \$10.00 minimum and \$5,000 maximum loads
- \$1.75 monthly maintenance fee
- Don't use "Pay-At-Pump" - see the cashier
- Restaurants authorize 20% more than bill

If you have questions about your cuMoney Prepaid debit card issued by Generations Credit Union, please call 815-316-2900.

Holiday Gift Cards Available



Visa Gift Cards are the perfect solution for all the
people you want to please this holiday season.