

## We Love Our Rewards!



idealcu.com

Every purchase you make with your Ideal Credit Union Debit Card adds up to rewards points that can be redeemed for cash, gifts and other great rewards!

## New! Ideal CU Debit Rewards From Ideal Credit Union - One More Way We Help You Live Your Ideal Life!

Introducing Ideal CU Rewards from Ideal Credit Union - a valuable program that rewards you for your everyday spending. Enrollment is automatic, and now, every purchase with your Ideal Credit Union Debit Card adds up to rewards points that can be redeemed for exciting gifts.

Ideal Debit Rewards is the program that rewards you for using your debit card. Consider it our **“Thank You”** for being a loyal member of Ideal Credit Union. How does it work? It’s easy! We’ll give you points for simply using your Ideal CU Debit Card. Then, redeem your points and receive great rewards. Ideal My Rewards® Gold or Platinum Debit Card holders earn bonus points! Stop in to any location and easily upgrade your debit card to start earning more. This is just one more way we help you live your ideal life.

**“I love being able to choose my own rewards. With gift cards, merchandise and even cash-back options, I always feel like I’m earning the rewards that matter to me the most.”**

- Sherry C., Ideal CU Rewards Member

Eligible accounts will earn points when using their debit card for both in-store and online purchases. You will earn one point for every \$100 spent with a signature or PIN transaction. To maximize the number of points you will earn, be sure to use your Ideal Credit Union debit card instead of check, cash or credit card.

To get started, visit [idealcurewards.com](https://idealcurewards.com) and register for your new, Ideal CU Debit Rewards!

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**renofi**

NOW OFFERING  
Get the Most Money and Lowest Monthly Payment for Your Home Renovation

See Page 5 for Details



Brian Sherrick, President

# Reflecting on All We Accomplished This Year and Looking Forward to 2023 as We Commit Our Continued Support of Ideal CU Members and Our Community

As I reflect on all we accomplished together this year, I hope you'll share my sense of pride in the people and the values that guide us every day at Ideal Credit Union.

These values allow us to deliver on our purpose to empower communities with financial well-being for all.

## The Ideal Life

This year, I'm pleased to share that we experienced strong growth, both in mortgage and vehicle loans. This loan growth means Ideal is helping more members reach goals, empowering them to Live their Ideal Life.

Ideal Wealth Advisors continue to provide Ideal Credit Union members with retirement, insurance and investment services to help pursue their financial goals.

## Building People-Powered Momentum

At Ideal, we're building people-powered momentum, and it's getting noticed. In 2022, Forbes ranked Ideal among the top five Best-in-State Minnesota credit unions.

Ideal CU continues to focus on elevating our member experience through new products and services. Here are a few we launched or grew this year:

**Zelle®** – Ideal launched Zelle payment services for members, offering a fast, safe and easy way to send and receive money with friends, family and others.

**RenoFi** – Ideal CU now partners with RenoFi to provide members more options to finance their home remodels.

**No Equity Home Improvement Loans** – These loans can help fund home renovation expenses; they are unsecured and offer a fixed rate, with terms up to 5 years.

**Glia** – More Ideal customers than ever are receiving quick and convenient customer service through our online chat.

**Ideal CU Rewards** – Every purchase you make with your Ideal Credit Union Debit Card earns points that can then be redeemed for great rewards and gifts.

**Coming Soon** – We are launching a new membership advantage program, with more details coming soon.

## Committed to Community

This year, Ideal CU held our community appreciation events both in-person and virtually. Employees also participated in the statewide CU Forward Day, joining other credit union employees for a day of service to give back this past October.

I'm also pleased to share Ideal Credit Union was awarded Dora Maxwell Award for exceptional service to the community. The award recognizes that Ideal Credit Union's Feeding our Communities Initiative has provided critical donations and volunteer support to area food shelves experiencing record demand over the past year.

Thank you for your membership in Ideal Credit Union. We look forward to continuing to serve you in 2023.

## 11-Month CD Special

Balance	Rate	APY*
\$500 - \$24,999.99	3.25%	3.30%
\$25,000 - \$69,999.99	4.22%	4.30%
\$70,000 +	4.41%	4.50%



APY = Annual Percentage Yield. The Annual Percentage Yield assumes interest remains on deposit until maturity. Rates subject to change at any time. Current Ideal CU members eligible for Certificate Special Rates with new money deposit of \$10,000 minimum. Interest begins to accrue on the business day you deposit any non-cash item (for example, checks). Interest is compounded and credited on a monthly basis. Certificate Special rates apply to both regular CDs and IRA CDs. CDs with maturity dates 12 months or less will be assessed the lesser of 90 days interest or interest earned. Fees may reduce earnings. Promotion certificate allows for a one-time rate increase over the period of the certificate. The new rate will be determined by the current best certificate rate and will apply to the remaining term of the certificate.

# BUSINESS SPOTLIGHT

## Aesop's Table with Owner Anthony Mahmood

### Tell us about Aesop's Table.

We opened Aesop's Table in 1986 and I've been at Aesop's Table for 36 years. We focus on catering, and in an average year we have about 175-200 events. I've been in the food business since I was in diapers.

### Good barbecue is all about the love.

For the past few years, Ideal Credit Union has asked me to come to their member appreciation event. We come out, set up, and grill all the burgers. The employees of the credit union serve them and everybody just loves it. If you love the things that you do - it's going to show.

### Why did you choose Ideal Credit Union?

My great grandfather started the Postal Employee Credit Union. When I was 10 years old, my grandpa brought me down to the original branch and signed me up and I've been hooked ever since.

As a member of almost 50 years, there are so many different products that Ideal has come up with and things that they do, it has opened my eyes to a whole new world of how I can run my business.



Anthony Mahmood,  
Owner of Aesop's Table

### Where is Aesop's Table located?

We are located in Saint Paul on Dale Street north of Interstate 94.

### Learn more!

To discuss your business needs, contact [Josh Anderson](#), Senior Business Relationship Specialist, at 651-773-2763 or by email at [janderson@idealcu.com](mailto:janderson@idealcu.com). For more information about our business solutions, visit [idealcu.com/business-banking](https://idealcu.com/business-banking).



SERVICE QUALITY

## Ideal Credit Union Leaders Named 2022 Super Mortgage Professionals by Minneapolis – St. Paul Magazine and Twin Cities Business

Ideal Credit Union is pleased to announce two Ideal Credit Union mortgage leaders, Cynthia Stewart and Faith Tholkes, have been recognized as **2022 Super Mortgage Professionals by Minneapolis-St. Paul Magazine and Twin Cities Business**.

The annual Super Mortgage Professionals recognition includes only the top 2% of all licensed brokers in Minnesota. All Super Mortgage Professionals are evaluated based on overall client satisfaction and consumer ratings.

Ideal Credit Union's mortgage professionals stand out in the industry for excellent service to members and for providing a seamless process guiding members through the loan process from start to finish.

"Choosing a mortgage counselor is a big decision. Experience, reputation and a commitment to excellence really matters," said Ideal Credit Union President and CEO, Brian Sherrick. "We are proud to see Ideal Credit Union leaders, Cynthia Stewart and Faith Tholkes, recognized for their accomplishments and service to our members."

At Ideal Credit Union, our mission is to deliver the financial solutions that help you shape your Ideal Life. If you are interested in meeting with one of Ideal's Super Mortgage Professionals to learn more about current specials and explore your options, we can help. **Call the Ideal Credit Union team at 651-747-4663 or make an appointment online to meet with an Ideal Mortgage Loan Advisor.**



Faith Tholkes and Cynthia Stewart

# Call for Board Nominations

Ideal Credit Union is member-owned and governed by a volunteer Board of Directors. We seek members like you, who are passionate about the credit union industry and want to be a part of Ideal CU's ongoing growth and commitment to member service.

Volunteering for the Board of Directors allows the opportunity to influence Credit Union decisions and helps to further skills and professional development. We are currently accepting nominations, to be eligible you must meet the following criteria:

- a) Own at least one full paid share.
- b) Be at least 18 years of age.
- c) Have not caused a previous loss to the credit union.
- d) Are bondable.
- e) Do not have a past criminal history causing doubt as to the safety or security of the credit union, its employees or assets. A background check will be conducted.
- f) Cannot be a current employee of Ideal Credit Union or be a relative of a current: Employee, Director, Associate Director or Supervisory Committee member. A relative is any person who is related by blood or

marriage or whose relationship is similar to that of persons related by blood or marriage.

g) Cannot be a Chief Executive Officer, President, Manager, Treasurer/Manager or Director of another federal or state-chartered bank or credit union.

**Members who meet these criteria and wish to run for election to the board must submit their name in writing received by February 1, 2023.**

Please submit your nominations electronically via email to: [administration@idealcu.com](mailto:administration@idealcu.com). Nominations are not allowed from the floor at the Annual Meeting.

**Include a brief biography, 150 words or less, and a photo with your letter of nomination.**

## Board of Directors

Expiring three-year terms:

- Craig Spreiter
- Lisa Liddell
- Keith Hauge

**Watch for complete details on the 2023 Annual Meeting in our spring newsletter.**

# Congratulations! Ideal Credit Union Named Winner of 2022 Dora Maxwell Award for Service to Community

Ideal Credit Union is pleased to be named winner of the prestigious 2022 Dora Maxwell award for the Ideal Credit Union Feeding Our Communities initiative. The Dora Maxwell award is given annually to credit unions for outstanding service to community by the Minnesota Credit Union Network and the Credit Union National Association (CUNA).

"At Ideal Credit Union, we're committed to our credit union values with the people helping people philosophy always in mind," said Brian Sherrick, President and CEO of Ideal Credit Union. "We are proud of our role in the community

as a dedicated supporter of hunger relief organizations providing accessible, localized support for people in need."

The Ideal Credit Union Feeding Our Communities Initiative deployed employee volunteers and charitable gifts to emergency food support and basic need organizations in Woodbury, Hugo, North St. Paul, Inver Grove Heights, Eagan and Stillwater. Due to the pandemic and economic impacts on individuals and families, many charitable groups providing basic needs faced record demand for services in 2021. Ideal Credit Union worked in partnership with several community groups to meet those demands.



The Dora Maxwell Social Responsibility Community Service Award was created in 1987 and recognizes credit unions for the activities they coordinate that benefit the community or a specific charity.

# SMALL CHANGE

## Ideal CU Has Partnered With the Following Companies to Provide Added Value and Benefits for Our Members

Learn more about offers featured below and find additional benefits online by visiting [idealcu.com/lmcs](http://idealcu.com/lmcs).

**TurboTax** helps you get your taxes done right, with a Maximum Refund Guarantee! Start for free and easily transfer last year's tax info. TurboTax provides a comprehensive review before you file, so you can be confident nothing gets missed.

**Spectrum Mobile** provides savings of up to 60% for members with Spectrum internet that switch to Spectrum Mobile. Plus get \$50 CASH for each new line.

**Xfinity Mobile** saves you up to \$400 per year when you switch, PLUS get \$25 CASH for each new line. Xfinity Mobile is available to Xfinity internet customers, with credit union members having access to these additional offers when they make the switch.

### We Love Positive Reviews!

Did you have a great experience at Ideal? Let us know by reviewing us on Google or leaving a comment on our social media pages. Follow Ideal CU on Facebook, Instagram and Twitter to stay up to date on events, giveaways and announcements.

## Introducing RenoFi: Get the Most Money and Lowest Monthly Payment for Your Home Renovation Project

Ideal Credit Union is excited to partner with RenoFi to offer members more options for financing their home renovation projects.

A traditional home equity loan or home equity line of credit (HELOC) allows you to borrow against the current value of your home, whereas RenoFi Loans allow you to borrow against the after-renovation value, or future value of your home.

For homeowners who have been in their homes for 10+ years, borrowing against current home equity is fine because they've built up a lot of equity over the years and don't have as large of an outstanding mortgage balance. But for recent home buyers, a true renovation loan often offers higher borrowing power.

### RenoFi has helped thousands of homeowners across the United States

RenoFi Loans do not require draw schedules, inspections or refinancing, like typical construction loans do. Many contractors prefer not to work with construction loans because of these in-depth requirements.

RenoFi Loans are designed in a way that makes life much easier for homeowners & their general contractors. The entire loan amount is made available by the lender upfront, giving members more flexibility during the renovation process. After the renovation is completed, the appraiser visits the home to issue a certificate of completion.

- Borrow More: RenoFi matches homeowners to the best financing product for their project.
- Longest Terms, Lowest Rates: Terms up to 20 years. Rates are based on the After Renovation Value.
- No Refinancing Required: Have a great rate locked in your first mortgage? No problem!
- Cash Up Front: Once approved, homeowners receive 100% of cash up front. No draws, no inspections.

Find out how much you can borrow and get started today!

**renofi**

Visit [idealcu.com/renofi](http://idealcu.com/renofi) to get started today!

PRODUCT UPDATE



HOLIDAY HOURS

**All Offices Closed:**  
 Monday, December 26, 2022 – Christmas Day  
 Monday, January 1, 2023 – New Years Day  
 Monday, January 16, 2023 – Martin Luther King Jr. Day  
 Monday, February 20, 2023 – President's Day  
 Monday, May 29, 2023 – Memorial Day  
 Monday, June 19, 2023 – Juneteenth  
 Tuesday, July 4th, 2023 – Independence Day

OFFICE HOURS

**Lobby**  
 9:00 a.m. – 5:00 p.m. Mon, Tues, Thurs & Fri  
 10:00 a.m. – 5:00 p.m. Wed  
 9:00 a.m. – 12:00 p.m. Sat  
**Drive-thru**  
 9:00 a.m. – 5:30 p.m. Mon – Fri  
 9:00 a.m. – 12:00 p.m. Sat  
**Contact Center**  
 8:00 a.m. – 5:00 p.m. Mon – Fri  
 9:00 a.m. – 12:00 p.m. Sat

LOCATIONS

**Eagan**  
 3225 Denmark Avenue  
 Eagan, MN 55121  
**Hugo**  
 14750 Victor Hugo Blvd N.  
 Hugo, MN 55038  
**Inver Grove Heights**  
 7791 Amana Trail  
 Inver Grove Heights, MN 55077  
**North St Paul**  
 2401 N. McKnight Road  
 North St. Paul, MN 55109  
**Stillwater**  
 2020 Washington Avenue  
 Stillwater, MN 55082  
**Woodbury**  
 8499 Tamarack Road  
 Woodbury, MN 55125

Visit [idealcu.com/wealth-advisors](https://idealcu.com/wealth-advisors) to make an appointment and learn more!

**Let Us Help**

Whether you have one financial issue you want to tackle today or realize it's time to put together a comprehensive financial strategy, Ideal Wealth Advisors will take the time to listen and learn about your unique situation.

Securities and advisory services are offered through LPL Financial (LPL), a registered investment advisor and broker/dealer (member FINRA/SIPC). Insurance products are offered through LPL or its licensed affiliates. Ideal Credit Union and Ideal Wealth Advisors are not registered as a broker/dealer or investment advisor. Registered representatives of LPL offer products and services using Ideal Wealth Advisors, and may also be employees of Ideal Credit Union. These products and services are being offered through LPL or its affiliates, which are separate entities from and not affiliates of Ideal Credit Union or Ideal Wealth Advisors. Securities and insurance offered through LPL or its affiliates are:

Not Insured by NCUA or Any Other Government Agency	Not Credit Union Guaranteed	Not Credit Union Deposits or Obligations	May Lose Value
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Your Credit Union ("Financial Institution") provides referrals to financial professionals of LPL Financial LLC ("LPL") pursuant to an agreement that allows LPL to pay the Financial Institution for these referrals. This creates an incentive for the Financial Institution to make these referrals, resulting in a conflict of interest. The Financial Institution is not a current client of LPL for brokerage or advisory services. Please visit <https://www.lpl.com/disclosures/is-lpl-relationship-disclosure.html> for more detailed information.

