

DOLLARS & SENSE

Summer/Fall 2020



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Member Appreciation Events Go Virtual

Ideal Credit Union is excited to celebrate **YOU** this August! This year our Member Appreciation Events will be going virtual, making it super easy for you to attend online. You'll have a chance to win cash prizes during each of the 5 virtual events starting August 11, including two \$500 grand prizes, one \$250 grand prize and two \$50 Bucky Bear youth winners! All are welcome to join the fun. Register for all five drawings now through August 7, 2020, at www.idealcu.com/virtualevents.

Winners announced via Facebook Live at 12:30 p.m. from the following Ideal CU locations on the following days, plus posted daily on www.idealcu.com:

Tuesday, August 11 – Hugo
Thursday, August 13 – Eagan
Tuesday, August 18 – North St. Paul
Wednesday, August 19 – Woodbury
Thursday, August 20 – Stillwater

The Ideal CU Community Foundation will once again make \$2,500 in donations to local area food shelves during the virtual event. Recipients will include the Hugo Good Neighbors Food Shelf in Hugo, The Open Door in Eagan, the North St. Paul Area Food Shelf in North St. Paul, the Christian Cupboard in Woodbury and Valley Outreach in Stillwater.

Register online by August 7 for your chance to win! Be sure to like & follow us on Facebook to join in on the fun starting August 11. For complete details and official rules, visit www.idealcu.com/virtualevents.



As part of a recent #CUs4U Challenge, Ideal President/CEO Brian Sherrick presented \$1,000 to long-time business member Tony Mahmood from Aesop's Table to support their partnership with East Side Elders to provide hot meals to seniors. The donation will provide hundreds of nutritious meals and boost the spirits of all involved.



President's Corner



Brian Sherrick
President

Navigating These Challenging Times Together

Thank you for your continued loyalty, patience and understanding as we navigate these challenging times together. Throughout this crisis, Ideal CU has worked diligently to ensure uninterrupted access to the essential financial services you depend upon,

while prioritizing the health and safety of our members, employees and our local communities.

As we gradually resume normal operations, your health and wellbeing remain paramount, and we continue to follow all recommended safety protocols. These measures include frequent disinfecting of surfaces and supplies, sneeze shields installed at all service areas, floor guides to assist with social distancing and maintaining low capacity at all times by limiting the number of visitors. Face masks are encouraged but not required for in-branch appointments.

We continue to modify our operations to ensure safety while giving you the best options to handle your financial affairs. For lobby appointments, we've enhanced our online appointment tool to enable you to select the date, time and location most convenient for you, giving you the ability to conduct your business quickly and efficiently. Our drive-thru operations continue to process all teller transactions to ensure quick service, minimal wait-times and proper social distancing. Digital and Mobile Banking remain available 24/7 to conduct much of your financial business without ever needing to visit a branch.

With limitations on in-person gatherings, our recent Annual Meeting and many of our educational workshops have transitioned to webinar format to ensure safety while not impeding the ability to learn about a wide variety of topics. As highlighted in this issue of *Dollars & Sense*, our Annual Member Appreciation Events in August will go virtual as we celebrate 94 years of service (see cover article). We remain nimble to adjust our operations as needed while maintaining our commitment to serve you to the best of our ability at all times.

Again, thank you for your patience and membership. Be safe and be well. Together, we will get through this.

A handwritten signature in black ink, appearing to read "Brian Sherrick".

Brian Sherrick

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Ideal Credit Union was founded in 1926 as St. Paul Postal Employees Credit Union

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Fax.....651-773-2901
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Investment Center.....651-773-2876
Mortgage Center.....651-747-4663
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www.idealcu.com

Ideal CU Business Member Spotlight

Business Name: DeVine's Plumbing
Location: Forest Lake, MN
Opened for Business: 1994
Website: www.devinesplumbing.com

Briefly describe your business.

"We are a local family-owned plumbing company with the reputation for fast, friendly, and personal service located just north of the Twin Cities. Our service area covers the entire St. Paul area and extends as far north as North Branch. From leaky faucets to new home rough in's and everything in between, we have the experience and expertise to help you with all of your plumbing needs."

When did you start your business?

"We started our business in 1994."

How many employees do you have?

"I am a sole proprietor. On occasion, I may hire a helper when I need assistance with a job, like lifting a bathtub."

Where is your business located?

"DeVine's Plumbing is based in Forest Lake, MN. We serve the east metro area, all the way from North Branch down to Cottage Grove and over to the Wisconsin border."

What differentiates you from your competitors?

"When I have a customer call they are talking to me on the phone. I am the one that is going to show up to fix the problem. We're convenient, fast, flexible and affordable! In most



**Mike DeVine, owner,
DeVine's Plumbing**

cases, next-day service is the norm, and emergency service is available. Because we are locally owned and operated, we can tailor our services to meet your schedule and needs. We charge by the hour so that you get what you pay for. Perhaps most importantly of all, we provide peace of mind as you would expect, we are of course, licensed and insured."

Why did you choose Ideal Credit Union for your business needs?

"I originally chose Ideal Credit Union because a past employer of mine recommended Ideal Credit Union, and I

have been here for over 20 years. The service is great here!"

What business services do you use?

"I probably have used every service Ideal has. I have my entire company checking, loans, savings accounts here, and all my personal accounts, my mortgage, vehicle loans and all my savings accounts."

Learn more!

To discuss your business needs, contact **Josh Anderson, Business Relationship Specialist**, at 651-773-2763 or email him at JAnderson@idealcu.com. For more information about Ideal's business solutions visit www.idealcu.com/business-banking.



Enjoy Concierge Service by Appointment at Select Branches

With select Ideal CU branches open by appointment, you can enjoy concierge service to safely and efficiently conduct your business as we gradually resume in-branch operations. Lobby service is available by appointment at our Eagan, Hugo, North St. Paul and Woodbury branches. Use our enhanced online appointment tool to select the date, time and location most convenient for you. Lobby service includes:

- Open an Account
- Loan & Mortgage Applications
- New Debit Card
- Safe Deposit Box Access
- Coin Counting Machine
- Notary Service

All teller transactions continue to be drive-thru only. Digital Banking and Mobile banking are available to you 24/7. You can contact the credit union during regular business hours at 651-770-7000 and a representative will assist you.

Visitors who enter our branches are encouraged to wear a mask. We are doing our part to ensure the safety of our staff, members and the community. This includes frequent disinfecting of surfaces and supplies, sneeze shields installed at all service areas, floor guides to assist with social distancing and maintaining low capacity at all times.

Thank you for your patience and understanding as we work to keep everyone safe!

Your Money

Provided by Craig S. Lundquist, MBA

Upcoming Wealth Management Workshops

Wealth Advisors located at Ideal Credit Union* offers educational workshops and webinars aimed at providing you with the know-how to take charge of your financial future. During these no-cost, no-obligation workshops you'll learn about the various factors that contribute to a well-rounded financial plan and get answers to the questions that are most important to you and your specific goals. Below is a list of upcoming events. Registration information can be found at www.idealcu.com/membership-and-benefits/educational-seminars.

Financial Planning Expo Webinar

6:00-7:30 pm

Thursday, August 20, 2020

Speakers: Mike Mason & Marshall Heitzman, Members Insurance & Investments, Jen Santini, Estate Planning Attorney

Retirement Planning

6:00-7:00 pm

Thursday, September 24, 2020

Location: TBD

Speaker: Randy Kitzmiller

Medicare

6:00-7:00 pm

Thursday, October 22, 2020

Location: TBD

Speakers: Mike Mason, Members Insurance & Investments

Wealth Advisors
located at Ideal Credit Union
651-773-2876



Wealth Advisors Team

Estate Planning

6:00-7:00 pm

Thursday, November 12, 2020

Location: TBD

Speakers: Jen Santini, Estate Planning Attorney

FR-3136132.1-0620-0722

*Wealth Advisors are registered representatives of CUNA Brokerage Services, Inc. Representatives are registered, securities sold, advisory services offered through CUNA Brokerage Services, Inc. (CBSI), member FINRA/SIPC, a registered broker/dealer and investment advisor, which is not an affiliate of the credit union. CBSI is under contract with the financial institution to make securities available to members. Not NCUA/NCUSIF/FDIC insured, May Lose Value, No Financial Institution Guarantee. Not a deposit of any financial institution. CUNA Brokerage Services, Inc. is a registered broker/dealer in all fifty States of the United States of America

Jen Santini is not affiliated with CBSI or its representatives. Opinions expressed are those of the presenter and are not necessarily those of CBSI or its representatives.

Virtual Annual Meeting Attracts Record Crowd

Ideal Credit Union held its 94th Annual Meeting virtually via webinar on April 28, 2020, attracting a record attendance of 448 members and guests, who participated from the safety of their homes. Ideal CU has offered a remote option to attend its Annual Meeting since 2016, and was one of the first in the state to embrace a virtual format. With the coronavirus pandemic changing the way we all work and live, the transition to an all-virtual meeting was essential, and Ideal was well prepared to make the move.

Board Chairman Peter Olsen and Ideal President/CEO Brian Sherrick reviewed highlights of the past year and assured members the credit union is well positioned financially to withstand the current economic downturn. Olsen shared the many ways Ideal CU is involved in the community. In 2019, Ideal CU donated thousands of dollars through the Ideal CU Community Foundation and employee and Board of Director contributions to the MN Brain Tumor 5K, financial literacy programs, local area food shelves and food programs, local veterans groups, the Salvation Army Coats for Kids drive and many other worthy causes.

Olsen also announced the reelection of Board of Director incumbents Keith E. Hauge, Lisa M. Liddell and Craig J. Spreiter, who ran unchallenged for another 3-year term. Members and their guests received a \$10 incentive for attending the Annual Meeting and 17 lucky members were chosen at random to receive a total of \$2,500 in cash door prizes. A recording of Ideal's Annual Meeting and copy of Ideal's 2019 Annual Report can be found at www.idealcu.com/annualmeeting.



**2020
ANNUAL MEETING**

Live the Ideal Life.

Live the Ideal Life

● Digital Banking puts you in control!

Check balances, transfer funds, pay bills and even deposit checks with the Ideal Mobile banking app. Whether at home or on the go using your mobile device or smartphone, we've got you covered. Learn more at www.idealcu.com/manage-your-accounts/online-banking.

● Ideal is giving away \$1,000 to one lucky winner every month in 2020

in our "Use & Win" Debit Card Giveaway. Ideal CU Personal Checking members age 18 and older receive one (1) entry for each qualifying Ideal CU Debit or My Rewards Debit Card transaction completed during the month. Random drawings are conducted once a month for the promotional period, which runs through December 2020. Complete details and official rules can be found at www.idealcu.com/checking-and-savings/use-and-win-giveaway.

● Ready for a more Ideal car buying experience?

We make financing your next vehicle quick and convenient, allowing you to focus your attention on your next ride. Enjoy low, competitive rates, flexible financing terms and 24/7 loan application. Learn more at www.idealcu.com/loans-and-credit/auto-loans.

● We ♥ Positive Reviews & Testimonials!

We love hearing from happy members, like Jennifer in New York City:

Ideal Credit Union has been there with me through life's key milestones. I opened my first checking account, was approved for my first credit card, and got my first checkbook



Small Change

with the credit union.

Now, years later as a young professional living in New York City, I am still a member and love the ease of their online and mobile banking platforms that allow me to transfer funds, deposit checks, and open additional accounts as needed. I love supporting the community in which I grew up and how I can access all the same benefits 1,200 miles away.



Jennifer Anderson

● Had a great experience at Ideal? Living your Ideal Life? Let us know by leaving a comment on our social media pages.

Be sure to follow Ideal CU on Instagram, Facebook, and Twitter to stay up to date on events, prize winners, and announcements. Ideal wants to hear from you – like and share your favorite posts, or leave a review on Ideal Credit Union's Facebook page.

● Contributions to Casual for a Cause.

You are invited to contribute to your credit union's "Casual for a Cause" fundraiser for local charities. Upcoming donations in 2020 will be:

★ July – September: Local Veteran Outreach

★ October – December: Salvation Army Coats for Kids

Please reach into your hearts and wallets to help make a difference in our community.

Ideal CU Named 'Best Credit Union in East Metro 4th Consecutive Year in a Row'

Ideal Credit Union has been named "Best Credit Union in the East Metro" for the fourth consecutive year by readers of the *Stillwater Gazette* newspaper. Ideal became the first credit union to operate in the community in its 166 years of existence when our Stillwater branch opened for business in December of 2016. Ideal has had a strong presence in the east metro for 94 years.

"We are honored to once again be named 'Best Credit Union in the East Metro' for the fourth year in a row, and proud to be Stillwater's first credit union, bringing a more contemporary approach to traditional banking," said Ideal CU President/CEO Brian Sherrick. "We value the relationships we have built in the community as residents embrace the 'ideal' difference and realize their dream to live the ideal life on their own terms through our friendly service and affordable financial solutions."

Ideal's Stillwater branch is located at the intersection of

Highway 36 and Washington at 2020 Washington Avenue. We are excited to announce the branch is currently undergoing construction to add a drive-thru lane, which is scheduled to be done in late August. Close to 3,000 Ideal CU members live by the Stillwater location.

The *Stillwater Gazette & Valley Life* has a readership of over 45,000 residents every week in Stillwater, Stillwater Township, Lake Elmo, Oak Park Heights, Bayport, Marine on St. Croix, Lakeland, Lakeland Shores, West Lakeland Township, St. Croix Beach, May Township, Grant Township and Afton.

Ideal Credit Union was also recently voted Best Credit Union in the Forest Lake community by readers of the *Forest Lake Times*. This is the first such honor for Ideal and our Hugo branch for providing exceptional service to members in the Forest Lake area.



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Holiday Hours

All Offices Closed:

Monday, September 7, 2020 –
Labor Day

Monday, October 12, 2020 –
Columbus Day

Wednesday, November 11, 2020 –
Veterans Day

Thursday, November 26, 2020 –
Thanksgiving

(Open regular business hours on
November 27, 2020)

Thursday, December 24, 2020 –
**Christmas Eve – All branches close
at 1:00 p.m.**

Friday, December 25, 2020 –
Christmas Day

Friday, January 1, 2021 –
New Year's 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

Office Locations

3225 Denmark Avenue
Eagan, MN 55121

14750 Victor Hugo Blvd N.
Hugo, MN 55038

7791 Amana Trail
Inver Grove Heights, MN 55077

2401 N. McKnight Road
North St. Paul, MN 55109

2020 Washington Avenue
Stillwater, MN 55082

8499 Tamarack Road
Woodbury, MN 55125

651-770-7000
www.idealcu.com

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2020 Home Education Events Transition to Webinar Format

We are excited to give you the opportunity to participate in Ideal CU's FREE 2020 Home Education via webinar from the comfort and safety of your own home. Whether you're a first-time buyer, or planning to sell your home, these informational webinars bring you expert advice from Ideal CU Mortgage Loan Advisors and local real estate, home staging and insurance professionals ready to help.

Home Buying Webinars

6:00 – 7:30 p.m.

Wednesday, September 16, 2020

Thursday, October 22, 2020

Presenter: Ideal CU Senior Mortgage
Loan Advisor Cynthia Stewart

Home Selling Webinar

10:00 – 11:30 a.m.

Saturday, September 26, 2020

Presenter: Ideal CU Mortgage Loan
Advisor Ko Xiong

All webinar attendees will be entered for a chance to win a \$50 Home Depot Gift Card at each session. Register online at www.idealcu.com or call (651) 747-HOME (4663).

*Home Depot is not affiliated with this giveaway. Must be present during the live webinar to be eligible to win.

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