

DOLLARS & SENSE

Winter 2016 - 17



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Ideal CU Becomes 1st Credit Union to Serve Stillwater

With the doors now open for business, Ideal Credit Union has officially become the first credit union to serve the 162-year-old city of Stillwater. Located at 2020 Washington Avenue, next to Perkins, the new tech-savvy Stillwater branch is approximately 3,000 sq. ft. and offers 24/7 drive-up ATM lanes for deposits and withdrawals, a full-service teller counter inside, coin counter and three offices for new accounts and member service discussions.

“We are excited to become Stillwater’s first credit union and offer a more contemporary approach to traditional banking,” said Ideal CU President/CEO Brian Sherrick. **“Since announcing our expansion to Stillwater we have received extremely positive feedback from not only our members, but potential members who are anxious to experience the ‘ideal’ difference in financial services.”**

Hours at the new Stillwater branch are 9:00 am – 5:00 pm Monday, Tuesday, Thursday and Friday, 10:00 am – 5:00 pm Wednesday, and 9:00 am – 12:00 pm Saturday. Branch Manager Sarah Jaeger and her staff are ready and eager to serve you. Be sure to stop by and say hello the next time you are in the neighborhood.



Ideal Credit Union’s new Stillwater branch is now open for business at 2020 Washington Avenue. Ideal will be the first credit union to serve the 162-year old city, often referred to as the birthplace of Minnesota.



President's Corner



Brian Sherrick
President

Paying it Forward

The season of giving is upon us. As we reflect on our 90 years of service, we take pride in knowing we continue to pay it forward in a variety of ways that go far beyond affordable financial products. In fact, your credit union has a rich history of paying it forward, especially when it comes to education.

For close to four decades, your credit union has been the primary sponsor of the John D. Miller Scholarship foundation, a program that has helped hundreds of students continue their post-secondary education, and opened the

doors to membership at Ideal CU for those not eligible to join through other field of membership options.

Back in 1980, a group of postmasters who felt education was important in our society joined forces with St. Paul Postal Employees Credit Union, now Ideal Credit Union, and instituted a program to extend credit union membership to anyone who made a one-time \$5.00 donation to its scholarship fund. The group held its first Scholarship Golf Tournament to raise additional monies and awarded 3 scholarships for \$500 each that year.

In 1992, the group named the foundation the John D. Miller Scholarship. John Miller was a postmaster in Hinckley and Lake City, Minnesota. He was the driving force from the onset to create and administer this fund year after year. "It was a long standing belief on my father's part that we needed to do something to encourage our graduating students the importance of obtaining secondary education and or training. This was accomplished via the conception of this foundation," said Blaine Miller, who now administers the fund.

In its 37 years of existence, the John D. Miller Scholarship foundation has awarded over \$275,000 to deserving students. I am proud to say that 95% of those scholarships have been funded by Ideal through our ongoing support of the foundation and annual golf tournament sponsorship. "We are grateful for the extreme cooperation we continue to receive from Ideal. We would not have accomplished anything close to what we have without their help," added Blaine Miller.

That's what "people helping people" is all about! Happy New Year everyone!

Brian Sherrick

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

Editor: Cindy Kurtz

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- Fax.....651-773-2901
- Fax, Toll Free.....800-494-4980
- VISA TTY Deaf or
- Hard of Hearing.....800-221-7728
- Investment Center.....651-773-2876
- Mortgage Center.....651-747-4663
- Commercial Services.....651-747-8900

www.idealcu.com

Ideal Credit Union Offers Premium Debit Card Rewards Program – with a Free Trial*

We love our members at Ideal Credit Union, and that's why we're thrilled to announce our new premium debit card program: My Rewards™ Gold and Platinum Debit Cards! As a Gold or Platinum Debit Card holder, you'll enjoy a long list of valuable rewards and benefits. Here's a sample of the perks you'll receive as a Gold or Platinum Debit Card holder:

★ **Earn points for everyday**

purchases: When you use your Gold or Platinum Debit Card, you'll earn points every time you swipe your card for purchases you make every day for anything and everything.

★ **Cash back when shopping online:**

When you shop online through www.idealdebitrewards.com you can earn cash back for your purchases. More than 100 popular online retailers participate!

★ **Bonus points for online purchases:**

When you shop online through www.idealdebitrewards.com you'll earn EVEN

MORE points! And points can be redeemed for hundreds of items, from electronics, to gift cards, to exotic getaways!

★ **Emergency Roadside Assistance:**

Are you already paying for a pricey roadside assistance service? You won't need it anymore! As a Gold or Platinum Debit Card holder, you'll enjoy 24-hour roadside assistance, 7 days a week, 365 days a year.

★ **Prescription Savings:** With the My Rewards Rx Savings Card, you'll save on many brand name and generic prescription medications at any of the 60,000+ participating pharmacies.

In addition to the amazing benefits above, you'll receive VIP member service, medical evacuation and repatriation benefits, local discounts & coupons, extended warranty, and even access to convenient, short-term loans**! All for only \$9.95/month for the My Rewards™



Gold Debit Card or \$14.95/month for the My Rewards™ Platinum Debit Card!

You'll receive your first 90 days absolutely free!* Just be sure to reference the promo code **IDEAL90**. Start taking advantage of the My Rewards™ Gold or Platinum Debit Card from Ideal Credit Union today!

Visit us for a full list of benefits and to learn more!

<http://Card.idealdebitrewards.com>

* Fee applicable following advertised promotional period. Please visit www.idealdebitrewards.com/CardTerms for card program terms and conditions.

**My Rewards Platinum Debit Card only



VIP+ Payout Coming in January 2017

Ideal Credit Union is excited to announce the return of our exclusive VIP+ Program for 2017. The program is designed to reward members like you for your patronage and for actively participating in our cooperative. Since 2013, Ideal Credit Union has paid out over \$2.5 million in VIP+ dividends.

Members participate in the VIP+ Program by having a S1 Regular Share Savings with a balance of \$1.00 or greater, an active checking account, and conduct a minimum of 144 withdrawals during the year via debit card, credit card, checks, ATM, ACH transactions, etc. You can also qualify for the Loan Rebate and/or Deposit Dividend by having your core financial relationships (mortgage, home equity, credit card, auto loan, money market, etc.) at Ideal. If you have more than one account under your SSN, all qualifying activity will be combined for a potentially higher payout.

Special Dividends are calculated on your account activity for

2016 and will be paid automatically to your Share Savings in January 2017. After you've qualified as a VIP+ then you're eligible for additional perks and savings throughout the year, including

- ★ Unlimited Ideal Credit Union ATM Transactions
- ★ Free Ideal CU designed Checks – 1 box per order, 2 box limit per calendar year
- ★ Free Paper Statements
- ★ Free Automatic Overdraft Transfers from Savings to Checking
- ★ No Annual Fee for Overdraft Line of Credit (\$20 savings)
- ★ Free Call Center Transfers and more!

Ideal CU is proud to give back to our loyal members through this exclusive VIP+ program. To learn more visit the Member Benefits page at www.idealcu.com.

Your Money Investing for Retirement

Why save for retirement?

Because people are living longer. According to the U.S. Administration on Aging, persons reaching age 65 have an average life expectancy of an additional 19.3 years.*

And since Social Security accounts for only about a third of total aggregate income for aged persons,** Social Security alone may not be enough to see you through your retirement years.

Keep in mind...

- A well-diversified portfolio can help balance risk
- The earlier you start investing, the more you can contribute over the course of your working lifetime.

By starting early, your investments will have a longer period of time to compound. With a longer time frame, you will have a larger choice of investment possibilities

Scott Zoellner
and Lisa Blevens



What to do...

- Assess your risk tolerance
- Determine your investing time frame
- Determine the amount of money you can invest
- Choose investments that are appropriate for your risk tolerance and time horizon

Seek professional management, if necessary

*Source: NCHS Data Brief, Number 168, October, 2014
**Source: Fast Facts & Figures About Social Security, 2014, Social Security Administration

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Not NCUA/NCUSIF/FDIC insured, May Lose Value, No Financial Institution Guarantee. Not a deposit of any financial institution.

Call for Board Nominations

Nominations for your credit union's Board of Directors are now being accepted. To be eligible you must meet the following criteria:

- Own at least one full paid share
- Be at least 18 years of age
- Have not caused a previous loss to the credit union
- Are bondable
- 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.
- 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.
- 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 to be received by February 1, 2017. Mail to Ideal Credit Union, 8499 Tamarack Road, Woodbury MN 55125, attn: Brian Sherrick. Nominations are not allowed from the floor at the Annual Meeting. **Please include a brief biography (150 words or less) and photo with your letter of nomination.**

Mail to Ideal Credit Union, 8499 Tamarack Road, Woodbury MN 55125, attn: Brian Sherrick. Nominations are not allowed from the floor at the Annual Meeting. **Please include a brief biography (150 words or less) and photo with your letter of nomination.**

Board of Directors

Expiring three year term:

Keith E. Hauge
Lisa M. Liddell
Craig J. Spreiter

Watch for complete details on the 2017 Annual Meeting in the spring issue of Dollars & Sense.



Get Wiify – Get What’s in it for You!

● **We extend a warm welcome to members of Employees First Credit Union**, who voted to merge with Ideal in October. We are excited about the opportunity to serve your financial needs and look forward to sharing the “ideal” difference with you and your family.

● **Ideal CU Representatives are now available by appointment** to assist you with your banking needs. Simply use our online Branch Appointment tool at idealcu.com to reserve your preferred location, date and time. With just a few clicks, you can choose a discussion topic, provide other details and receive helpful information related to your appointment. Next, select a preferred branch location and check on available times and Ideal Representatives and provide your contact information. Finally, just confirm your appointment and you’re all set.

● In a partnership with the Minnesota Family Involvement Council, **Ideal Credit Union is pleased to offer a scholarship program exclusively to credit union members** to help further their pursuit of education. For the 2017-2018 school year, \$10,000 in scholarships will be awarded to college students in traditional (high school seniors entering college) and non-traditional categories. Four \$1,000 Harvey Bakke scholarships and twelve \$500 scholarships will be awarded. Complete an application and 500-word essay online that answers the question: **“How can the credit union of the future best serve YOU?”** Visit <http://mnfic.org> to apply before February 1, 2017.



● **Ideal CU Members Can Save Up To \$15 on TurboTax®**. With tax season around the corner, it’s not too early to start thinking about filing your taxes. You can save up to \$15 on TurboTax online and downloadable products. When you do your taxes with TurboTax, you’ll get your taxes done right, get your biggest possible refund, and save on filing!

- ★ TurboTax translates taxes into simple questions about your life and puts everything in the right forms for you.
- ★ TurboTax searches over 350 deductions and credits, so you won’t miss a thing.
- ★ TurboTax runs error checks and a final review to help make sure your taxes are done right.

TurboTax® has free calculators that can help you estimate your refund, discover deductions and credits, and save money all year long. Learn more at idealcu.com/turbo-tax.

● **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 2017 will be:

- ★ **January – March:** Meals on Wheels
- ★ **April – June:** Second Harvest Heartland
- ★ **July – September:** Local Veteran Outreach
- ★ **October – December:** Coats for Kids

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

Ideal CU Community Foundation Annual Golf Tournament Sets New Record for Funds Raised

A strong showing of support enabled the Ideal CU Community Foundation to raise a record \$23,291 at its seventh annual golf tournament on September 12, 2016, which is over a 25% increase from the previous year. The event, held at StoneRidge Golf Course in Stillwater, attracted 110 golfers and 46 sponsors. The foundation will use the funds to aid local education, food shelf and community initiatives.

“We are extremely grateful for the tremendous support of our vendor partners, credit union colleagues, board members and executive staff in helping to make this seventh annual event a huge success,” said Ideal Community Foundation Chairman and Ideal CU President/CEO Brian Sherrick.

“Thanks to their participation, generous raffle donations and sponsorships, our endowment fund continues to grow and will enable the foundation to continue its mission to strengthen and improve the quality of life in our local communities.”

At the tournament dinner, participants learned about Ideal CU’s don’t text and drive awareness campaign, and heard from the parents and brother of David Riggs, a credit union

employee who was killed by a distracted driver in August of 2013. Developed in David’s honor, the “Stop the Texts, Stop the Wrecks” campaign consists of 15 and 30 second TV ads, an online pledge at idealcu.com/pledge, and efforts to increase awareness through Ideal’s social media channels.

By taking the pledge, drivers agree to not text while operating a vehicle, keep their eyes on the road at all times and encourage others to help end distracted driving.

Donations to the Ideal Community Foundation are tax-deductible and funds received are reinvested into the community. Contributions can be made online at www.idealcu.com, at any Ideal Credit Union branch or by mail.



“Beat the CEO” was one of the most popular games at this year’s Ideal Community Foundation golf tournament. Ideal CU President/CEO Brian Sherrick proved hard to beat at 315 yards.



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Holidays Hours

All Offices Closed:

Monday, December 26, 2016 –

Christmas Day

Monday, January 2, 2017 –

New Year's Day

Monday, January 16, 2017 –

Martin Luther King, Jr Day

Monday, February 20, 2017 –

President'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

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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Buying or Selling a Home? Attend a Free Monthly Seminar First

Mark your calendars for Ideal CU's FREE 2017 Home Education Seminar series. Whether you're a first-time buyer, or looking to sell your home, we've got you covered with expert advice from Ideal CU's Senior Mortgage Loan Advisors Kathy Glashan and Cynthia Stewart and local real estate, home staging and insurance professionals ready to help you buy – or sell - the American dream.

Seminars will be held monthly starting in January. At right are the dates and locations for sessions scheduled through May 2017. All Thursday seminars will be held from 6:00 p.m. – 8:00 p.m. Saturday seminars will be held from 10:00 a.m. – 12:00 p.m.

Refreshments will be served.
Space is limited so reserve your seat at
www.idealcu.com or call
(651) 747-HOME (4663).



Home Selling Seminars

Thursday, January 19, 2017

Holiday Inn & Suites
8511 Hudson Blvd N
Lake Elmo MN 55042

Home Buyers Seminars

Thursday, February 23, 2017

Thursday, April 20, 2017

Saturday, April 22, 2017

Holiday Inn & Suites
8511 Hudson Blvd N
Lake Elmo MN 55042

Thursday, March 23, 2017

Thursday, May 18, 2017

Saturday, May 20, 2017

Country Inn and Suites
3505 Vadnais Center Drive
Vadnais Heights MN 55127



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