

Great Rates!

Check with your local branch for the most current rates... they may be even better than those listed below! All borrowers, even those with less than perfect credit, receive competitive or lower rates at GenFed.


GenFed Loan Solutions

New and Used Cars as low as:
2010 and newer **4.49% APR**
2008 — 2009 **4.99% APR**


Call for rates on older vehicles.

Get a **0.25% APR discount** when you purchase a new hybrid car!
Ask us for details!****

Boats, RVs, & Campers as low as: **4.49% APR**
Motorcycles as low as: **4.49% APR**

Real Estate Loans as low as:
First Mortgage **4.25% APR** (fixed) 
Second Mortgage **5.50% APR** (fixed)
Line of Credit **4.00% APR** (variable rate, LTV up to 85%)
(Prime - 0.50%)
(Prime - 0.25%) **4.25% APR** (variable rate, LTV 86 - 95%)
3/3 ARM **3.25% APR** (variable rate)
Balloon Loan **4.25% APR**

Ask a Loan Officer about Purchase Mortgage Options

GenFed MasterCard, fixed and variable rates as low as:  **9.96% APR**

Personal Loans as low as **6.50% APR**
Savings Secured Loans as low as **3.25% APR**
Certificate Secured Loans as low as **certificate rate plus 2% APR**

Savings, Checking, & Investing

Share Savings		Min. to Open/Earn	APY
Dividend Checking		\$25 / \$100	0.25%
Silver Money Market		\$50 / \$100	0.25%
		\$2000 - \$20,000	0.35%
		\$20,000 and over	0.45%
New Jumbo Money Market		\$75,000 and over	0.55%
IRA Accumulator		\$100 / \$100	0.35%
Certificate Accumulator		\$25 / \$100	0.25%
Health Savings Account		\$0 - \$2,500	0.35%
		\$2,500 - \$10,000	0.45%
		\$10,000 and over	1.05%

	Certificates	IRA Certificates
3 month	0.25% APY*	
6 month	0.30% APY	
9 month	0.35% APY	
12 month	0.40% APY	0.40% APY
18 month	0.50% APY	0.50% APY
24 month	0.75% APY	0.75% APY
30 month	1.00% APY	1.00% APY
36 month	1.25% APY	1.25% APY
48 month	1.75% APY	1.75% APY
60 month	2.00% APY	2.00% APY
37-month Bump-Up****	1.12% APY	

Refinance of existing GenFed loans subject to applicable fees & conditions. Other rates and programs apply to new money only. Loans subject to approval and terms. Loan rates as of 12/1/10 and include full discounts. We may offer different rates in the future. Contact your branch to determine your discounts. Vehicle loan terms may be limited, based on age of vehicle. Annual percentage yield (APY) on regular savings is accurate as of the last declaration date of 7/1/10. Other savings rates are as of 12/1/10. Penalty will be imposed for early withdrawal on certificates. Certificates have \$1000 minimum. Certificate rates subject to change at any time. Disclosures available upon request. Fees or early withdrawals could reduce earnings on accounts. Contact GenFed staff for more information about current rates, terms and fees. Variable rate HELOC with a 4.00% APR minimum rate (floor). Rate tied to the Prime Rate as published in the Wall Street Journal. The rate will only rise if Prime rises and will not exceed 18.00% APR, even if Prime rises above that. HELOC holders are notified quarterly of rate and payment changes. ARM rate adjustment at each 36th month increment. The interest rate for the ARM is tied to 3-year Treasury Constant Maturities found at www.fhsl.com and will never be less than the floor rate of 3.25% and will not exceed 18.00%. Annual Percentage Rate (APR) for share secured advances will be adjusted quarterly to three percentage points above share dividend rate which was paid at the end of the previous quarter. The Annual Percentage Rate can change quarterly on the 10th day of the month, January, April, July and October. The interest rate will never be less than 3.00% per year and the maximum rate will not exceed 18.00%. When the rate changes, the payment may be adjusted. *3 month certificate is for MINORS ONLY with a minimum of \$500. **Education IRA increases not available on special terms (items in bold) or with any other coupons or special offers. ***Hybrid* as defined by <http://www.fuellet.com/gov>. ****Available on new money only. No other coupon increases available. Minimum deposit is \$1,000. One rate increase can be requested and performed during the life of the certificate to a current standard rate. Bumps will be made to the rate available for the term closest to, but no greater than, the number of months remaining on the Bump-Up Certificate. Will roll over into \$1 Share Savings account at maturity.



Akron*	330.784.5451
Antwerp	419.258.5151
Bryan*	419.636.1053
Centralia*	618.532.9524
Fairlawn	330.835.9103
Lorain*	440.282.4606
Mt. Vernon*	618.244.1077
Sheffield Lake*	440.949.1782
Shelbyville	317.392.6230
Wadsworth	330.336.2150
Wadsworth (Great Oaks)*	330.336.3556

***NOW OPEN ON SATURDAYS! CALL FOR DETAILS!**



Touch-tone Teller:
800.850.5451



HomeBanking @ www.genfed.com

Loose change

Scholarships

The Carroll, Prather, Young Scholarship awards two \$1,000 scholarships to GenFed members or their children for the pursuit of academic achievement. The winners will be selected based upon a written response to an essay question. Applications must be returned to GenFed by April 2, 2011.

Additionally, the Summit Chapter of the Ohio Credit Union League will be awarding one \$1,000 and two \$500 scholarships to students. One winner will advance to a statewide scholarship program sponsored by the Ohio Credit Union League. Applications should be submitted no later than February 11, 2011.

In addition to our Carroll, Prather, Young Scholarships for all GenFed members, each year GenFed also offers a \$1,000 scholarship to anyone in the Wadsworth, Ohio, community. If you live, work or worship in Wadsworth, you are eligible for this scholarship. Stop by GenFed's South Lyman or Great Oaks branch to pick up an application or visit www.genfed.com.

Stop by or call your branch for details and application forms.

Important Numbers

If your GenFed Debit Card is lost or stolen, please call 1-800-523-4175 to report it. If your GenFed MasterCard is lost or stolen, please call 1-800-325-3678 to report it.

Earn money with your GenFed MasterCard

Earn a 1% rebate, up to \$50, when you transfer your 'other' credit card balances to your GenFed MasterCard. Stop by your local branch to transfer your balances and get your 1% rebate. Don't have a GenFed MasterCard? Stop by your local branch to apply for one and start taking advantage of our 1% rebate offer. Just one more benefit of being a GenFed member/owner.

C.A.L.M - the way a mortgage should be
By teaming with some of the biggest names in the mortgage industry, we've added C.A.L.M. to your home purchase mortgage options. CHOOSE - APPLY - LEARN - MORE. Visit www.genfed.com for more information.

We're here to listen

We know you're busy and it is pretty easy to lose track of your expenses. If you have made a mistake, let us know. We will try to be flexible and help remedy the situation. Don't forget you can use HomeBanking from your computer or mobile phone at www.genfed.com to keep track of your balance.

Need to find a surcharge-free ATM?

Visit your local branch or www.genfed.com for a list of surcharge-free ATMs in your area. And remember, if there is no ATM nearby, you can use your PIN at the register at most grocery stores, including Wal-Mart, and get cash back!

You can also find a CO-OP Network surcharge-free ATM by texting your location (address, intersection or zip code) to 692667 (MYCOOP) from any mobile phone. *Standard text-messaging rates apply.

Checking Your Beneficiaries

Beneficiaries are those who will receive your funds should you die. If you have had changes in your life or in your previous beneficiaries, updating this information is vital. Contact your local branch to review or update your account.

ZashPay coming soon!

GenFed's Bill Pay will soon offer ZashPay which will allow you to send electronic personal payment to anyone with a email address or mobile phone number.

GenFed members now get a discount at dell.com!

To see what kind of deals you can find, visit www.dell.com/cuprogram or call 866-257-4711 and use reference Member ID: GS105471105.

Financial Literacy for Youths
MoneyAndStuff is a free, online financial resource from the financial experts at Ohio's credit unions. Ohio credit unions offer great rates and convenient services to more than 2.6 million Ohioans who are credit union members. MoneyAndStuff.info is just one more way to help educate kids, teens and adults. Visit MoneyAndStuff online at www.moneyandstuff.info/.

January 2011

Smart MONEY

www.genfed.com

Your Credit Union: It's a Family (and Friend and Co-Worker) Affair

At GenFed, when you become a member, your family members can also become members. Your friends and co-workers may also be able to become members. It's one of the many ways the people you know and care about can benefit from the great financial services you're receiving from GenFed.

"People helping people" is the fundamental philosophy on which credit unions were built. More consumers are discovering that credit unions have some important characteristics not always found at other financial institutions, such as personal service and customer advocacy.

Data from Forrester Research Inc. shows that customers of the biggest banks in the U.S. are the least likely to believe their financial institution does what's best for them as opposed to what's best for the bottom line, according to the 2009 Customer Advocacy Rankings. Americans often are wary of doing business with large profit-driven financial organizations—they believe these companies are only interested in their own bottom lines.

Credit unions, however, continue to remain near the top of the rankings, as they have in previous years, with 70% of credit union customers saying their financial institution puts their interests first. Members trust their credit unions, which are not-for-profit organizations. Members know the people at their credit union care about them and have the members' best interest at heart.

At GenFed, you'll always have a place where you belong. We offer a wide variety of programs and services designed to meet the unique needs of our members. Our customer-focused staff will be here to assist you face-to-face, and answer any questions you may have. If you enjoy the low loan rates and fees, convenient friendly services, and higher savings rates you get from your credit union, share us with your family, friends and co-workers. Credit unions are member-owned nonprofit financial cooperatives dedicated to improving members' lives.

The people you care about may be able to join because you currently are a member. Help improve their financial lives today—encourage them to become members of GenFed FCU by using the coupon to the right and we'll give you a 'Thank You' for spreading the word.

Tell your friends, relatives and co-workers about GenFed Financial!

Once they join, as a 'Thank You', both you and your friend/relative/co-worker can pick one of the following:

You	Them
<input type="checkbox"/>	<input type="checkbox"/> \$5 deposit into your account
<input type="checkbox"/>	<input type="checkbox"/> \$5 donation to Children's Miracle Network
<input type="checkbox"/>	<input type="checkbox"/> FREE GenFed merchandise
<input type="checkbox"/>	<input type="checkbox"/> A FREE box of checks
<input type="checkbox"/>	<input type="checkbox"/> 0.10% APY increase on a certificate rate
<input type="checkbox"/>	<input type="checkbox"/> 0.10% APR decrease on a consumer loan rate

Your Name:

Your Friend/Relative/Co-worker's Name:



Financial Services FCU
Big Enough to Serve, Small Enough to Care

1-800-860-5451 www.genfed.com

You're more than a score

At GenFed, we use more than a credit score to decide when to grant a loan. GenFed doesn't participate in risk-based lending and, with our approval system, members can understand the criteria. GenFed takes time to find out what's behind the score. We look at more than the number. As an owner of GenFed, we owe you that much.

Kid's Corner!

Calling All Artists

Don't forget to pick up your entry for the Johnny Appleseed Calendar Coloring Contest next time you make a deposit. Your entry is due by July 31.

If you win, your drawing will be published in the 2012 Johnny Appleseed Calendar!

If you receive a Johnny Appleseed postcard, you could win a prize! Just return the postcard to your branch by the 15th of each month to receive an entry.

Accel Members Financial Management

GenFed Financial Services FCU is pleased to offer another great member benefit - Accel Members Financial Management.

As a valued member of GenFed, we are committed to serving you. And as a benefit of your membership, we are providing you with free access to money management and financial education services.

Through our partnership with Accel, you will enjoy unlimited access to financial counselors without paying - it's free! You can receive assistance with:

- Personal and family budgeting
- Understanding your personal credit report and how to improve your score
- Personal money management
- Debt repayment
- Avoiding bankruptcy, foreclosure, and repossession

Accel can give personalized answers to your individual needs. For issues ranging from a proactive savings plan to saving a home from foreclosure, advice is only a phone call away.

Accel counselors are available Monday through Thursday 8 a.m. to 10 p.m. (EST), Friday 8 a.m. to 7 p.m. and Saturday from 9 a.m. to 1 p.m. To use this new service, simply call 1-877-33ACCEL (332-2235) or visit them on the web at www.accelservices.org.



Welcome to the Family!

Cross Davidson Real Estate: Mt. Vernon, IL
EZ Out Bail Bonds and Insurance: Sheffield Village, OH
of Gaeckle Law Office, LLC: Akron, OH
Gregg Soles, Inc: Akron, OH
Instead Senior Care: Wadsworth, OH
J&M Truck Repair: Vermilion, OH
Midwestern Machine and Hydraulics: Mt. Vernon, IL
Tianas Aide: Akron, OH

If you have family or friends who work for these companies, please let them know they are now eligible to join GenFed Financial Service FCU.

GenFed is making a difference

Last summer, GenFed promised to donate \$1 to Children's Miracle Network for every summer loan Skip-A-Pay that was processed. During this time, GenFed raised \$542 for Children's Miracle Network.

GenFed continuously strives to help the communities of which we are a part.

Manage Financial Transactions Away From Home

Away from home? Manage your finances safely and simply.

Get access

- *Online.* Enjoy access to your GenFed accounts at www.genfed.com
- *Telephone.* Get access with FREDI at 1-800-850-5451.
- *Mobile banking.* A smart phone gives you a go-anywhere account.

Automate

- *Direct deposit.* It's safe, quick, and convenient.
- *Electronic bill paying.* Schedule payments to avoid late fees when you use HomeBanking at www.genfed.com.

Have "money"

- *Cash.* Good for the beginning and end of a trip.
- *Traveler's checks.* Consider traveler's checks, since credit and debit cards are vulnerable to scams in some countries.
- *Travel cards.* Similar to gift cards, but can carry higher amounts.
- *Credit cards.* Alert your issuer when traveling to prevent disabling of accounts if fraud is suspected with foreign purchases.
- *Debit cards.* Pay from your credit union account.
- *ATMs.* Save on fees by using one of 61,000 surcharge-free ATMs to GenFed members from the Alliance One, Co-op Advantage and Allpoint Networks.
- *Wire transfer.* Get cash where you need it.

Manage it

- *Access accounts securely.* Only use a secure network with a password, vary passwords for accounts and change passwords monthly.
- *E-statements.* Get quick access to your credit union accounts. Sign up through HomeBanking at www.genfed.com
- Online tools. GenFed offers a Financial Resource Center with articles and financial calculators at www.genfed.com.
- *Email alerts/texts.* Get low-balance or payment reminders. Setup through HomeBanking at www.genfed.com
- *Credit reports.* Review securely at AnnualCreditReport.com.

2011 Closed Days:

New Year's Day 1/1
Martin Luther King Day 1/17
Presidents' Day 2/21
Memorial Day 5/30
Independence Day 7/4
Labor Day 9/5
Columbus Day 10/10

Veteran's Day 11/11
Thanksgiving 11/24
Christmas Eve 12/24
(after noon)
Christmas 12/26
New Year's Eve 12/31
(after noon)

Join Us!

Because all members are equal owners of the credit union, we invite every member to attend our--your--annual meeting. Here, you'll learn more about the credit union's financial position, products and services, current business issues, and future goals.

Without your input, leaders can only guess what you and other owners want from your credit union.

Join us on Friday, May 20 following the close of business for our Annual Meeting.

Nominating Committee Report

There are tow vacancies on the Board of Directors. The Nominating Committee reviewed qualifications of potential candidates and selected the following nominees for the Board of Directors:

Joan Reed, Incumbent, 3 year term

GenFed Member Since: 1984

Employment: Retired from General Tire

Credit Union Experience: Current Second Vice Chair of GenFed Board
Reasons for seeking office: As a Board Member, I have participated in guiding GenFed's ongoing growth and expansion of its services to members. By continuing to serve on the Board of Directors and working with GenFed's superior management, I can assist in directing efforts to achieve GenFed's goals and to ensure that members receive quality financial services.

Melinda Stahl, Incumbent, 3 year term

GenFed Member Since: 1986

Employment: University Hospitals

Credit Union Experience: Current GenFed Supervisory Committee Chair
Reasons for seeking office: I'm a true believer in the credit union philosophy, and I want to help GenFed grow so the existing and future members can continue to benefit.

Board Elections

According to GenFed Federal Credit Union Bylaws, Board vacancies caused by expiration of terms, resignations, etc., are filled annually by committee nomination and/or a petition process. A member wishing to petition for nomination to the Board of Directors must complete the list of tasks below.

If the nomination and petition process results in more than one nominee for each vacancy, an election will not be conducted by mail ballot, but will be conducted in person at the Annual Meeting. There will be no nominations from the floor at the Annual Meeting when there is only one nominee for each position to be filled. Federal law stipulates that the credit union directors serve as volunteers without pay.

1. Apply in writing to the "Secretary, GenFed Federal Credit Union, 2492 Wedgewood Drive, Suite G, Akron, OH 44312," stating
 - a. Intent to seek nomination by petition and;
 - b. Request for Applicant's Personal Data Form and Official Petition Forms (forms must be obtained from GenFed's corporate office).
2. Prior to circulating petitions, the member seeking nomination must sign the paragraph on each sheet which indicates willingness to accept the responsibilities of a director if elected.
3. Deliver the following completed forms by noon, February 14, 2011, to the "Secretary, GenFed Federal Credit Union, 2492 Wedgewood Drive, Suite G, Akron, Ohio 44312":
 - a. The Applicant's Personal Data Form
 - b. Official Petition Forms Containing the Signatures of GenFed members in good standing as of February 14, 2011, totaling at least one percent (1.0%) of the credit union membership (this requires approximately 200 valid member signatures).



As America's big banks raise their fees, post record profits, and pay enormous bonuses to their executives, come on home! Switch all of your accounts to your credit union.

- Consumer and home loans
- Credit and debit cards, checking accounts
- Online and mobile banking with Bill Pay
- Savings and investment accounts

Take Steps to Dodge Bankruptcy

If you're thinking about filing for bankruptcy, consider how the decision will affect you now and later. Bankruptcy can't wipe out most student loans, prevent a secured creditor from repossessing property, or eliminate child support, alimony obligations, or tax debts. More important, bankruptcy stays on your credit report for 10 years, and there is no way to remove it.

Consider these ways to help you get your finances back on track without filing for bankruptcy:

- **Talk to creditors.** If you think you soon may fall behind on payments, making a good faith effort early on can help you protect your credit.
- **Consider refinancing your home.** A lower monthly payment could give you a financial cushion and allow you to pay down other debt. A GenFed loan officer can help you run the numbers, based on your credit score.
- **Spend smart.** Eliminate spending leaks and find activities or hobbies that don't require opening your wallet.
- **Don't add new debt.** Don't sign up for more loans or credit cards, and keep existing balances low. Opt out of prescreened credit card and insurance solicitation lists at optoutprescreen.com or call 888-567-8688.
- **Avoid credit repair scams.** If you see a promise to "eliminate bad credit" or "erase negative information," don't bite—it's a scam. Visit fraud.org for more warnings. Before contacting an outside agency that may make false promises or actually hurt you more, come to GenFed.

If you're not comfortable dealing with creditors or feel overwhelmed by the task of getting your financial house in order, take advantage of the services offered by GenFed Credit Union.

Turn to GenFed for assistance. We can help you create a strategy to deal with debt and connect you with credit counseling services. Call your local branch or stop in today to get started.

STATE CHARTER CONVERSION APPROVED

With an 87% approval, GenFed members have voted in favor of the conversion to a state charter.