

# Member MATTERS

A Quarterly Publication for Members of K-State Federal Credit Union

## **Important Reminders**

December marks our last newsletter in print. Quarterly newsletters will always be available on our website under the "About Us" Tab.

Both offices will be **CLOSED**:

**Martin Luther King, Jr. Day**  
Monday, January 19th

**President's Day**  
Monday, February 16th

**Will you be our Valentine?**  
Join us on February 13th for a Valentine's treat! We will have cookies and hot cocoa at both branches for our members to enjoy.

**Annual Meeting, May 7th**  
6:30 PM, Pottorf Hall  
Dessert Bar and Meeting

**Safety Deposit Box**  
Rental fees are automatically deducted from accounts on January 31st.

**Tax Forms**  
You must have received a minimum of \$10.00 in interest over the course of the year to receive a Tax Form 1098/1099. All tax forms will be mailed by the end of January.



## **A Letter from the President**

Another year has come and gone, offering us a chance to reflect upon the growth of our credit union, and share out the successes that we have created together. Our mission this past year has been the same - always looking to better our products and services to meet our members' needs as we continue to grow as your community credit union. Below is a quick recap of some of the newest products and services that will continue to make your banking experience even easier in 2015.

We go into 2015 with a new mobile banking app, **CashFlo**, which provides access to your account balances and financial transactions, as well as all of the features in both MoneyDesktop (MX) and *It's Me 24/7*. Some of the most noteworthy features include being able to view all of your account balances and transactions (even from other financial institutions!), as well as the ability to create, maintain, and manage all of your budgeting needs through eye-catching graphics.

Another new feature available with your *It's Me 24/7* is the ability to transfer between two separate accounts with just the member's name and their account number. Credit card payments also became easier, with payment options directly from *It's Me 24/7*; reducing the need to sign into another account on a separate website. Both of these will certainly be a time saver for all of us in our busy lives!

Our loan department is continuing to help our current and new members gain access to funding for multiple needs. You now have two ways to access the loan application process; stop by and visit with one of your loan officers, or use the new online loan application. The additional online option has created a more efficient lending environment, which translates to faster responses for our members. The next time you are in need of a loan, I invite you to visit the K-State Federal Credit Union homepage at [www.ksucreditunion.com](http://www.ksucreditunion.com) and access the loan application quickly and easily on our front page.

Some additional changes that you may notice will be your January financial statements that you receive in the mail – the layout might look a little different since we are changing the printing service provider. However, rest assured that our goal is to keep the new layout as close to the statements you received in the past. This will only affect our printed statements though; the e-statements that you receive electronically will remain unchanged.

As a final reflection, all of us at the K-State Federal Credit Union appreciate your membership and recognize that not one of our successes would be possible without you, our committed members. We remain true to our philosophy of being "Not-for-profit, but for service" and in the coming year we hope to continue our shared journey of helping those in our community build successful financial futures. We wish you the happiest of holidays and a very joyous New Year!

LaRae J. Kraemer

President\CEO

# Cut down your holiday debt

## with a VISA Balance Transfer

# 2.99% APR

Annual Percentage Rate



**No Transfer Fee, No Annual Fee, No Cash Advance Fee**

**Any balance after the 12 months is at our everyday APR of 11.9%**

**All purchases are at 11.9% APR  
Federally insured by NCUA**

**Offer good from  
2/1/2015 - 3/31/2015**



### Recover From the Holiday Spending

Got a holiday spending hangover? A few tips to get you back on track:

- Tackle debt. One way is to pay down your credit card with the highest interest first.
- Pay your bills on time.
- Hide credit cards. Or at least reduce the number of credit cards you own to one.
- Use cash. Leave credit cards at home, and use cash or debit cards instead. You'll find you won't spend as much if you are using actual money.
- Sell or return unwanted holiday gifts, and get cash for them instead. Use the cash to pay down holiday credit card debt.
- Plan for next year. Even just \$20 a month can build up a cash reserve and help you avoid credit card use during the holidays.

Making a few small changes throughout the year can eliminate the need for binge purchasing during the holidays. And as always come visit one of our loan officers to see how we can help!

Source: *US News Money*

### Drive Safe During the Cold Winter Months

Kansas meteorologists have predicted the 2014-2015 winter will be harsh, dumping up to 24 inches of snow. Cold winters can wreak havoc on your car and an unexpected accident can break your budget

Follow these tips for an "uneventful" winter:

- Make sure your car is prepared for winter.
- Know which streets are plowed.
- Brake before you turn.
- Keep a healthy amount of space between you and the car in front of you.
- Have de-icer on hand for frozen doors and kitty litter or sand in case you get stuck (though floor mats may work in a pinch).
- Park facing east if you can to defrost your windshield.

Keep blankets, granola bars and water in your car in case you get stuck.

Source: *Lifehacker.com*



### Make A Difference Day

As a credit union our goal is to make a difference for the people in our community and that is what we set out to do on Thursday, October 16th. Teaming up with 16 other Kansas credit unions we made that difference in 17 locations across the state. We were set up at the Short Stop gas station on East Highway 24 in Manhattan and gave out \$25 in gas to anyone who came to put gas in their tanks! By the time the day was over the 17 credit union's across the state gave away \$30,500 in gasoline!

One community member ran out of gas at the stop light by the gas station. As we pushed him up to the pump we explained to him what we were doing and that we were going to put \$25 into his tank for him. He looked up at the sky, put his hands in front of him and said, "Oh thank you, God, thank you". He went on to tell us that he had recently hurt his back which caused him to lose his job. He explained that he had gathered all the coins he could find in his house to come get gas. He was stunned we were really putting \$25 in his tank, for no reason other than to give back to our community.

Community outreach is more than just a rallying cry for the credit union, it is a way of being. To be able to help our community out is such a reward for us. As we have always said, we are people helping people and to be able to help out those in need is what we strive to do every day. The pictures included on this page gives our readers a glimpse of our desire to make a difference in our community.



**CREDIT UNION JOURNAL** Friday, October 17, 2014 **Photos**

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Celebrating International Credit Union Day

Happy International Credit Union Day!

Recent Promotions, Honors

**Celebrating International Credit Union Day**

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Kansas State FCU, Manhattan, Kansas, marked ICU Day by giving members \$25 in free gas and even helping push one car into the gas station when it ran out of fuel.

The picture above is a screenshot of our credit union's Make A Difference Day event being featured on a national credit union publication site.

## Exclusive Sprint & GM Discount

You may have already heard about it a time or two, but if not this is definitely some beneficial information for K-State Federal credit Union members. Invest in America, is a unique program that offers our members discounts on products and services from U.S. based companies. This program not only gives our members valuable discounts, but it also increases sales for the participating companies and helps stimulate the economy.



By simply being a member of K-State Federal Credit Union you automatically are eligible for a discount from Sprint. Members that have personal accounts can receive a 10% discount and those with business accounts are eligible for a 15% discount. You can check out all the details and benefits online at [www.LoveMyCU.org](http://www.LoveMyCU.org).



We would like to emphasize the amazing GM discount program available to credit union members. All current and eligible credit union members can receive preferred pricing when they purchase an eligible, new GM vehicle. This discount is in addition to most current incentives and special offers. Be sure to go online and check out these two incredible discounts available on [LoveMyCU.org](http://LoveMyCU.org)!



## Reasons Credit Unions and Millennials Are a Perfect Match

A recent study of 10,000 millennials found that four of their most hated brands were banks. It is for this very reason that when millennials find out about credit unions it can seem like fate. Credit Unions are more than just an alternative to banks and there are a number of reasons why millennials and credit unions make such a great match.

Finances in the new millennium can feel huge and alienating at times, especially if one came of age during a time of worldwide economic havoc. Credit unions offer many of the same products as banks but when you deposit your money in a credit union you become a member owner, not just a customer. K-State Federal Credit Union encourages our members to have a voice and thus makes them feel included and empowered.

The democratic structure of a credit union makes the institution more responsive to its members needs as they have an actual vote on who leads the credit union. This democratic nature and ease of use draws millennials to credit unions. A recent survey by CO-OP Financial Services found that 81% of millennials believe that their credit union provides "outstanding customer service," compared with 59% of bank customers surveyed.

Credit Unions not-for-profit design is perhaps one of the biggest reasons credit unions and millennials are a natural fit. Credit unions return profits to their members, often through better loan rates, fewer fees, and perks like surcharge-free ATMs. Millennials value organizations that are not solely motivated by the pursuit of profit making credit unions a logical choice for millennials.

Millennials have grown up with the concept of local movement – the idea that one should eat and shop locally whenever possible as part of a lifestyle that helps keep their communities vibrant and healthy. Credit unions deposits stay local. These deposits may become part of a loan that helps a teenager buy their first car or may help a family purchase their first home, so keeping deposits local matter.

Millennials have helped spur a new economy that sidesteps traditional ideals and business models. This group is creative even renting out items when not in use. This ingenuity and creativity in the marketplace has helped spur start-ups such as Airbnb.com and Lyft.com, which are so successful that the traditional hotel and taxi industries see them as a threat and are taking them to court because of their success.

Credit unions began as a way for people without access to traditional bank services to pool their money and makes loans to each other. This concept that spread rapidly in America during the Great Depression is essentially how a credit union still operates today. We want to thank you for being a K-State Federal Credit Union member and we love seeing you and hearing from you. Please stop by today or call us at 785-776-3003, or simply stop by our website at [www.ksucreditunion.com](http://www.ksucreditunion.com) to get a glimpse of what your credit union has to offer.

Comments? Suggestions? Questions?