



FIRST UNITED Federal Credit Union

NEWSLETTER OCTOBER 2011

Contact Us

Hours:

Mon – Thurs 9:00 – 5:00

Friday 9:00 – 5:30

3140 Ivanrest Ave.
(1/2 mile south of 28th Street)
Grandville, MI 49418

phone: 616-532-9067

fax: 616-532-9196

email: contact@firstunitedfcu.org

www.firstunitedfcu.org

Mobile Banking:

<https://m.itsme247.com>

ItsMe247 Website:

www.itsme247.com/153

Shared Branch locator:

[http://xtendcu.com/branches/
find/xtend](http://xtendcu.com/branches/find/xtend)

ATM Locator:

www.co-opfs.org

Phone: 1-888-748-3266

GPS: 692667 (MYCOOP)

“CU Talk” Audio Teller:

FUFCU ID #153

616-285-5720 or

Toll Free 1-800-860-5704

FUFCU Routing

272480775

Round Up Your Savings

Enroll today and start saving with your debit card!

Looking for a way to start saving for a vacation, college fund, or another special purchase or event?

When you enroll in our free Round Up Savings program, the amount of any FUFCU debit card purchase posted to your checking account is rounded up to the next whole dollar. The difference is transferred into a savings account of your choice.

Learn more about this free program or enroll today by contacting us!



Things Are Looking Up!

By Jeff Kruer, President

Making the necessary changes to grow and prosper

2010 was a tough year for First United. Because we have always understood the importance of having money set aside for the inevitable “rainy day”, we were able to weather the storm. In some respects the tough year we had served a positive purpose. It forced us to take a hard look at many long held practices and policies. If you’ve been paying attention, you are no doubt aware that we have gone through a number of changes since last year. Not all of these changes came easily. I’m at that age where change is not always readily accepted. Fortunately, Mark Richter, our Vice President, is young enough, and focused enough on the future, that he was able to help lead the way into tomorrow. What it came down to, in the final analysis, was to choose between continuing to do things the way we always have, or make some fundamental changes in the way we operate. If we did nothing, it was just a matter of time before we would cease to exist. It wouldn’t have happened overnight, but eventually we would no longer have been able to compete. When you are a 22 million dollar organization that’s competing with billion dollar shops the old ways no longer worked. Rather than go slowly “into the sunset”, we made a conscious decision to make the changes necessary to not only insure our survival, but allow us to grow and prosper. These changes included developing relationships with several car dealerships, making our financing available to an even larger group of people, and in the process, adding additional members to the credit union. The indirect auto financing program has already produced nearly 3 million dollars in new loans we wouldn’t have had. A review of our staffing situation resulted in far better utilization of staff. Rather than hiring to replace workers who had left, staff was asked to cover the resulting work, and in the process gain a better understanding of areas outside their normal assignments. Some routine tasks were outsourced to further decrease expenses. A review of our membership roster showed us that we had a large number of accounts that were inactive. Maintaining a dormant account is a very expensive proposition so the decision was made to encourage those members with dormant accounts to either take advantage of our services, or close the account.

Going the extra mile

The development of Internet Banking, Mobile Banking, and Bill Pay made us more appealing to a larger portion of our membership, and helped reduce operational expenses. The various changes combined with the hard work and willingness of our staff to go the extra mile have enabled us to have one of our best years ever.

While I am still learning to appreciate change, I’m convinced that although in the short term it can be uncomfortable, many times it can be the difference between just getting by, and prospering.



First United Welcomes New Staff Members

First United FCU is pleased to welcome several new staff members to our team.

Matt Sakuta is our new part-time loan officer. He is originally from Caro, MI and is currently working on his MBA at Grand Valley State University. Prior to coming to First United FCU, Matt worked as a Personal Banker at Chase Bank and as a shipping and traffic manager at AIS Construction Equipment. Matt's achievements include being named to the Dean's List at Northwood University and Delta College, running a successful ebay business, and winning the Ladies Auxiliary Scholarship. In his free time, Matt enjoys playing basketball at the YMCA, painting, golfing, and managing his fantasy football team.

Brian VanderWerp, head loan officer, is originally from Middleville, MI. After high school, Brian attended the University of Michigan as a recipient of the Chick Evans Scholarship. Prior to coming to First United FCU, Brian worked as a personal banker at Fifth Third Bank and as a small business specialist at Chase Bank in Grand Rapids. During his career, Brian has had experience with a wide range of financial products and services including consumer and business loans, investments, IRA's, and cash management services. In his free time, Brian enjoys gardening, golfing, and watching college football.

Purchasing a New Vehicle Before Winter?

Great Rates on Loans—As Low As 3.99%!

When you buy your next vehicle from an auto dealer tell them you want to finance it at First United FCU!

Already have a loan financed elsewhere? Bring it in and let us help you start saving money at 3.99% APR*. Low rates and hassle free preapproval. Always at your service!

*Annual Percentage Rate (APR) effective July 1, 2011, and subject to change. Rates are based on term, collateral and individual credit scores.



Holiday Office Closings

Our office will be closed on the following dates during the upcoming holiday season:

- Thursday, November 24
- Friday, November 25
- Monday, December 26
- Monday, January 2, 2012

Make Your Home a Secure Investment

Introducing Ed Ross, First United FCU's mortgage consultant

In today's tumultuous real estate market, it's nice to know you have a friend to turn to. **Whether you are looking at purchasing your first home, upgrading, downsizing, or would like to take advantage of the historically low interest rates and refinance your existing mortgage, your First United family is here to help you.** Ed Ross is our mortgage consultant, and he welcomes you to share with him your opportunities as well as your challenges when it comes to home financing. Ed is armed with know-how and solutions to help you make the most out of your largest investment!

Call Ed directly at 616.340.3014 to ask him any of your mortgage questions.

Make your
largest investment
work for you!



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