

FALL 2011

education *first*
credit union
Our focus. Your future.



FOCUS

Education First Credit Union

is the only credit union chartered specifically to serve the education community in Ohio. We are a *benefit, value, and resource* for the member-owners we serve and the organizations that partner with us. Our comprehensive products and services actively contribute to the financial well-being of our member owners.



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Visa Platinum Credit Cards
with rates as low as

8.99% APR

see additional details inside

SmartBRANCH®
Serving all your banking needs -
Cash, Loans and Financial Questions.

Special 75th Anniversary
Money Saving Offers

see inside

Call For Applications
for our volunteer Board

see inside



President's Message

Education First Credit Union has just opened a branch in the newly developed Clark Hall in Gahanna. Our 200 square-foot Smart Branch revolutionizes the delivery of traditional banking services. Our credit union member uses fully-functional remote units that directly connect to member service representatives who can be hundreds of miles away in the credit union's central video service center. The technology allows the member to conduct virtually any type of banking transaction as well as open accounts and apply for loans. Our Smart Branch is able to provide a full service experience, just as if the member was in a traditional branch office. We are excited to introduce this new level of member service to the education community in Ohio at Gahanna's beautiful new Clark Hall facility. We also look forward to making this technology available to schools and colleges across the state.

Visa Platinum Credit Card holders enjoy many conveniences and benefits. We offer our members a credit card with one of the lowest rates in the country starting as low as 8.99 % APR! Low interest rates are just one of the many money-saving benefits. Additional benefits include no annual fee, online statements and online payments, online balance transfers, mobile banking, cell phone protection, auto rental coverage and so much more. We are proud to offer such a wonderful credit card to our members. To apply for a new card, request a credit line increase or to transfer high-rate credit card balances please visit our website or call at 614-221-9376 today.

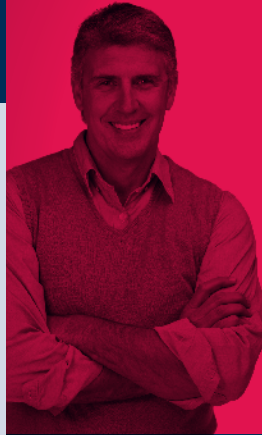
I am honored to announce that the Credit Union Executive Society (CUES) has awarded Education First Credit Union with two national awards in the categories of Image Enhancement and Newsletter. The Credit Union National Association (CUNA) Marketing and Business Development Council has also recognized Education First Credit Union with five national awards. These awards represent exceptional marketing and business development achievements within the credit union industry.

Education First Credit Union is a financial cooperative and is overseen by a volunteer Board of Directors. Our directors are comprised from our membership and ideally include representation from all of our member groups. Our board members play a vital role in leading the credit union into the future. If you are interested in becoming a board member, please request an application in person or by calling 614-340-1502. Applications must be received by October 31, 2011.

Sincerely,

Richard Maslyk
President / CEO

Volunteer & make a difference!



Each year we elect members just like you to the credit union's **Board of Directors**. Our board members are the leaders who help guide the credit union into the future. If you are a member in good standing and you would like to serve as a volunteer board member, call or visit any Education First Credit Union office to pick up an application packet.

Completed packets should be mailed to:

Nominating Committee Chairperson
Education First Credit Union
399 East Livingston Ave., Columbus, OH 43215

Applications must be received by October 31, 2011 and ballots will be mailed to the membership in January.

Extra Credit

New Branch We have a new High-Tech, High-Touch branch to serve you better in the future! Please stop in to see us in Westerville at 501 W. Schrock Rd. Your new Westerville office will open on Monday, October 17, 2011 and will feature: Smart Branch Technology, Drive-Thru, Personal Teller Technology and Drive-Up ATM.

Our branch located at 8400 N. High St. will close on Saturday, October 15, 2011.

Free Checking We offer a free checking account that offers both value and convenience. Members will enjoy the benefit of no per-check charges, no charge for deposits, unlimited monthly transactions, 24-hour account information through Home Banking & CU Access, free online bill payment, Visa Debit card and no monthly maintenance fee (regardless of payment). Overdraft protection is also available. Make the switch today!

Direct Deposit If you are still receiving a paper check – it's time to take advantage of the convenience & safety that comes along with direct deposit. Direct deposit transactions are fast, secure & reliable. Contact the credit union for your direct deposit account information.

Bill Pay Our online bill pay product offers our members the convenience of paying bills from virtually anywhere at anytime. Simply log in to Home Banking and choose Bill Pay from the menu. Watch for exciting details as we upgrade our current Bill Pay product to serve you better!

Building Equity

Why is this a great time to buy a home? Mortgage rates are lower than ever and homes have not been this affordable for years. Combine those factors with our low closing fees and exceptional personal service and you will see why this is a great time to buy a new home.

It's our 75TH Anniversary



Our 75th Anniversary Monthly Winners

Each month during our 75th Anniversary Celebration we are randomly drawing one member with a deposit account and one member with a loan account at the credit union to win a special bonus. For our deposit winners, we are paying an extra 0.75% interest on their qualifying savings for 75 Days! For our loan winners, we are lowering the interest rate on their qualifying loan by 0.75% for the next 75 days!

Here are the monthly winners since our last newsletter:

DEPOSIT WINNERS

May:
Cheryl Kendall
June:
*Marcella
Cunningham*
July:
Jeff Curran
August:
Gary Brewer

LOAN WINNERS

May:
Carol Sharfenaker
June:
Marvin Mitchell
July:
David Taylor
August:
Jill Lewis

It's Easy to Increase Your Chances to Win!

Every month through November we will be randomly drawing one lucky depositor and one lucky member with a loan for our special bonus payout. You can easily increase your chances to win by transferring your loan and deposit accounts to Education First Credit Union! And you can save even more by taking advantage of the special offers below.

75TH ANNIVERSARY SPECIAL OFFERS!

See our website for
complete details
and disclosures.

EARN UP TO
\$500

when you transfer
your auto loan
to education first
credit union

VISA PLATINUM
CREDIT CARDS
WITH RATES
STARTING AS
LOW AS

8.99% APR
\$150 rebate when you
transfer your credit card
balance(s) to education
first credit union

EARN UP TO
\$75

when you transfer
your checking with
direct deposit of
your entire paycheck
& sign up for
eStatements

EARN UP TO
\$250

when you transfer
a mortgage or
home equity loan
to education first
credit union

FREE VISA
PHOTO CARD

...\$1,000 or
more to your Visa
Platinum card.

7.50%
APY*

limited participation
75-day certificate offer
*APY=Annual
Percentage Yield

MONTHLY WINNERS!

Get a Better Rate For 75 Days

Whether you have your business here now, or if you transfer more business to the credit union, you have a chance to win our special monthly drawing. Each month this year, between April and November, we will randomly draw the name of one member with a current loan at the credit union and lower their interest rate by .75% for the following 75 days! We'll also draw one member each month who has a deposit account at the credit union and raise their dividend rate by .75% for 75 days! We'll pick a new winner each month between April and November 2011.

GRAND PRIZE!

Diamond Tennis Bracelet

On December 15, 2011 (just before the holidays) we will randomly draw one member to win our grand prize, a .75 carat diamond tennis bracelet or \$750 in cash! What a great holiday gift. All members in good standing, who are also 18 years old or older, are eligible for our grand prize drawing. There is no purchase necessary.

No purchase required. Members can earn an additional chance to win for each new deposit or loan account they open between April 1, 2011 and November 30, 2011. The winner will be selected by a random drawing and notified by no later than December 15, 2011. Winner will have choice of .75 carat diamond tennis bracelet or \$750 in cash. All winners will be responsible for any tax liability. Special offers may not be combined with other offers. The credit union reserves the right to change the terms and conditions of this promotion at any time and without advance notice. All decisions made regarding this promotion by the credit union are final. Some restrictions may apply.

MORE CHANCES TO WIN...

While all of our adult members will have one chance to win the grand prize, you can earn additional chances to win! It's easy. You earn one extra chance for each new loan you open and for each new deposit product you open at the credit union between April 1, 2011 and November 30, 2011. The more business you bring to your credit union during our 75th anniversary celebration, the more chances you have to win!

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s affordable
y mortgage
can clearly

If you already own your home why not give us a call and see how much money we can save you on your existing mortgage. We may be able to lower your interest rate, monthly payment, and remaining term on your current mortgage.

Contact Sarah Mason, our mortgage specialist, when you are ready to buy a new home or have an interest in refinancing your existing home. Sarah will be happy to answer any questions you have about home financing.

614.340.1523 | smason@educu.org



The 76th Annual Meeting

Location: 501 W. Schrock Rd.
Westerville, Ohio 43081

Date: Saturday, March 3, 2012

Time: 10:00 AM

Cost: Free

Those in attendance will enjoy an open house of our newly opened Westerville Office and refreshments. We will also announce the winners of our 2012 scholarship competition. Please watch for a reservation form in the winter edition of our newsletter.

The business meeting will begin promptly at 10:30 AM

Delivering Excellence *The Education First Experience*

Dear Credit Union,

I began my school career at Moler Elementary School with Columbus Public in 1978. At the urging of Principal Ron Jackson I joined the credit union. At that time you could borrow \$750 on your signature. With five school age children and a husband with health issues that knowledge gave me peace of mind.

Also in the 1970s it was hard for women to have credit in their name. I needed a car and the credit union made it so easy to make the purchase. I went to the credit union office, got pre-approved for the loan, went to the dealership and drove my car home. It did so much for my confidence! The monthly payment came out of my paycheck. After the auto loan was repaid I continued to save that amount. My credit union helped me get my first car, a nest egg started & credit of my own.

Thank you credit union!

Sharon Thacker



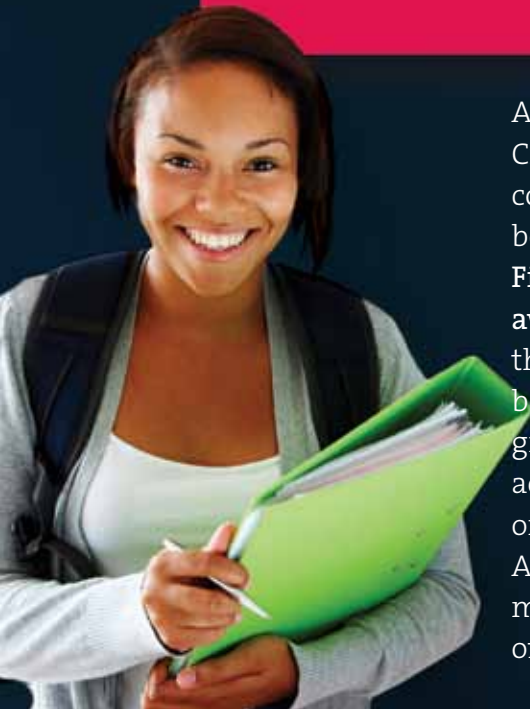
It is our goal to ensure that in each and every member contact we deliver a moment of excellence. After all, you are not a customer at your credit union; you are a member/owner! We like to refer to this as delivering "The Education First Experience."

We are inviting our member/owners to share their story about how the credit union has helped them. What "Education First Experience" would you like to share with your fellow member/owners? Was it how we saved you money? Or perhaps it was going above and beyond what you were expecting? Or maybe it is just an example of how we delivered truly exceptional service for you?

Please email your story to Excellence@educu.org or drop it off at our office before November 1, 2011. If we use your story in our next newsletter we'll give you a \$50 visa gift card for sharing.

Proud To Announce Our 2012

SCHOLARSHIP COMPETITION



Applications for Education First Credit Union's 2012 scholarship competition will be available beginning November 1, 2011. **Five \$2,000 scholarships will be awarded.** To be eligible to enter the competition, applicants must be high school seniors who will graduate in 2012 and attend an accredited two-or-four year college or university in the fall of 2012. Applicants also must be primary members in good standing of Education First Credit Union.

To request an application packet, stop by one of our offices, call us at 614.221.9376, log on to our website at www.educu.org, or email us at marketing@educu.org. Applications must be postmarked by February 18, 2012. All winners will be notified in writing by March 2, 2012. We have expanded our scholarship program to give members the opportunity to qualify for additional scholarship money. After we select the Education First Scholarship winners, all submissions will be sent to the Central Ohio Chapter of Credit Unions to compete for an additional \$6,000 of scholarship money. If you are selected as a Chapter winner, your application may be forwarded to the statewide scholarship program, sponsored by the Ohio Credit Union Foundation, which awards four \$2,500 scholarships. Chapter and Foundation scholarship winners will be announced in April of 2012.

APPLY FOR YOUR VISA PLATINUM CREDIT CARD TODAY!

The best credit card to pay with is a Visa Platinum Card from Education First Credit Union. Low interest rates are just one of the many money-saving benefits you will enjoy.

BENEFITS TO CARRYING AN EDUCATION FIRST VISA PLATINUM CARD:

- Great Rates
- No Annual Fee
- Low Minimum Payments
- Online Statements and Online Payments Available
- Online Balance Transfers
- Mobile Banking
- Extended Warranty Protection - on items purchased with your Platinum Card*
- Auto Rental Insurance Coverage*
- \$1,000 Travel Accident Insurance*
- Cell Phone Protection when you pay your monthly bill with your Platinum Card*

← Point of DIFFERENCE →

Yes, we still have "FREE" Checking!

You may have recently received a special offer from a national bank for \$200 if you move your checking account and set up direct deposit of your paycheck at their bank. How special of an offer is it though? If you read the fine print, you'll quickly see that they will charge you \$10 - \$15 a month for their checking account. That just doesn't seem like a "special offer" to us.

How is this for a special offer: The checking account at your credit union is a FREE checking account. Always has been and quite frankly, probably always will be. After all, you are not a customer we are trying to make money from at your credit union; you are a member/owner who shares in the profits of ownership. **That is the fundamental difference between a bank and a credit union and that makes all the difference in the world.**

So if your bank is one that is now charging you \$10 or \$15 a month for what used to be your "FREE" checking account, maybe it's about time to move that checking account to your credit union! Call or visit us and we'll be glad to show you how we deliver "the credit union difference" for you.

Rates as low as

8.99% APR*

*Annual Percentage Rate. The rate is calculated by adding 5.74% to the prime rate (as determined by Federal Reserve). As of September 1, 2011 the prime rate was 3.25%. Rate and term are subject to change without advance notice. Contact the credit union for details. See Platinum Visa benefits for terms, conditions and exclusions.

Your Education First Credit Union Visa Platinum card is accepted at millions of merchants and 1.8 million ATMs in 200 countries worldwide.

HOW DO I APPLY?

By phone 1.866.628.6446
online at www.educu.org or
visit one of our branch locations.

going social

with Education First Credit Union

Are you following us on Twitter?
When was the last time you visited our Facebook page?
The next time you tweet or check on your Facebook friends, give us a visit as well.

You'll see pictures of college students across the state reading our award-winning newsletter, find words of financial wisdom, discover links to national media coverage about how credit unions are the best place for American Consumers to bank, and so much more.

If you haven't visited us lately, you don't know what you are missing. See you soon.



Cyber Corner: Watch for our new Online Banking platform coming soon!

Next year we will be introducing *NetTeller*, our new online banking platform. Our new home banking package will include all of the features you currently have available and many exciting new features.

Our new home banking platform will offer state-of-the-industry online capabilities that include:

- Access to account balances
- One-time and recurring funds transfers
- Account statements
- Check image viewing
- Loan payments, advances, and draws
- Check ordering
- Management of your personal information such as email address and password changes
- New iPay bill pay system
- BillShrink (*Personalized purchase rewards program*)



In the spring of 2012 we will also be introducing goDough, *our new cutting-edge mobile banking application*. goDough is a browser-based mobile banking solution that provides account access anytime and enables you to initiate transactions and conduct account research from anywhere. goDough is compatible with any Web-enabled phone that supports WAP browsers, regardless of make, model, or mobile service provider!

ATTENTION TEACHERS!

Use FoolProof to teach students in a fun and interesting way about real life financial scenarios. Contact Mike Spiellman at 614.340.1503 or email us at education@educu.org to schedule a demonstration or to learn how to bring this FREE program to your school!

Education First Credit Union

614.221.9376 or 1.866.628.6446

Fax: 614.221.3841

educu.org

German Village Office

399 E. Livingston Ave., Columbus, Ohio 43215

Office Hours:

Mon., Tues., Thurs. 8:30 am – 5:00 pm

Wednesday 9:30 am – 5:00 pm

Friday 8:30 am – 6:00 pm

Gahanna – Clark Hall

380 Granville St., Gahanna, Ohio 43230

Westerville Office

501 W. Schrock Rd. Suite #100
Westerville, Ohio 43081 (*Opening October 17, 2011*)

Worthington Office

The office located at 8400 N. High St. has an anticipated close date of Saturday, October 15, 2011.

CU Access (*Our 24/7 audio response system*)

614.221.1136

800.342.3643

Shared Branching Locations

sharedbranching.com

Voice Activated Shared Branch Locator

800.919.2872

Surcharge-Free ATM Text Locator

Text Message: MY COOP or 692667

Board of Directors

Marvin Gutter, *Chairman*

David Black, *Vice Chairman*

Don Eppert, *Treasurer*

Barbara Flu-Allen, *Secretary*

Bill Bailey, *Director*

Geno Moro, *Director*

Paul Smith, *Director*

Bonnie Wasson, *Director*

Jeff Woodson, *Director*

Dates to Remember

Holiday Closings

Veteran's Day: Friday, November 11, 2011 (closed)

Thanksgiving: Thursday, November 24, 2011 (closed)

Friday, November 25, 2011 (closed)

Saturday, November 26, 2011

Westerville Office is open

9:00 am – 1:00 pm

Christmas Eve: Saturday, December 24, 2011 (closed)

Christmas: Monday, December 26, 2011 (closed)

New Year's Eve: Saturday, December 31, 2011

Westerville Office open

New Year's Day: Monday, January 2, 2012 (closed)

Days and times are approximate and subject to change without advance notice.

Please refer to www.educu.org for the most up to date list of holiday closings and hours.



Federally-insured by NCUA