

SUMMER 2011

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



FOCUS



Skip Your Summer
Loan Payments!
see inside

Student Loans – A better
way to pay for college
see inside



President's Message

The Board of Directors along with the management team and staff of Education First Credit Union have worked extensively developing a long-term strategic business plan. As a result of this plan, you will begin seeing significant changes beginning with the remodeling of our German Village location.

We are pleased to announce that one of the changes to our main office will be the addition of drive-thru lanes. In addition to the drive-thru, we will make renovations on the inside as well. Technology has developed extensively during the past several years and as a result we plan to adopt new and exciting technology-related services. We will introduce Personal Teller Machines (PTMs). PTMs will revolutionize the delivery method of traditional teller transactions. PTMs directly connect to live tellers via video conference and allow the teller and member to conduct banking transactions quickly and efficiently. *(see Cyber Corner article for more information)*

Education First Credit Union is working in partnership with the Gahanna-Jefferson School District and will occupy space at the newly developed Clark Hall located across the street from Gahanna Lincoln High School. We are very pleased to be part of the growth the Gahanna School District is experiencing. Additionally we look forward to having a facility within the Westerville City School district. These expansions and future expansions will include facilities also designed to operate with the PTM technology; similar to that adopted at our main office.

Education First Credit Union is enthusiastic as we look ahead to the future. Coming soon is Mobile Banking Applications for smartphones & a new and improved Home Banking product. We will provide more details as they become available. Also, please watch for additional expansion information. Thank you for being a member-owner of your credit union.

Sincerely,

Richard Maslyk
President / CEO

A BETTER WAY TO PAY FOR COLLEGE

Education First Credit Union's "CU Student Choice" Private Student Loan Solution!

With **zero origination fees**, **lower interest rates** and **flexible repayment options**, it is easy to see why our private student loan solution is a better way to pay for college. Whether you are a student yourself or the parent of a student, Education First Credit Union is here to help.

Our "CU Student Choice" private loan solution will help fill funding gaps that federal aid can leave behind. As the cost of both public and private colleges and universities continues to increase, federal funding has not kept pace. This growing gap between what college costs and the financial aid available is causing many families to resort to higher cost private student loans to pay for higher education.

Since Education First Credit Union is here for one reason only – to serve our members – we are able to offer more competitive student loan options and save you money. Student loans are a long-term relationship and it is important to choose a lender carefully. Be sure you read the fine print and compare fees, terms and repayment options (not just rates) when comparing student loans. Read more about how to choose student loans and the financial aid process in general by visiting www.educu.studentchoice.org.

Remember, Education First Credit Union's goal is not just to help you fund a college education for yourself or a family member, but to become your financial partner for life. Visit us online to apply or find out more about our full-range of products designed just for young adults. You can also apply for a student loan by calling our 24/7 student lending call center at 1.866.465.2171.



✓ **Extra Credit**



Scholarship Winners Education First Credit Union recently awarded \$10,000 in scholarships to graduating high school seniors. We forwarded all of our scholarship applications to the Central Ohio Chapter of Credit Union's Scholarship Competition. We are excited to announce that **Madeline Aeschbury** from Westerville North HS and **Brooke Ison** from Johnstown Monroe were awarded \$1,000 scholarships from the Central Ohio Chapter of Credit Unions. Congratulations to all of our outstanding scholarship winners!

Visa Platinum Credit Cards Put the power of credit union membership to work for you! If you've been teased one time too many with credit card rates, this will be the last card offer you will have to read! Education First's Visa Platinum Card offers one of the lowest rates in the country, no annual fee, extended warranty protection, online balance transfer, mobile banking, cell phone protection and more. There are also many fast and easy ways to make payments. Apply for your Visa Platinum Credit Card today by logging on, stopping by or simply giving us a call. **We will give the next 75 members who open a new Visa Platinum card an extra chance at our 75th Anniversary grand prize!** Start saving money today with great low-rates and no annual fee!

Skip your 3rd loan payment in July!! Many of our members receive three paychecks in July. If you would like to skip your loan payment on your 3rd paycheck, just give us a call and see if your loan qualifies. We'll be glad to help you skip that extra loan payment for just a modest \$10 processing fee.

New Name Celebration Winners We would like to congratulate **Andrew Boeke** our first place winner of an iPad, **Jeanne Yungfleisch** our second place winner of a Kindle and **Judith Abala** our third place winner of an iPod Shuffle. Congratulation to all of our winners!

Purchasing a home could possibly be the biggest purchase you make in your lifetime. That's why it is so important to have a clear understanding of all the details associated with the home buying process. From choosing a home, applying for a loan and closing the loan. Education First Credit Union is a mortgage lender you can trust, we will always answer all your questions and always have your best interest in mind.

Building *Equity*

Contact Sarah Mason, our mortgage specialist, if you think you're ready to purchase a new home, refinance your current home or take advantage of your home's equity. Sarah will be happy to answer any questions you have about home financing.



Sarah Mason | 614.340.1523 | smason@educu.org

75TH
Anniversary
Special
Offers!

EDUCATION FIRST CREDIT UNION

EARN up to \$500

WHEN YOU TRANSFER YOUR AUTO LOAN TO EDUCATION FIRST CREDIT UNION.

Autoloans currently held by Education First Credit Union are not eligible. 1% cash rebate on auto loan transfers, with a maximum rebate of \$500. Auto loans are subject to credit approval. Terms and conditions may change at any time and without advance notice. All decisions made regarding this coupon by the credit union are final. Valid through November 30, 2011.

EDUCATION FIRST CREDIT UNION

EARN up to \$150

WHEN YOU TRANSFER YOUR CREDIT CARD BALANCE(S) TO EDUCATION FIRST CREDIT UNION.

We will pay you 1% of the balance transferred to Education First from another financial institution. Loans currently at the credit union are not eligible. All loans are subject to credit approval. Credit card balance transfers are limited to one per member. Valid through November 30, 2011.

EDUCATION FIRST CREDIT UNION

FREE VISA PHOTO CARD
WITH A TRANSFER OF \$1,000 OR MORE TO YOUR PLATINUM VISA

When you open a new Education First Platinum VISA and transfer at least \$1,000 to the card you are eligible for a free custom photo card (value \$9.95). Contact any loan officer after your transfer and they will credit your account for your VISA Photo Card. Valid through November 30, 2011.



It's our **75TH** Anniversary



Our Monthly Winners

Part of our 75th Anniversary Celebration is a monthly drawing of one member with a deposit account and one member with a loan account at the credit union.

Congratulations to **Judith Rogers** who is our deposit winner for April. We will raise the dividend rate she earns on her savings account by 0.75% over the next 75 days! Congratulations also to **Carol Rude** who is our loan winner. We will lower the interest rate on her loan by 0.75% over the next 75 days!

It's Easy to Increase Your Chances to Win!

Every month we will be randomly drawing one lucky depositor and one lucky member with a loan for our 75th Anniversary Bonus. Now is a great time to transfer your loans and deposits to Education First Credit Union and increase your chances to win!

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. Coupon 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.

Coupons cannot be combined with other offers. All decisions made by the credit union regarding these coupons are final. Some restrictions may apply. Offers are subject to change at any time and without advance notice.

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!

EDUCATION FIRST CREDIT UNION



EARN **\$75**

WHEN YOU TRANSFER YOUR CHECKING WITH DIRECT DEPOSIT OF YOUR ENTIRE PAYCHECK & SIGN UP FOR eSTATEMENTS

Earn \$75 when you transfer your bank checking account to Education First, set up direct deposit of your paycheck, and sign up for eStatements. Your \$75 cash bonus will be paid into your account within 30 days of your first direct deposit and eStatement setup. Valid through November 30, 2011.

EDUCATION FIRST CREDIT UNION



EARN **\$250**

WHEN YOU TRANSFER A MORTGAGE OR HOME EQUITY LOAN TO EDUCATION FIRST CREDIT UNION.

Coupon must be presented at least 5 days prior to closing. Minimum balance or cash advance required on home equity loan to qualify for bonus is \$10,000. Current mortgage or home equity loans are not eligible. Valid through November 30, 2011.

EDUCATION FIRST CREDIT UNION

LIMITED PARTICIPATION
75-DAY CERTIFICATE OFFER

7.50% APY*

*APY Annual Percentage Yield. The limited participation offers are available for up to \$1,000 and are limited to one certificate per member household for the calendar year of 2011. Valid through November 30, 2011.

One of the benefits you enjoy as a member/owner of Education First Credit Union is our commitment to your financial health. Consistent with that commitment, we are pleased to provide you, at no-cost, a Free Credit Score as part of our 75th Anniversary Celebration. This can cost you up to \$15 if you request a credit score from a credit reporting agency.

FREE CREDIT SCORE OFFER

It's Easy to Get Your Credit Score! Just complete this form and *mail or fax to Education First Credit Union*. We'll provide you with your current credit score, explain what makes up your credit score, and provide helpful tips on how to maintain or improve your credit score.



Plus, we'll give you one more entry into our 75th Anniversary Grand Prize drawing for the Diamond Tennis Bracelet!

Sign up for your
FREE CREDIT REVIEW
during our
75th Anniversary

NAME

SPOUSE'S NAME (OPTIONAL)

YOUR EDUCATION FIRST ACCOUNT NUMBER

PHONE NUMBER

BEST TIME TO CALL

YOUR SIGNATURE

DATE

MAIL IT TO US:
Education First CU
Attn: Review Department
399 E. Livingston Ave.
Columbus, Ohio 43215

OR FAX IT TO US
614.221.3841

By signing above I give Education First Credit Union permission to pull my credit report and review the contents with me.

Sign up for your
**FREE
CREDIT
REVIEW**
during our
75th Anniversary

Application form
on reverse side.

Delivering Excellence

The Education First Experience

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?

Dear Credit Union,

*I am writing to express my deepest satisfaction with all of the people who work at our Credit Union. Thirty-five years ago I began teaching in Columbus, and joined the Credit Union upon the urging of a fellow teacher. I was down-hearted and flat broke. I was a rookie teacher with no job security and a newlywed who was expecting our first child. I was a nervous father to be as I pondered where the money would come from for all of the incidentals and necessities that newborns require. Plus, my car was a rolling catastrophe. I truthfully was not that savvy with money. But, I was young and the **credit union gave me a chance to build credit** after I had been refused at just about every other lending institution. Later, I borrowed money for a school loan for graduate school, vacations (from the stress of raising a mischievous newborn) and other things I needed. And, Penny showed up at the loan desk one day. I had told her that with her help and the help of others, **I began to see where I could achieve not only financial stability, but financial savvy** by saving money in the share accounts and using payroll deduction to assure loan payments on time. A few years passed, and I was receiving almost daily offers from lenders to take advantage of their "deals". I knew better. I knew no one would offer me as good a rate on any type of loan, and no one would take a personal interest in my financial health as Penny would. She was there to guide me through mortgage loans, car loans, and yes another few loans for vacations that raising a teenager necessitates. I had a better financial posture than most of my friends who did not join a credit union. Four or five cars, one house, one second-mortgage, and countless vacation loans have improved the quality of my life.*



Thank you Bob for sharing your Education First Experience!

If we use your story in our next newsletter we'll deposit \$50 into your saving account.

75TH Anniversary

Sizzling Summer Special

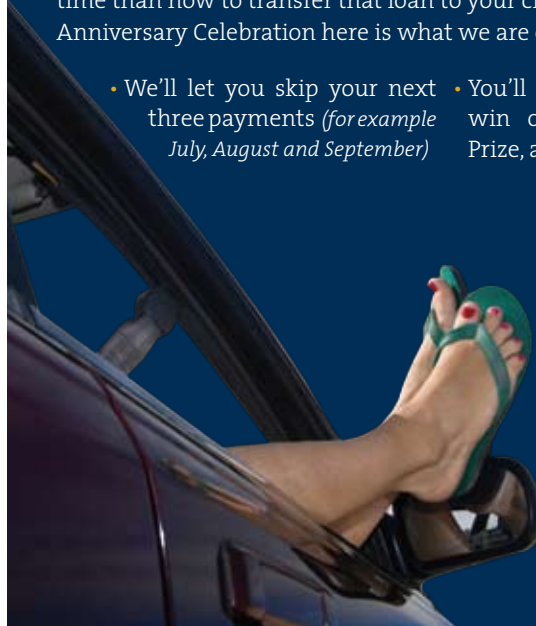
Transfer your car loan and skip your summer loan payments! And we'll pay you up to \$500 in cash!

Do you have a car loan at another financial institution? There is no better time than now to transfer that loan to your credit union. During our 75th Anniversary Celebration here is what we are offering as an added incentive:

- We'll let you skip your next three payments (for example July, August and September)
- You'll earn an additional chance to win our 75th Anniversary Grand Prize, a diamond tennis bracelet

- We'll pay you up to \$500 when you transfer the loan (1% of the balance transferred)

In these uncertain times you can depend on your credit union to be there for you. We encourage you to bring all your business to Education First. After all, you are much more than a customer with us; You are a Member/Owner!



← Point of DIFFERENCE →

We Are Still Lending!

Isn't it good to know that someone is there for you when you need or want a loan! The financial slowdown over the last couple years has made it difficult for many consumers to find loans. Many financial institutions have slowed, or almost stopped, lending money completely. **We want you to know that your credit union is still lending.** As a member/owner of your credit union, you are our focus!

Our history of conservative lending and our focus on the education community has kept us out of the sub-prime loan meltdown (and many of the other issues) banks have encountered. As a result, we are still able to help our member/owners to safely and reasonably finance the purchase of cars and homes.

And during our **75th Anniversary Celebration**, we have even more reasons for you to bring all of your loans to the credit union. We have special offers and for every new loan you bring to us (and every new deposit product) you will get one more chance in our grand prize drawing for a Diamond Tennis Bracelet.

Now that is a Point of Difference you can really love!

going social

with Education First Credit Union

win a Kindle Reader*!

It's easy & fun to enter our summer social media contest! All you have to do is follow us on Twitter or Like us on Facebook. Do both and you'll have two chances to win!

You can find both links on our website at educu.org. One lucky winner from all our Fans & Followers will be randomly chosen after September 30, 2011.

We invite you to join our social media discussions. You'll be the first to know about credit union specials, important financial information, what's happening in the world of credit unions – and so much more!

**To be eligible for the drawing, you need to follow us on Twitter or Like us on Facebook by September 30, 2011. Winner will be randomly selected by October 15, 2011. No purchase necessary. Any member may enter the drawing by sending a 3"x5" postcard to Education First Credit Union, Going Social, 399 E. Livingston Ave., Columbus, Ohio 43215. Limit one mail entry per household. You must be at least 18 years old to enter.*

CONGRATULATIONS to our first quarter "going social" winner Laura Cooper!

Cyber Corner:

We are excited to offer the best technology available through the utilization of Personal Tellers (PTs). In the near future, we will have PTs available in our credit union lobbies for our member-owners.

What are Personal Tellers (PTs)?

Personal Tellers allow members to communicate with a live teller by way of a phone and video monitor. This technology allows you to make deposits, request withdrawals, transfer funds, make loan payments, and cash checks. The teller conducts the transaction for you just like they do today.

Personal Tellers are very easy to use and they will allow us to provide extended banking hours for credit union members!

PTs = Technology and Convenience with Personal Interaction



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

Hours:

Mon., Tues., Thurs.	8:30 am – 5:00 pm
Wednesday	9:30 am – 5:00 pm
Friday	8:30 am – 6:00 pm

Worthington Office

8400 N. High St.
Columbus, Ohio 43235

Hours:

Mon., Tues., Thurs.	8:30 am – 5:00 pm
Wednesday	10:00 am – 5:00 pm
Friday	8:30 am – 6:00 pm
Saturday	9:00 am – 1:00 pm

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

Labor Day – Monday, September 5, 2011
Offices are closed



Federally-insured by NCUA