



Communications

COMMUNICATING ARTS CREDIT UNION

WINTER 2010

MILESTONES

TO OUR 70TH ANNIVERSARY



Chartered February 1940
as The Post Credit Union

Name change February 1959
to Post-Times Star Credit Union

Merger July 1979
Concora Credit Union

Merger April 1991
Enquirer Credit Union

Our 70th Anniversary

1940

1958

1959

1974

1979

1980

1991

2003

2010

Merger 1958
Times Star Credit Union

Name change October 1974
to Communicating Arts Credit Union

Merger March 1980
Billboard Employees Credit Union

Merger April 2003
Cincinnati Musicians Federal Credit Union



BONUS DIVIDEND PAID TO MEMBERS

At the direction of our Board, for the third consecutive year, a bonus dividend has been distributed to our Members. Your bonus was calculated at 5% of the total dividends you earned on savings and 5% of the total interest you paid on loans and credit cards in 2009. All of our members in good standing, with open accounts as of December 31, 2009, received a share of the profits generated by operations. All qualifying members received at least \$1, but for some members the bonus dividend was thousands of dollars. The more you used your credit union last year for savings and loans, the larger the bonus dividend you received.

THE PROGRESS OF SERVICES AVAILABLE TO MEMBERS

1960's

First computerized statements

1970's

First checking accounts available

1980's

Credit cards and ATM cards first issued

1990's

Launched our first web site

2000's

Expansion of self-service and remote access offerings



PRESIDENT'S MESSAGE

2010 marks a milestone for us as we celebrate **70 years of service** to our member-owners. In February 1940, a group of employees of *The Post* newspaper founded The Post Credit Union. The 12 signers of our charter are no longer with us, but **the vision** of Jimmie Daugherty, Henry G. Hendon, Charles B. Kallmeyer, Lawrence A. Bittner, William J. Halloran and the others who joined together to form this credit union **is alive and well in Communicating Arts Credit Union today**. Still true to their intention, we have a financial institution where member-owners pool their savings in order to provide low-cost loans for provident and productive purposes to their co-workers and family members.

The passage of the Federal Credit Union Act in 1934 allowed credit unions to be formed throughout the nation and sparked the passion of pioneers such as Louise McCarren Herring. Some of you will recognize her, pictured in the accompanying photo addressing a credit union gathering in the 1940's. In the early days of her credit union career, Louise



worked full-time helping charter credit unions throughout Ohio. It was through her work that more than 500 credit unions were started. But to many of our members, Louise was a trusted resource helping to establish sound financial habits that produced prosperity for themselves and their families.

We commemorate the work of those who have come before, particularly the dozens of volunteers who sustained us until the credit union was able to hire professional staff. The combined efforts of volunteers, employees and members has given us a solid capital base which enables us to announce the **third consecutive year of a bonus dividend** – a good way to begin our 70th anniversary.

Our services have changed and expanded over the years in ways unimaginable to our founders. What hasn't changed since February 2, 1940, when that group of *Post* employees gathered around the table to sign our charter is our commitment to you, our member-owners. Every day we work **for you**, to provide you with reasonably priced financial products and services, information, and resources that can help you achieve your dreams.

Our biggest strength has always been the loyalty of our members, which grows as each member experiences the respect and responsiveness to meeting essential financial needs. I hope you will join me in our celebration throughout 2010 by sharing your memories and recollections of your relationships with Communicating Arts. Jot a note, send an email, stop in for a visit, post a video on YouTube - whatever works best for you, we'd love to hear from you about how your credit union has made a difference in your life.

I look forward to hearing from you.

Thanks for your membership.

Catherine Herring
President/CEO
cherring@cacu.org



**Communicating Arts
Credit Union**

HOURS OF OPERATION

Monday–Thursday, 8:30 AM - 5:00 PM
Friday, 8:30 AM - 5:30 PM

MAILING ADDRESS

P.O. Box 141239
Cincinnati, Ohio 45250-1239



AMERICAN SHARE INSURANCE
Your deposits are insured to \$250,000 per account.
This institution is not federally insured.
MEMBERS' ACCOUNTS ARE NOT INSURED OR GUARANTEED
BY ANY GOVERNMENT OR GOVERNMENT-SPONSORED AGENCY.



AMERICA'S
CREDIT UNIONS™
Where people are worth more than money.™

OUR MISSION

Communicating Arts Credit Union is a member-owned, not-for-profit financial institution. Our mission is to make available quality financial services at a reasonable cost to our members so as to provide for their financial needs, while insuring the long-term financial stability of the Credit Union.

Where's the Nearest Credit Union Office?

Don't have access to a computer to find a Shared Branching location when you're traveling? **Call 800-919-2872** to use the phone locator service. Or, if you have a smart phone, point your browser to <http://m.cuswirl.com> to find locations and directions.





Paying for College

Help from family members to cover the cost of higher education can be a welcome gift. How the money is provided can impact a student's financial aid. A student must report assets to the government through the Free Application for Federal Student Aid (FAFSA). If money a student receives is considered income, it has the unfortunate effect of reducing the aid award by up to 50 cents on the dollar.

Here are three alternatives from the Credit Union National Association for improving the amount of financial assistance you can deliver without negating the amount of financial aid:

- **GOOD:** Give money to the parent. This increases parental assets but, because of the way the aid calculation works, such a gift has a much smaller negative effect on the student's financial aid – less than 6%. Of course, be sure not to exceed the annual gift-tax exclusion, which is \$13,000 for 2009.
- **BETTER:** Participate in a 529 plan. Depending on the rules in your state, these Internal Revenue Service-authorized plans allow you to contribute up to \$13,000 a year or a lump sum of \$65,000. As long as the plan is in your name, its balance doesn't become an asset to the student until distributions start flowing. The 529 plans come in two flavors – a savings plan that operates like an individual retirement account (IRA) or 401(k) investment account or a prepaid tuition fund. Unfortunately, recent stock market declines have

squeezed prepaid funds, forcing some states to reject new enrollees and others to raise fees. In either case, it's smart to consult with your financial adviser about 529 plan setup details.

- **BEST:** Help the new graduate pay off student loans to the tune of the annual gift-tax exclusion. This won't help the student avoid debt, but neither will it harm aid eligibility. And as an added bonus, it's a welcome reward for successfully earning a college degree.



CONSUMER TIPS ON OUR WEB SITE

Your everyday decisions are easier with the help of **Home & Family Finance Resource Center**. Each week this online guide features facts about the topics that matter to you, from credit card fraud to saving for your children's education. Just click on the **Home & Family Finance Resource Center** logo from our Member Education page at www.cacu.org.

SCHOLARSHIP APPLICATION

As a member of Communicating Arts Credit Union, you are qualified to apply for a Cincinnati Chapter of the Ohio Credit Union League scholarship. This year they will award at least nine \$1000 scholarships for the 2010 school year. One recipient will be chosen to also participate in the statewide scholarship program that awards five scholarships of \$2500. For additional information and a scholarship application call us, (513) 381-3070, or log onto our web site, www.cacu.org.



This Year's Board Candidates

DEE SCHAFER – Dee is currently Senior Director of Finance for Building Healthy Lives Foundation, following the transitioning of the Speaking of Women's Health programs to the Cleveland Clinic. She had served in the same capacity with National Speaking of Women's Health Foundation since her retirement from CET in 2003, after 34 years of service. A graduate of the University of Cincinnati's Evening College, Dee has

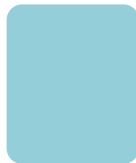
been a member of the CACU Board of Directors since 1983. She currently serves as Treasurer of both the League of Women Voters of the Cincinnati Area Education Fund and the Zonta Club of Cincinnati. She is also a trustee of the Ohio Business and Professional Women's Retirement Living, Inc. and Secretary of Cincinnati Business and Professional Women.

CATHERINE HERRING – President and CEO, Catherine has been employed by CACU since 1973. A graduate of Saint Louis University with a Bachelor of Arts degree, she was named President/CEO in 1987. She is a trustee of the Ohio Credit Union Legislative Action Committee

(OCULAC) and serves on the Credit Union National Association's State Issues Subcommittee, the Ohio Credit Union League's Government Affairs Committee, the Ohio Credit Union Defense Coalition Advisory Board, and Credit Union Outreach Solutions' Board of Managers. Catherine has served on the Board of Directors since 1987.

GEORGE KOCIUBA – George is employed by the E.W. Scripps Company as the Director of Employee Benefits. He holds a B.A. from Ohio State University and served in the United States Marine Corps. He has been a member of CACU's Board since 2004.

PROXY FORM



The undersigned, revoking previous proxies, acknowledges receipt of the notice of the Annual Meeting of Communicating Arts Credit Union to be held on **Wednesday, February 17, 2010**, and appoints Minta Berry, Everett Rudisell, and Barbara Schmitz, (and each of them) proxies, with the powers of substitution to attend the Annual Meeting (and

any adjournments) and vote the undersigned's proxy upon Proposal 1 and any other business that may properly come before the meeting. The Board of Directors knows of no business, other than routine or as stated in the Annual Meeting notice, to be brought before the meeting. **This proxy is solicited on behalf of management.**

Complete, detach, and return this form to the credit union office. You may drop it in the mail after folding, taping and placing a stamp on the mailing panel on the reverse side. You may also return the form by fax, (513) 421-3508, or bring it to our office.

This proxy will be voted in the manner you instruct below. If no instructions are given, your proxies will vote for election of nominees to the Board of Directors. To withhold authority for an individual nominee, write the nominee's name in the space provided below.

Proposal 1 – Election of Directors

NOMINEES: CATHERINE HERRING, GEORGE KOCIUBA, & DEE SCHAFER

For all nominees Withhold vote _____

Name

Address

City

State

Zip Code

Signature

Date

2010 Annual Meeting

WEDNESDAY, FEBRUARY 17, 2010

5:00 PM at the credit union office, 1717 Western Ave. Cincinnati, OH.
The agenda includes the election of directors and presentation of standard reports. There is no other business to come before the membership. We encourage you to cast your vote by using the proxy form provided.

Prize Drawing

Return your proxy forms by 4:00 PM on February 17, 2010, to be entered automatically in our prize drawing. You need not be present to win. Winners will be notified in writing after the Annual Meeting.



CUT ALONG DOTTED LINE

PLACE
STAMP
HERE

Communicating Arts Credit Union
P.O. BOX 141239
CINCINNATI, OHIO 45250-1239

Communicating Arts Credit Union

PROXY

2010 ANNUAL MEETING



Communicating Arts
Credit Union

1717 Western Avenue | Cincinnati, Oh 45214

PRSRT STD
U.S. Postage PAID
Permit No. 6657
Cincinnati, OH

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Paying too much to maintain your HSA with a previous employer? Consider a transfer or rollover to a Communicating Arts HSA.

IRA Center A great new way to plan your retirement – online! Through our **IRA Center™** you can open your Individual Retirement Account or Health Savings Account in the comfort and privacy of your home. The IRA Center has educational articles on IRAs and retirement planning, planning tools, and retirement planners, investment options and risk analyzers, investment options and the forms you need to complete your transactions. To get started, **click on IRAs from the Accounts & Services menu on our web site.**

No matter what stage of life you're in, a credit union IRA can help with your financial planning:

- **Starting a career** – Start building your retirement plan. A Roth IRA can provide you with tax-free withdrawals when you retire.
- **Planning as a couple** – Both of you can contribute to an IRA.
- **Flexibility for a growing family** – Your IRA investment can be used for a first time home purchase or qualified educational expenses.
- **Securing your retirement** – If you're nearing retirement, or even if you're already retired, consider a safe, secure credit union IRA. And there are increased contribution limits if you are age 50 or older.

If you don't have an IRA, you owe it to yourself and your financial future to start your account now. And even if you have an IRA somewhere else, there are some compelling reasons for moving your account here: Our rates are competitive, and your account is insured up to \$250,000.

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2010

Winter