



COMMUNICATING ARTS CREDIT UNION

Winter 2012



Communications



MORTGAGE LOANS

Dreaming of owning your home? With a mortgage from CACU you can be sure you are getting the best rates possible to help you achieve your goals of home ownership. Whether you are a first-time buyer or are looking to refinance, we have options for you:

- **Conventional or balloon mortgages**
- **Pre-approval before you shop**
- **10- to 30-year terms**
- **Low, fixed rates**

If you plan to stay in the home you have, Communicating Arts Credit Union has options for you! See us today for information on a fixed-rate, fixed-term second mortgage or a home equity line of credit. Start your home improvement projects now!

Applying for a mortgage loan with CACU is easy – simply visit our website, www.cacu.org, where you can check rates and even apply online. Or, contact a loan officer for assistance!

Shake Off the Winter Blues

The holidays are over but springtime is still a long way off. Brighten your day with an auto loan from Communicating Arts Credit Union. Get a loan for your next auto purchase or refinance your current loan from a different lender for big savings, including a free application and an APR* as low as 2.74%.

Apply online at www.cacu.org or contact our office today!

*APR=Annual Percentage Rate.

Need Money Now?

Take Advantage of a StretchPay Loan!

We understand that life sometimes gets rocky – and that you may need an emergency loan to get through it. Take out a \$250 or \$500 StretchPay line-of-credit and avoid bounced checks, late fees and costly loans. Approval for this line-of-credit is not based on your credit history or score. Contact us or visit our website for more information on the StretchPay Loan.

Stop in or call us at 513.381.3070 or 1.800.735.7929 to learn more.



2011 was a challenging year for consumers and businesses across the country. We all continue to feel the effects of the recession, with high unemployment and low consumer confidence. Later this year we will share our 2011 financial results, but be assured that **your Credit Union remains financially safe and sound.**

Now I want to fill you in on some other activities.

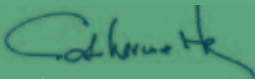
Many of you will recall 2010 marked our 70th anniversary. One way we celebrated was offering the 7-month, 7% anniversary certificate. We were thrilled to learn this year that because of this savings program we placed first in the Ohio Credit Union League's Louise McCarren Herring Philosophy in Action Award for credit unions in our asset category! We also received an Honorable Mention in the nationwide competition sponsored by the Credit Union National Association.

What matters most, however, is the strong response by you, our member-owners, to this opportunity to start or continue a regular savings plan. Your participation in the Anniversary CD encouraged us to add this to our menu of products and services and this is now known as our **Savings Builder CD.**

Also in 2011 we partnered with a 4th-5th grade class at Roberts Paideia Academy, one of the Cincinnati Public Schools. The photo below shows some of the students and CACU staff at last month's holiday party – gifts, snacks and a fun time were had by all!

Best wishes from all of us at Communicating Arts Credit Union for a great 2012!

Thanks for your membership,



Catherine Herring
President/CEO



Direct Deposit for Your Tax Refund

It's faster, more secure and convenient.

According to the IRS, taxpayers who combine electronic filing and Direct Deposit can get their refunds in as few as 10 days. All you need is your account number and our routing number: **242076711.**

CAR BUYING TIPS

Browse & shop—without a salesperson: Visit dealers when they're closed to get a feel for price and style without pressure. Shop and compare online.

Get your loan before you buy: Knowing what you can afford is half the battle. Having a pre-approved loan allows you to negotiate the best price on the car. Don't get baited into the financing 'deals' they offer. CACU can help you determine if you would be better off with a 0% loan from the manufacturer or a dealer rebate with credit union financing.

Know the price: Check the Internet to find the price of new cars and get ideas on used car values – useful sites include Kelley Blue Book (kbb.com), NADA (nada.com) and Edmunds (edmunds.com).

Don't get too excited: Sellers sense when an attachment is formed. Avoid making a purchase based on emotion instead of logic.

Don't factor your current car into the deal: The car you have now has nothing to do with the purchase of a different car. Keep them as separate transactions, even if you trade it in at the dealer. Get the price for the purchase settled, then the price for selling or trading your car. Many times you will be better off if you sell your car yourself rather than trade it in.

Be wary of fees and add-ons: Some dealers charge advertising fees and dealer prep fees. Ask for them to be removed from any purchase agreement. Rust proofing, fabric protection and paint sealant are all sold but are not worth the cost.

Be ready to walk away: You are the buyer. Without you there is no deal. Be prepared when you are ready to buy and don't come off of the price and features you want. If you don't find them where you are, look elsewhere.

Scholarships Available!

Your Communicating Arts Credit Union membership provides you with the opportunity to apply for a scholarship from the Cincinnati Chapter of the Ohio Credit Union League. This year they will award at least nine \$1,000 scholarships. One recipient will be chosen to participate in the statewide scholarship program that awards four scholarships of \$2,500 each in April 2012.

To qualify, you must be at least a senior in high school and in pursuit of post-secondary education of any kind, including professional, vocational and academic studies, which are not limited to colleges and universities. To be eligible you must have an open account in your name with the credit union.

Winners will be notified by mail by March 16, 2012.

For additional information and a scholarship application, visit www.cacu.org and click on "Special Offers."

Credit Score Facts and Tips

Your credit score can mean the difference between being approved or denied for credit. A good credit score can help you get a lower interest rate on a mortgage loan, car loan or credit card, qualify for an apartment, or even get a job. A low score can cost you more for insurance or your cell phone plan.

Your credit score is a three-digit number which is formulated using information from your credit history. It's designed to measure your credit risk and help financial institutions make lending decisions.

The predominant provider is the FICO credit score (myFICO.com). FICO scores range from 300 – 850 and the higher the number, the lower your credit risk. What is considered a good score can depend upon

the lender and also fluctuate with current economic conditions. Generally, 680 - 720 is considered good credit, while above 720 is considered excellent.

There are five categories that make up your score:

Payment history – 35%: This is your account payment information, including any delinquencies and public records. Bills paid on time improve your score.

Amounts owed – 30%: The ratio of the amount owed relative to the amount of credit available on revolving accounts, such as credit cards, is important. Low balances and higher credit limits will improve your score.

Length of credit history – 15%: The longer the history the better, but issuers may close inactive accounts. A recurring monthly charge is one way to keep a card active.

Types of credit used – 10%: This is the mix of accounts you have, such as revolving (credit card) and installment (car, personal or mortgage loan). You can benefit by having a history of managing different types of credit.

New credit – 10%: Your pursuit of new credit, including credit inquiries and the number of recently opened accounts, can sometimes hurt your score.

If you have had difficulty obtaining credit, consider a secured card and be sure the issuer reports your history to the credit bureau. A secured Visa® or MasterCard® is available from CACU.

Monitor your credit report by getting a free report each year from each agency at www.annualcreditreport.com. Review and clean up credit report errors, like late payments or charged-offs debts.



Make Your Phone Work for You!

Save on Sprint service!



**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.

You rely on your cell phone plan daily...now turn that plan into savings! With your CACU membership, you are eligible for big savings from Sprint. With the Sprint Credit Union Member Discount Plan, you can enjoy:

- 10% off most regularly priced Sprint service plans
- 15% off most regularly priced Sprint business service plans
- Waived activation fee on new activations
- Waived upgrade fee

Dial up your discount today!

Click www.SprintSave4CU.com.
Call 877.SAVE.4.CU (877.728.3428).
Visit your local Sprint retail location.

Mention you are a Credit Union Member to get this exclusive offer. Ask that your plan be attached to the NACUC ZYM Corporate ID.

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 at the same time ensuring the long-term financial stability of the Credit Union.

2012 ANNUAL MEETING

Wednesday, February 15, 2012

5:00 PM at the credit union office

The agenda includes an election to fill open positions on Communicating Arts Credit Union's Board of Directors. We encourage you to cast your vote by using the proxy form provided.

PRIZE DRAWING: Members who return their proxy forms by 4:00 PM on February 15, 2012, will be entered automatically in a prize drawing. You need not be present to win. Winners will be notified after the Annual Meeting.



PLACE
STAMP
HERE

Communicating Arts Credit Union

P.O.Box 141239

Cincinnati, OH 45250-1239

Communicating Arts Credit Union

PROXY

2012 Annual Meeting



This Year's Board Candidate: EVERETT RUDISELL

Everett started his career as a teacher at Indian Hill High School. In 1973 he changed professions to newspaper circulation, first with the Cincinnati Post, and concluded with six years as Group Publisher for Press Community Newspapers. He currently owns and manages a residential real estate investment company. Everett holds a BS and MA from the University of Cincinnati and has been a board member since May of 2007.

PROXY FORM



The undersigned, revoking previous proxies, acknowledges receipt of the notice of Annual Meeting of Communicating Arts Credit Union to be held on **Wednesday, February 15, 2012**, and appoints Catherine Herring, George Kociuba, and Barbara Schmitz (and each of them) proxies, with the powers of substitutions 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.**

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

NOMINEE: EVERETT RUDISELL

For all nominees Withhold vote _____

Name

Address

City, State, Zip

Signature, Date

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.



**Communicating Arts
Credit Union**

1717 Western Avenue | Cincinnati, OH 45214

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Winter
2012

Internet Branch Announcement – Changes to Your Security Settings

If you haven't logged in to your account recently, the next time you do so you will be prompted to make some changes to the challenge questions in your Security Settings. In compliance with a new federal guideline and to further guard against unauthorized access to your account, they are now what are referred to as "out of wallet" questions, meaning it is less likely that a stranger would know or have easy access to the answers. For example, rather than asking your mother's maiden name or your mother's or father's first name, questions include the name of your favorite actor/actress or your favorite board game. Please modify your Security Settings by February 13, 2012; if you have not converted to the new questions by that date, you will be required to go through the new user enrollment process on your next visit to our Internet Branch.

Please contact our office with any questions or if you need assistance with the Internet Branch.

← **Communications**



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