

DOLLARS & SENSE

Summer-Fall 2018



INSIDE

- ★ Member Survey
Yields Positive Results.....pg 2
- ★ Ideal CU Named
Best Credit Union
in East Metro..... pg 3
- ★ Grow Your Money
With CD Specials.....pg 3
- ★ Retirement Planning.....pg 4
- ★ Small Change..... pg 5
- ★ Ideal CU Named
Top 150 Workplace
in Minnesota..... pg 5
- ★ 2018 Home Buying
& Selling Seminars.....pg 6

Exciting News -
Ideal is enhancing our digital
banking (mobile and online
banking) experience this fall!

Watch for details.



Ideal Giving Away \$6,600 in Prizes at August Community Celebration

Plan now to attend this year's Community Celebration and you could win a \$1,000 grand prize in one of our daily giveaways! Bucky Bear will greet the kids and give away \$100 a day to one lucky youngster. Our fifth annual summer celebration will be held over the course of two weeks, starting Tuesday, August 7 and ending Thursday, August 16, 2018. Enjoy food, fun and a chance to give back to our local communities.

A food truck from Aesop's Table will be grilling hamburgers on the following dates and times at these Ideal CU locations:

- ★ **Tuesday, August 7, 11:00 a.m.–1:00 p.m.** – Hugo office, 14750 Victor Hugo Blvd. N.
- ★ **Thursday, August 9, 11:00 a.m.–1:00 p.m.** – Inver Grove Heights office, 7791 Amana Trail
- ★ **Friday, August 10, 11:00 a.m.–1:00 p.m.** – Eagan office, 3225 Denmark Ave.
- ★ **Tuesday, August 14, 11:00 a.m.–1:00 p.m.** – North St. Paul office, 2401 N. McKnight Rd.
- ★ **Wednesday, August 15, 11:00 a.m.–1:00 p.m.** – Woodbury office, 8499 Tamarack Rd.
- ★ **Thursday, August 16, 11:00 a.m. – 1:00 p.m.** – Stillwater office, 2020 Washington Ave. S.

Please bring a nonperishable food item to donate to our local food shelves. The Ideal Community Foundation will present a check to local food shelf representatives at each branch during the celebration to help feed our hungry neighbors. **We're also collecting coats** for the annual Salvation Army Coats for Kids drive, so clean out the closets and bring any unwanted gently used coats and winter accessories to donate to a great cause.

If you can't join us in person, visit www.idealcu.com for details on how to enter online to win the daily \$1,000 giveaway, as well as more information on the celebration and official rules.



Attend this year's Community Celebration and you could win a \$1,000 grand prize in one of our daily giveaways! Bucky Bear will greet the kids and give away \$100 a day to one lucky youngster.



President's Corner



Brian Sherrick
President

Member Survey Yields Positive Results

Last fall, your credit union conducted a survey of 10,000 households to gauge member satisfaction with our services and identify areas we could improve on. The results were impressive. Ideal received a Member Satisfaction rate of 95.8%, putting us among the High Performers in our industry. 74% of respondents consider us to be their Primary Financial Institution, and 79% plan to give all or most of their future loan and deposit business to Ideal.

Members used words like helpful, friendly, service, convenient, dependable, trustworthy, local, reliable and community oriented to describe Ideal. The survey response rate was 13% (1,256). We are elated with the results of this recent survey and grateful for the strong support we continue to receive from our valued members.

As your financial partner, we are dedicated to helping you achieve the goals that matter most to you as you seek to realize your Ideal Life. Our purpose is this: Every day we are dedicated to helping our members achieve their goals through our innovative solutions. We provide easy access to Ideal financial solutions, so you can shape and experience the Ideal Life and enjoy success on your own terms. Thanks for being a member.

“Members used words like helpful, friendly, service, convenient, dependable, trustworthy, local, reliable and community oriented to describe Ideal.”

Brian Sherrick

Dollars & Sense is published quarterly for members of Ideal Credit Union.

Ideal Credit Union was founded in 1926 as St. Paul Postal Employees Credit Union

Editor: Cindy Kurtz

Operating under supervision of the Minnesota Department of Commerce
Member of Archer-Doig Chapter Minnesota Credit Union Network and CUNA, Inc.
An Equal Opportunity Employer

BOARD OF DIRECTORS

Keith E. Hauge, Chairman
Peter S. Olsen, Vice Chairman
Robert E. Vance, Jr., Secretary
Danielle A. DuChemin
Lewis C. Lambert
Lisa M. Liddell
Laurie M. Ludwig
James B. Mosner
Craig J. Spreiter

SUPERVISORY COMMITTEE

Mary G. Westberg, Chairperson
Paul J. Fahey
Dan L. Olsen

STAFF

Brian G. Sherrick, President
Dennis R. Bauer, Executive Vice President
Alisha J. R. Johnson, Executive Vice President
Lawrence J. Migglar, Senior Vice President
Shannon Butler, Vice President
Chris J. Friederichs, Vice President
Jay Hall, Vice President
Emily Kelly, Vice President
Roxanne Z. Sonnek, Vice President
Faith M. Tholkes, Vice President

ALL OFFICES

8 am-5 pm.....651-770-7000
Toll Free: 8 am-5 pm.....800-247-0857
TTY Deaf or Hard of
Hearing: 8 am-5 pm.....651-773-2808
Fax.....651-773-2901
Fax, Toll Free.....800-494-4980
VISA TTY Deaf or
Hard of Hearing.....800-221-7728
Investment Center.....651-773-2876
Mortgage Center.....651-747-4663
Commercial Services.....651-747-8900

www.idealcu.com

'Best Credit Union in East Metro' 2nd Year in a Row!

Ideal Credit Union has been named "Best Credit Union in the East Metro" for the second year in a row by readers of the Stillwater Gazette newspaper. Ideal became the first credit union to operate in the community in its 164 years of existence when its Stillwater branch opened for business in December of 2016. Ideal has had a strong presence in the east metro for 92 years.

"We are grateful for this honor to be named 'Best Credit Union in the East Metro' for the second year in a row, and proud to be Stillwater's first credit union, bringing a more contemporary approach to traditional banking," said Ideal CU President/CEO Brian Sherrick. "We thank the community for its warm welcome and are excited to share the 'ideal' difference with those looking for friendly service and affordable financial solutions."

Located at the intersection of Highway 36 and Washington at 2020 Washington Avenue, the Stillwater branch offers 24/7 drive-up ATM lanes for deposits and withdrawals, a full-service teller counter inside, self-serve coin counter and three offices for new accounts and member service discussions. Mortgage services and investment services are available in branch on an as-requested basis.

Branch Manager Sarah Jaeger and her team deliver high standards of member service and financial knowledge, and



work to build meaningful relationships with the people she and her staff serve. Close to 3,000 Ideal CU members live by the Stillwater location.



Awarded Best Weekly Newspaper in the state of Minnesota 2018, the Stillwater Gazette & Valley Life boasts a readership of over 45,000 residents every week in Stillwater, Stillwater Township, Lake Elmo, Oak Park Heights, Bayport, Marine on the St. Croix, Lakeland, Lakeland Shores, West Lakeland Township, St. Croix Beach, May Township, Grant Township and Afton.



Grow Your Money with CDs

**Earn up to 2.78% APY* for 48 Months
or up to 2.43% APY* for 36 Months**

Rates are up on Ideal Certificates of Deposit (CDs). That means it's a great time for you to maximize your earnings. With just \$500 you can open a 48 Month CD and earn as high as 2.78% APY. Or take advantage of our 36 Month CD and earn as high as 2.43% APY with a minimum balance of \$70,000 or more. Our 13 Month CD Special offers No Penalty for early withdrawal and yields of 1.87% APY with a minimum of \$70,000 or more. Visit www.idealcu.com for additional rate and disclosure information. Federally insured by NCUA.

*Annual Percentage Yield (APY) effective 7/30/18. Rates subject to change at any time. Minimum balance required to earn stated yields. Regular and IRA accounts available. Fees may reduce earnings. Early withdrawal penalties on CDs. No penalty for early withdrawal on the 13 Month CD Special. Certificate specials roll into a standard term certificate at maturity.



Your Donations at Work in The Community

Ideal CU's recent \$1,500 donation to Second Harvest Heartland translates into 4,500 meals for families in need living in our local communities. Monies were raised through the Casual for a Cause program, which encourages employees and members to donate to support worthy causes throughout the year.

Your Money Retirement Planning Weak Spots

They are all too common.

Provided by Craig S. Lundquist, MBA

Many households think they are planning carefully for retirement. In many cases, they are not. Weak spots in their retirement planning and saving may go unnoticed.

Couples should recognize that they may face major medical expenses. Each year, Fidelity Investments estimates how much a pair of newly retired 65-year-olds will spend on health care throughout the rest of their lives. Fidelity says that on average, retiring men will need \$133,000 to fund health care in retirement; retiring women, \$147,000. Even baby boomers in outstanding health should accept the possibility that serious health conditions could increase their out-of-pocket hospital, prescription drug, and eldercare costs.¹

Retirement savers will want to diversify their invested assets. An analysis from StreetAuthority, a financial research and publishing company, demonstrates how dramatic the shift has been for some investors. A hypothetical portfolio split evenly between equities and fixed-income investments at the end of February 2009 would have been weighted 74/26 in favor of equities exactly nine years later. If a bear market arrives, that lack of diversification could spell trou-

ble. Another weak spot: some investors just fall in love with two or three companies. If they only buy shares in those companies, their retirement prospects will become tied up with the future of those firms, which could lead to problems.²

Big debts can put a drag on a retirement saving strategy. Some financial professionals urge their clients to retire debt free or with as little debt as possible; others think carrying a mortgage in retirement can work out. This difference of opinion aside, the less debt a pre-retiree has, the more cash he or she can free up for investment or put into savings.

The biggest weakness is not having a plan at all. How many households save for retirement with a number in mind – the dollar figure their retirement fund needs to meet? How many approach their retirements with an idea of the income they will require? A conversation with a financial professional may help to clear up any ambiguities – and lead to a strategy that puts new focus into retirement planning.

Craig S. Lundquist may be reached at 651-773-2757 or craig.lundquist@cunamutual.com.

Wealth Advisors
located at Ideal Credit Union
651-773-2876



05162018-WR-2497 This material was prepared by MarketingPro, Inc., and does not necessarily represent the views of the presenting party, nor their affiliates. This information has been derived from sources believed to be accurate. Please note - investing involves risk, and past performance is no guarantee of future results. The publisher is not engaged in rendering legal, accounting or other professional services. If assistance is needed, the reader is advised to engage the services of a competent professional. This information should not be construed as investment, tax or legal advice and may not be relied on for the purpose of avoiding any Federal tax penalty. This is neither a solicitation nor recommendation to purchase or sell any investment or insurance product or service, and should not be relied upon as such. All indices are unmanaged and are not illustrative of any particular investment.

Securities sold, advisory services offered through CUNA Brokerage Services, Inc. (CBSI), member FINRA / SIPC, a registered broker/dealer and investment advisor. CBSI is under contract with the financial institution to make securities available to members.

Not NCUA/NCUSIF/FDIC insured, May Lose Value, No Financial Institution Guarantee. Not a deposit of any financial institution.

Citations.

1 - marketwatch.com/story/youre-probably-going-to-live-longer-what-if-you-cant-afford-it-2018-04-23 [4/23/18]

2 - nasdaq.com/article/how-to-prepare-your-income-portfolio-for-volatility-cm939499 [3/26/18]

Live the Ideal Life

● **The Credit Union Board of Directors is accepting applications for the Supervisory Committee.** Qualified candidates would serve in this highly confidential capacity for 3 years. Interested members should write to: Chairman of the Board, Ideal Credit Union, 8499 Tamarack Road, Woodbury MN 55125. Please include your resume and a short paragraph on why you are applying. Deadline is August 31, 2018.

● **Visit Ideal Credit Union at Woodbury Days August 24-26 in Ojibway Park.** As a silver sponsor, Ideal CU will have a booth in the business fair and take part in the popular Woodbury Days Grande Parade. Be sure to stop by and say hello.

● **Ideal Credit Union is giving away \$1,000 to one lucky winner every month in 2018 in our "Use & Win" Debit Card Giveaway.** Ideal CU Personal Checking members age 18 and older will receive one (1) entry for each qualifying Ideal CU Debit Card transaction completed during the month. Random drawings are conducted once a month for the promotional period, which



Small Change

runs through December 2018. Winners are chosen on the first Wednesday of each month. Complete details and official rules can be found at www.idealcu.com/use-and-win.

● **Pursuant to NCUA guidelines, the maximum a loan may show paid ahead will now be 90 days.** In the past, a loan would show a maximum of 365 days paid ahead. Loans currently more than 90 days paid ahead will continue to present that way. This change will primarily be noticed on auto loans.

● **Contributions to Casual for a Cause.** Thank you to the following member(s) for contributing to your credit union's Casual for a Cause fundraiser for local charities: Josephine Lundquist. Members are invited to donate to these Casual for a Cause local charities. Upcoming donations in 2018 will be:

★ **July – September:** Local Veteran Outreach

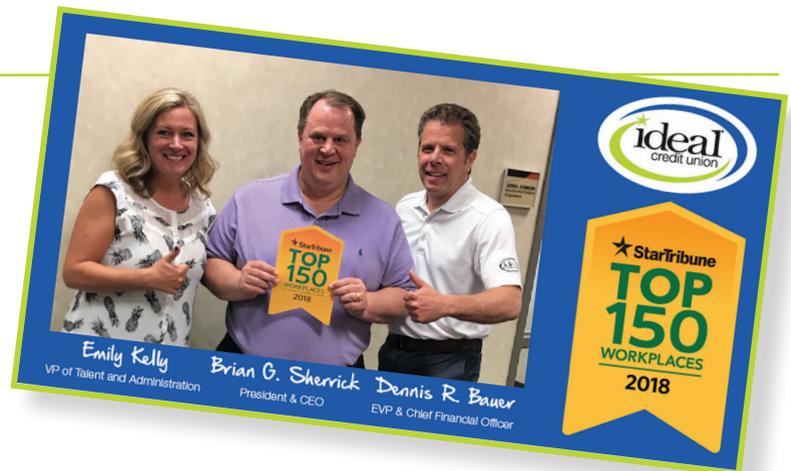
★ **October – December:** Coats for Kids

Please reach into your hearts and wallets to help make a difference in our community.

Ideal Credit Union Named 2018 Star Tribune Top 150 Workplace

Ideal Credit Union has been named one of the Top 150 Workplaces in Minnesota by the Minneapolis Star Tribune. Top Workplaces recognizes the most progressive companies in Minnesota based on employee opinions measuring engagement, organizational health and satisfaction. The rankings in the Star Tribune Top 150 Workplaces are based on survey information collected by Energage, an independent company specializing in employee engagement and retention. Ideal was ranked 38th on the midsize company list.

A total of 137 Ideal employees completed the independent survey and provided over 330 comments and suggestions, according to Emily Kelly, Vice President of Talent and Administration. "These results are amazing! Our response rate was 89% and the benchmark is 78%. Our employees' feedback is important because it helps us to continue to grow as an organization and provide exceptional service to our members. We care about each and every one of our employees and want to make sure we are providing them with a great company to work for."



Ideal has always had a strong commitment to employee education, development and advancement, and prides itself on being a learning organization. "Happy employees are productive employees that give 100% each and every day, and we are fortunate to have such a dedicated team," said Ideal CU President/CEO Brian Sherrick. "I would like to extend my gratitude to everyone who shared their thoughts and opinions. Our Board of Directors, executive staff and I are committed to making Ideal the best possible workplace to serve our members."

Employees at Ideal Credit Union enjoy a positive work environment in which they are encouraged to succeed, grow and advance their careers with competitive pay and a generous benefits package. Ideal's commitment to employee well-being and providing a stable, comprehensive benefits package was nationally recognized in 2011 by Principal Financial Group as one of the 10 Best Companies for Employee Financial Security.



PRSRT STD
U.S. Postage
PAID
Twin Cities, MN
Permit No.93723

Holidays Hours

All Offices Closed:

Monday, September 3, 2018 –

Labor Day

Monday, October 8, 2018 –

Columbus Day

Monday, November 12, 2018 –

Veterans Day

Thursday, November 22, 2018 –

Thanksgiving

(Open regular business hours
on November 23, 2018)

Monday, December 24, 2018 –

Christmas Eve –

All branches close at 1:00 p.m.

Tuesday, December 25, 2018 –

Christmas Day

Tuesday, January 1, 2019 –

New Year's Day

Office Hours

Lobby

9:00 a.m. – 5:00 p.m. Mon, Tues,
Thurs & Fri

10:00 a.m. – 5:00 p.m. Wed

9:00 a.m. – 12:00 p.m. Sat

Drive-thru

9:00 a.m. – 5:30 p.m. Mon – Fri

9:00 a.m. – 12:00 p.m. Sat

Contact Center

8:00 a.m. – 5:00 p.m. Mon – Fri

9:00 a.m. – 12:00 p.m. Sat.

Office Locations

3225 Denmark Avenue
Eagan, MN 55121

14750 Victor Hugo Blvd N.
Hugo, MN 55038

7791 Amana Trail
Inver Grove Heights, MN 55077

2401 N. McKnight Road
North St. Paul, MN 55109

2020 Washington Avenue
Stillwater, MN 55082

8499 Tamarack Road
Woodbury, MN 55125

651-770-7000

www.idealcu.com

©2018 Ideal Credit Union. All rights reserved.
DS1807LO

Dreaming Of Your Ideal Home?

Attend a Free Seminar First

Whether you're a first-time buyer, or looking to sell your home, Ideal CU's FREE 2018 Home Education Seminar series brings you expert advice from Ideal CU's Senior Mortgage Loan Advisor Cynthia Stewart and local real estate, home staging and insurance professionals ready to help you buy – or sell – your American dream.

Below are the dates and locations for sessions. All seminars are held from 6:00 p.m. – 8:00 p.m.

Home Buying Seminars

Thursday, August 23, 2018

Country Inn and Suites, 3505 Vadnais Center Drive
Vadnais Heights MN 55127

Thursday, September 27, 2018

Holiday Inn & Suites, 8511 Hudson Blvd N
Lake Elmo MN 55042

Home Selling Seminar

Thursday, October 18, 2018

Country Inn and Suites, 3505 Vadnais Center Drive
Vadnais Heights MN 55127



Refreshments will be served.

Space is limited so reserve your seat at www.idealcu.com
or call (651) 747-HOME (4663).



Federally insured by the NCUA

