

# ON track

an educational publication for friends and members of



April - June | 2011

## In this issue ...

pg 1: New Chairman Elected

pg 2: Historically Low Loan Rates

pg 3: Top 10 Tips for Car Buying

pg 3: What is Gap Insurance

pg 4: Employee of the Quarter

## Barbara Arnold Farmer New Chairman Elected

Once again, we are proud to be highlighting our newly elected Chairman of the Board, Barbara Arnold Farmer. Mrs. Farmer has been an elected official of the Board of Directors since 1997 and this is will be her second term as Chairman. She succeeds Van Sturdivant as Chairman of the Board.

Mrs. Farmer is retired from the City of Memphis, after working in the Personnel and Benefits departments. She continues working through her service to our membership by serving on numerous committees and in providing invaluable leadership to the credit union.



Barbara Arnold Farmer

## Message From Your New Chairman

Your Credit Union's performance was outstanding in 2010. We are a financial co-op, and you are the ones that are credited for making this organization the outstanding success and industry leader that it is.

Here is a sample of what you, our members, have done in 2010:

- Deposits grew to \$177million
- Membership increased by 824 to 23,484
- Assets grew to 219 million

Our success comes from having a trusted relationship with our satisfied members. At a time when stagnant growth and narrowing margins are looming darkly over financial institutions nationwide, we have flourished because of you.

It is because of all of you that we are able to share the success of this fine institution by providing the highest quality of financial services along with solid financial stability for our members.

Respectfully submitted,  
Barbara Farmer  
Chairman, Board of Directors

# GET AUTO, BOAT, AND MOTORCYCLE LOANS as low as 2.9% APR\*



**(and we refinance, too!)**

If you've been thinking about getting a new or used car, boat or motorcycle, NOW is the time to buy! At today's historically low rates, financing or refinancing your current loans from another financial institution has never been so affordable!

Plus, applying for a loan at your credit union is easy. Just stop by any branch to meet with a representative. Or you can simply apply at your convenience online at [www.cityofmemphiscu.org](http://www.cityofmemphiscu.org).

As a BONUS, we'll throw in a \$50 gas card\*\* to fill up your tank when you close on your loan!

\*Loan rates vary, and are determined by each individual's credit history. All loans are subject to credit approval. Restrictions may apply. COMCU refinances do not apply. Offer good thru May 31, 2011.

\*\*\$50 gas card provided at vehicle loan closing, One card per household limit. Minimum loan amount to qualify for gas card is \$7,500.

## Why throw away your money?

With the Sprint Credit Union Member Discount Plan  
You'll get:

- **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

Click [www.SprintSave4CU.com](http://www.SprintSave4CU.com)

Call **877.SAVE.4.CU** (877.728.3428)

Visit **your local Sprint retail location**



Just tell them you're a  
**Credit Union Member**  
to get this exclusive offer.  
Ask them to be attached to the  
NACUC\_ZZM Corporate ID.

# Top Ten Tips for Car Buying

**1. Don't "payment shop."** The payment is the end result of all the other parts of the purchase, not the starting point. When you tell the dealer what payment you want, you ignore your trade value, the price of the new car, your finance rate, the length of the loan, and the price of add-ons like insurance. You can avoid this issue altogether by following Tip 10.

**2. Don't be a dealer "victim."** The more decisions you make before you walk on the lot, the more you'll avoid buyer's remorse later.

**3. Decide what to do with your trade before you shop.** Know its value and your payoff amount if you're selling it yourself. If you want to trade it in, know its cash value. (Go to our website [www.cityofmemphiscu.org](http://www.cityofmemphiscu.org) and click on the keys to get the value of your trade in.)

**4. Avoid "number soup"** by negotiating any trade-in value before negotiating purchase price.

**5. Explore insurance options before you buy.** Gap insurance is a good product that can save you money if your car is totaled or stolen before it's paid off. Mechanical breakdown insurance might also be something to consider. Keep in mind that your COMCU loan counselor can explain these products to you, and if you decide to purchase them, your credit union will be able to offer them to you at a fraction of the cost you would pay to the dealership.

Decide on your insurance needs before you shop, or you'll have to listen to a spiel from a sales rep when you're tired and likely to be persuaded.

**6. Decide what vehicle you want** before you go to the dealer. Research the prices and options online so you can compare apples to apples. Don't compare a Chevy with a Ford or a Honda with a Nissan. Fuel economy ratings are important, too.

**7. If you're buying a new vehicle,** never forget that it loses at least 35% of its value the minute you drive it off the lot. Your \$28,000 car will cost close to \$31,000 with taxes, tag, and dealer fees. If you were to sell it the following day, it would retail for \$18,200.

**8. If you're buying a used vehicle,** know what you're getting. Have an independent mechanic (not the dealer's) look it over, and check Carfax to see if it's been in a major accident. Know its black book value and get a clear listing of what warranties apply.

**9. Know your credit score.** You need to know where you stand.

**10. Finance with your credit union.** We want all your business, not just one loan, and we care about your long-term financial success. You're a member, not a customer, and you'll get the best rate available for which you qualify.

## What is Gap Insurance and Why Would I Need It?

Depreciation means that by the time you drive your new car home, you'll probably owe more on your vehicle than what you could sell it for.

Auto insurance doesn't pay based on how much you owe on your loan, but on what your vehicle would have sold for just before a loss from crash or theft. You could be left owing the rest on a car you can no longer drive. There's a "gap."

To be protected from such a possibility, COMCU recommends affordable gap insurance. A one-time premium of \$195 – typically one fourth the cost of such protection if purchased from the auto dealer -- can be added to your loan balance without increasing your payment. It's an easy way to avoid a very unpleasant surprise.

**Nationwide**

Save up to **25%**  
on your car insurance

**Nationwide Family Plan**<sup>®</sup> allows parents to share some of the discounts they've earned with their young drivers, and save up to 25%, compared to leading competitors.

Talk to a local Nationwide agent and start saving today!

Call Today and Save  
Lofton Wells Insurance  
5705 Stage Rd  
Suite 114  
Bartlett, TN 38134  
(901)388-7283  
[loftonwellsinsurance.com](http://loftonwellsinsurance.com)

**MEMPHIS** | **Nationwide Insurance**

Product administered by Nationwide Mutual Insurance Company and affiliated companies. Subject to underwriting conditions, exclusions and other policy provisions. Products and amounts not available in all states. Member Savings based on comparison to major national companies. Not underwritten in the states: only, member (2014, 2015) (2015-2017)

# BOARD OF DIRECTORS

Barbara Arnold Farmer  
*Chairman*

Charles E. Chumley  
*1st Vice-Chairman*

J. Harvey Herring  
*2nd Vice-Chairman*

Terri W. Brown  
*Treasurer*

Bill Oldham  
*Secretary*

Wanda Corcoran  
*Director*

Jacqueline Toney  
*Director*

Norvell Wallace  
*Director*

Van Studivant  
*Director*

# LOCATIONS

## Main Office

2608 Avery Ave.  
Memphis, TN 38112  
Phone: 321-1200  
Toll-Free: 1-877-825-3180  
Fax: 321-1212

## Downtown Branch

109 North Main St.  
Memphis, TN 38115  
Phone: 528-0700  
Fax: 525-0775

## Mt. Moriah Branch

2678 Mt. Moriah Terrace  
Memphis, TN 38115  
Phone: 360-1818  
Toll-Free: 1-877-825-8517  
Fax: 363-9736

## Raleigh Branch

2897 Covington Pike  
Memphis, TN 38128  
Phone: 385-1783  
Fax: 385-1275

## Whitehaven Branch

1264 East Shelby Dr.  
Memphis, TN 38116  
Phone: 398-1101  
Fax: 398-4402

## Whitten Road Branch

1900 Whitten Rd. Ste 102  
Memphis, TN 38133  
Phone: 869-4135  
Fax: 869-4139

## Free Home Banking/Bill Pay

[www.cityofmemphiscu.org](http://www.cityofmemphiscu.org)

# EMPLOYEE OF THE QUARTER



**Gina Wolfe**

Join us in congratulating Gina Wolfe for being our Employee of the Quarter! You may recognize her from our Raleigh Branch; however, Gina is currently a member of our Avery team. She has been a teller with the City of Memphis Credit Union for five years.

According to Debra Dickerson, Avery Branch Manager, "Gina strives to always provide excellent member service and is always willing to go the extra mile! She took extra time to learn our new data processing system, and helped our members in our recent computer transition."

Gina is happily married to a 26-year-firefighter of the Memphis Fire Department, Gary Wolfe. They are the proud parents of four children. Gina beams with pride as she talks about the success of her children, "I am very, very proud of all my children and their accomplishments. They make me proud to be their mom!"

Her spare time is spent camping, fishing and hunting and she loves spending time during the summer at the lake with family and friends.

# HOLIDAY CLOSINGS 2nd Quarter 2011

April 22nd	Good Friday
May 30th	Memorial Day
July 4th	Independence Day

Even when we are closed, you can still access your account via Home Banking at [www.cityofmemphiscu.org](http://www.cityofmemphiscu.org) or use our 24-Hour audio teller at (901) 321-1234.

# MARKET WATCH



## FINANCIAL HIGHLIGHTS<sup>1</sup>

Total Shares:	\$180,724,781
Total Loans:	\$ 88,175,034
Total Assets:	\$224,780,506
Total Members:	23,582

<sup>1</sup> As of Feb. 28, 2011

## SAVINGS RATES

## APY<sup>2</sup>

Regular/Special Share	0.10 - 0.40%
Christmas Club	0.10 - 0.40%
Money Market	0.50%
Accumulative IRA	0.10 - 0.40%
Checking <sup>2</sup>	0.35%

## CERTIFICATE RATES

## APY<sup>2</sup>

6 Month Certificate or IRA	1.10%
12 Month Certificate or IRA	1.25%
30 Month Certificate or IRA	1.45%
42 Month Certificate or IRA	1.86%

<sup>2</sup> APY is Annual Percentage Yield. Rates effective 3/14/2011 and subject to change without notice. Minimum \$1000 average daily balance required to earn dividends in a checking account. The Annual Percentage Yield is based on an assumption that dividends will remain in the account until maturity. A withdrawal will reduce earnings. Penalty for early maturity of certificate is 60 days of interest on amount withdrawn. There is no difference in the penalty for an IRA or Regular Share Certificate. The penalty could be more than the accrued dividends and therefore come from the principal of the certificate. Interest shall be paid and compounded on IRA and Certificates on a quarterly basis.

## LOAN RATES

## APR<sup>3</sup>

Signature/Co-Maker:	9.50%
Visa	11.50%
New/Used Vehicle:	5.25%
New/Used Motorcycle	5.25%
New/Used RVs/ Motorhomes	5.25%
New/Used Boats	5.25%
New/Used Farm Equipment	5.25%
Share Secured	3% over dividend rate earned on share acct
Certificate Secured	3% over dividend rate earned on certificate

## REAL ESTATE LOANS

## APR<sup>3</sup>

Home Equity, 15 yr, 80%, variable	4.00%
Home Equity, 15 yr, 90%, variable	5.00%
1st Mortgage, 15 yr, fixed	4.00%
1st Mortgage, 5-yr float, variable	4.00%

<sup>3</sup> APR is Annual Percentage Rate. Advertised rate is our lowest available rate and may be higher depending on credit performance. Rates effective 2/28/2011 and are subject to change without notice. Terms and rates are based on credit performance. Certain fees and conditions may apply to real-estate loans. For complete details, please call Cheryl Jackson or Teresa Xiques at (901) 360-1818

