

MEMBER NEWS

A quarterly publication of
Ascentra Credit Union | April 2011



Listening, caring, doing what's right.



Financial Freedom Checklist

Paul Lensmeyer, President & CEO

Members of Ascentra Credit Union who are homeowners and have equity in their homes now have available to them a new mortgage product that will help them reach their financial goals. It is called **10 & Done Mortgage Freedom Loan** and has some great features and benefits.

- **Low fixed rate with a 10-year amortization**
- **No closing costs or any other out-of-pocket expense**

This is your second chance if you missed the historically low rates of 2010. You can also add other financial obligations to lower your payments on them and take advantage of the potential tax deduction.

With a shorter payback term you will build up equity in your home faster. This may be of great importance if you are planning to purchase a larger home in the future or relocate. It is also an excellent tool for planning for retirement if retirement is on the horizon or if you are already retired and looking for ways to lower your payments and create substantial savings.

Additional savings can be found by utilizing Ascentra Insurance Services for coverage pertaining to home, auto, recreational vehicles, personal liability and Medicare Supplemental Insurance.

After you have made some positive changes and are in a position to increase savings or you have accumulated assets over a period of time you will need a full-service financial advisor. To assist you we have Ascentra Retirement & Investment Services. Some of the services we can help you with include retirement planning, education funding, mutual funds, 401(k) pension rollovers and life insurance.

Take a look at your own personal situation and determine the services that would benefit you and then start your own checklist.

Don't hesitate to inquire about the wide variety of products and services available to you and your family. We are here helping our members every day by: Listening, caring, doing what's right.

IN THIS ISSUE

- 2 A New Mindset for Income Distribution
- 3 Apply for a Mortgage Online
- 3 Congratulations on Your Retirement
- 4 e-Lerts Help You Manage Your Accounts
- 4 Rachel Bridges Wins iPad Through Our Text It Promotion



10 & Done Mortgage Freedom Loan!

As low as 4.30% APR*

- No Closing Costs
- No Appraisal Fee
- No Application Fee

10 & DONE! MORTGAGE FREEDOM LOAN

* Rate based on approved credit. Borrow up to 75% of assessed value or 80% of appraised value. Current rate of 4.30% APR includes automatic payment rate discount. Other limitations may apply. Check with your tax advisor on deductibility. Rates subject to change without notice according to market conditions. To apply, go to www.ascentra.org.

BETTENDORF
1710 Grant St.

CLINTON
1702 North 2nd St.

CLINTON
1116 South 14th St.

DAVENPORT
1515 West 53rd St.

DAVENPORT
1710 West 3rd St.

LeCLAIRE
949 Mississippi
View Ct.

MOLINE
3005 7th St.

MUSCATINE
2419 Park Ave.



A New Mindset for Income Distribution

A distribution plan focuses less on accumulating wealth and more on making it last through retirement.

In terms of your finances, your preretirement earning years focus on accumulation and growth of your money. You earn money from your job or business to pay for your current living expenses. You set some aside for emergencies and for future needs like college and retirement. Your goal is to accumulate as much as possible by earning it and investing it.

After retirement, you typically no longer have money earned from your job or business to pay for your living expenses. You need safety and liquidity to ensure available funds for day-to-day costs of living along with growth to help ensure your funds last your lifetime. The growth-oriented portfolio structure of your earning years may no longer apply, and you may have to change the way you evaluate your portfolio's performance.

In fact, in an effort to help reduce risk and protect principal, many retirees alter their asset mix to a more conservative, income-based allocation. The result is a portfolio designed to provide higher rates of current income and less volatility. Put another way, your need to preserve what you have now typically outweighs your need to grow your money at the same rate as the stock market, although you still need enough growth to ensure inflation doesn't reduce your purchasing power during retirement.

Depending on your age, your investment tendencies may lean too far toward growth or too far toward conservative income. If you're at the leading edge of the boomer generation, you may have experienced years of significantly high market returns, skewing your expectations for your own portfolio toward the high end.

If you're in the senior or "veteran" age group, however, you may harbor some distrust of stocks and overconfidence in bonds. Investors in this group also tend to underestimate their life expectancy, based on how long their parents lived. By overweighting your portfolio in the relative safety of fixed income and income investments, you increase the potential of outliving your money.

A retirement distribution plan seeks to find that middle ground between reduced risk and greater return, taking into consideration all income streams (e.g., Social Security, wages, pensions, investment income, annuity income), assets, inflation risk, investment risk and tax exposure. Numerous variables



*Cody Flatt,
Vice President of
Wealth Management*

can come into play, so each factor must be evaluated based on the individual situation.

Generally, a retirement distribution model will allocate a larger portion of assets to fixed income and income segments, followed by growth and income, growth, aggressive growth and most aggressive segments in progressively lesser percentages. The intended result is an inflation-adjusted income that lasts your lifetime by minimizing emotional investment decisions, maintaining purchasing power, minimizing risk, preserving principal and maintaining an appropriate amount of long-term asset growth.

As a reminder, asset allocation seeks to maximize the performance of your investment portfolio using diversification and disciplined investing. However, using an asset allocation methodology does not guarantee greater or more consistent returns or lower risk when diversifying among different asset classes.

Creating a retirement distribution plan can be complex and requires a thorough understanding of investment products and strategies and their associated risks. Your financial professional will help you determine the asset allocation model and products that best meet your needs.

Securities offered through Securities America, Inc. and advisory services offered through Securities America Advisors, Inc., Cody Flatt, Representative. Ascentra Credit Union and the Securities America companies are separate entities.

NOT NCUA INSURED – NOT CREDIT UNION
GUARANTEED – MAY LOSE VALUE

Apply for a Mortgage Online

Buying a home can be a complex process, but getting started with Ascentra Credit Union is easy. Our new online mortgage center gives you the power to research various mortgage products, search for personalized rate quotes and apply for a loan 24/7.

Applying online takes as few as 20 minutes in four simple steps:

1. **Go to www.ascentra.org** and click apply for a mortgage.
2. **Complete the application.** You can stop and save, and come back to it as many times as you want.
3. **Click “submit”** and your information will be reviewed for approval.
4. **Receive a follow-up call** from a Mortgage Account Officer.

It's Quick and Convenient

“The new feature allows us to hit the ground running and become more efficient as a credit union,” says Dale Owen, EVP, Chief Lending Officer. “The online application is easy to complete.”

3 Top Benefits to Members

1. Sign up for Rate Watch
2. Start your application now and finish it later
3. Apply for your mortgage at your convenience 24/7

The application is based on your answers to questions about your personal situation, so it doesn't bog you down with unnecessary, time-consuming fields and questions. Your user name and password enable you to stop and save your application until you are ready to finish.

“If you run into questions, we have frequently asked questions on every screen throughout the application,” Owen says. “And if you need personalized help, you can always call us.”

Whether you apply online, in person or over the phone, we are here to help make the process easy for you. Contact a Mortgage Account Officer at **(563) 355-0152** or **(800) 426-5241**.

Congratulations on Your Retirement



Janet Ranum

Loving, kind, positive, patient, good-hearted, caring, warm and welcoming. When you ask around Ascentra Credit Union, those are the words used to describe Account Officer Janet Ranum. Her inspiring demeanor made an impression on colleagues like Account Officer Kevin Fox.

“I tried to model myself after Janet to treat all members as if they were family, also to build those relationships,” Kevin shares.

Janet Ranum started working at Ascentra Credit Union June 7, 1982, and recently decided to retire. Her years of incomparable service won the hearts of her co-workers and the members whom she served. Her warmth was felt by members who would wait as long as it took to meet with her.

Holiday Closings

Memorial Day – May 30
Independence Day – July 4

Vacation Club

No restriction savings account – set up your automatic distribution and begin saving today! Ask us for details.

Special Insurance Programs

We offer special insurance rates for education and medical professionals. I will take the time to find the right insurance plan for you. Call me today to find out about special pricing on these coverage options.

Contact Patty Roegiers today at **(563) 344-3346** or email her at patty.roegiers@ascentrainsurance.org for your quick and easy quote!

Check Out Our IRA Rates

Invest by April 15, 2011, and potentially gain 2010 tax benefits. Ask us how! Find current rates at www.ascentra.org.

Ascentra Credit Union Private Student Loan

Many students have difficulty covering their college costs with available federal financial aid in this economy. To help, Iowa-based Ascentra Credit Union is offering a private student loan program. Serviced by Iowa Student Loan, the program includes both co-signer and no-co-signer options. Find out more at www.ascentra.org/studentloans.

Did You Know?

We have vehicles for sale online. Bid now! Visit us at www.ascentra.org/home/vehicles.

Learn about Managing Your Money!

Money Smart Week Quad Cities: April 2-9. Log onto www.moneysmartweek.org to sign up for many free financial education seminars held throughout the QCA.



Board of Directors 2011

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Troy Smith, Vice-
Chairperson
Mary Soeder

For complete biographies of our 2011 Board of Directors, visit www.ascentra.org/home/info/directors.



Fee Changes

Effective May 1, 2011

Safe Deposit Box Annual Fees

2x5	– \$20	3x10	– \$40
3x5	– \$25	5x10	– \$50
5x5	– \$35	10x10	– \$80

Christmas Club

Early withdrawal fee – \$5

Recent Account History Print-out

(max 3 months back) – \$1 per page

ATM withdrawal/transfer

\$1 per transaction over five (5), per statement cycle, at ATMs not owned by the credit union



e-Lerts Help You Manage Your Accounts

Ascentra Credit Union just made it easier for you to stay informed about your accounts. Now you can receive notices about your credit union accounts by email, automatically! Just sign up for eMail Services and e-Lerts through Online Account Access. You can receive notices about specific account events that you choose. “We’re always looking for ways to better serve our members, and we think members will find this really handy,” comments Brad Knutson, Vice President of Information Systems.

Want to know when your account balance reaches a specified amount? Set up email notification. Want a reminder for loan payment due dates? Or a confirmation when you’ve changed the address on the account? It’s easy and only takes a moment.

Here are just a few reasons you should sign up for email notifications from Ascentra. They can help you:

- ✓ **Stay up-to-date.** Get information about events when they happen, rather than waiting for standard mail delivery.
- ✓ **Get the information you want.** Subscribe only to the notices you want to receive. There are many to choose from.
- ✓ **Keep your money more secure.** Closely monitoring your account is one of the most important things you can do to protect yourself from fraud.
- ✓ **Avoid fees.** A low balance notice can alert you to take action before you bounce a check.
- ✓ **Cut clutter.** eMail Services replaces paper notices with email notifications, so you have less paperwork to manage.
- ✓ **Be green.** eMail notifications are better for the environment than producing paper notices and using fuel to deliver them.

Subscribing to eMail Services and e-Lerts is quick and easy. Just look for them in Online Account Access at www.ascentra.org.

Rachel Bridges Wins iPad Through Our Text It Promotion

Rachel Bridges was listening to Mac radio at work when she heard about Ascentra’s Text It promotion and decided to try her luck at winning an iPad.

“That’s really the first time I’ve ever done a contest like that. It kind of makes me want to participate more,” Rachel said with a laugh.

She had been talking with her husband about buying an iPad and so she took part in the promotion. Weeks later, she received a text message that said she won.

“I got a text message and I was amazed. I was jumping up and down like a little kid! My husband and I have been wanting one for a while,” she added.



“It was a pretty awesome promotion and I’m glad I won.”

Today she uses her iPad to do everything from budgeting to Facebook to managing her Avon business, to “just about anything you could use a laptop for.”