

# CEFCU

Not a bank. Better.®

# the TELLER

First Quarter | 2017

## INSIDE

| 2 |

Is That “Free Trial”  
Really Free?

| 3 |

The Volunteer Board

| 4 |

Members Say It Best

| 5 |

Switch to CEFCU  
Mastercard® and Save

## HOLIDAYS

All CEFCU offices  
will be closed on:

New Year's Day  
(observed)  
Monday, January 2

Martin Luther King, Jr.  
Day (observed)  
Monday, January 16

## Sharing the Success

*A special message from CEFCU's President/CEO*

At CEFCU®, you're more than just a borrower or saver, you're actually an *owner* — that's the CEFCU difference. Thanks to our 320,000 members, 2016 was another outstanding year for the Credit Union.

For 2016, members just shared a **\$35 Million Extraordinary Dividend**, authorized by CEFCU's Board of Directors and returned to member/owners in December.\*

Every time you bring business here, you invest in our success. And, the more business you did with CEFCU in 2016, the bigger your share of the Dividend. For example, on average:

- A \$15,000 Car Loan resulted in about \$60
- A \$150,000 Home Loan saw close to \$600.



Extraordinary Dividends aren't guaranteed to happen every year. But when they do, it's an equitable way to return our success back to you — the borrowers and savers who made it

happen. It *isn't* paid to stockholders and doesn't go to Wall Street.

While \$35 Million was another big number, no amount can measure the value of the faith and trust you place in CEFCU.

I can assure you that we never forget we're working with *your* money. Plus, we'll continue to follow sound and sustainable business practices that have been a foundation of CEFCU for nearly 80 years. We're proud and honored to support the dreams of 320,000 members like you.

Thank you for demonstrating why CEFCU really is Not a Bank. *Better.*<sup>SM</sup>



Hear more from  
Mark Spenny at  
[cefcu.com/dividend](http://cefcu.com/dividend)



\*Split 50/50 between borrowers and savers. Member dividends issued in December 2016 and based on loan interest paid and savings dividends received during the first 11 months of the year.

# Is That “Free Trial” Really Free?

“Free trial” offers can sound great. Unfortunately, both the Better Business Bureau and Federal Trade Commission caution consumers that, in today’s online world, many “free trial” offers really mask automatic renewals, purchases, difficult cancellations, or other details buried in the fine print.

As an example: *You sign up for a 14-day trial, agree to the terms and conditions and provide your card number. You fail to cancel before the end of the “trial period” and the merchant charges your account. Since the service or goods were provided according to the terms you agreed to when requesting the “trial”, you end up paying.*

Cardholders frequently complain when they see the first charge on their statement and want to dispute the purchase. However, a transaction like this is *not* an “unauthorized purchase” covered by Mastercard’s Zero Liability, because the card number *was* provided to the merchant by the cardholder.



Remember: If a “trial offer” is asking for your card information, you will be charged if you don’t cancel the trial offer before the end of the stated trial period.

When ordering online, don’t click too fast. Review the order form. Look for pre-checked boxes. You may be unknowingly agreeing to more than you expect.

## Check Ordering is Even Easier and Costs Less!



Ordering checks for your CEFCU Checking account **is easier and costs less** than ever before with CEFCU’s new authorized vendor, Harland Clarke.

You can place orders 24/7. Simply:

- Log into CEFCU On-Line® (or the CEFCU Mobile Banking app) and click “Services” in the menu tab
- Select “Check Order.” You’ll be walked step-by-step through the order process
- Your checks will then be printed and sent to you!

To get started with CEFCU On-Line, just go to [cefcu.com](http://cefcu.com). You can also order by phone at 1.800.633.7077 from 7:30 a.m. – 8 p.m. Monday through Friday, and 9 a.m. – 5 p.m. Saturday (CT). Or, stop by any Member Center.

**And remember: primary members age 62 and older can receive select check designs free of charge when ordered through CEFCU!** Contact us for more information.

# Volunteer Board Serves You... *The Member*

CEFCU's Board of Directors is comprised of volunteers who meet at least once a month and also serve on various committees, without pay, to administer the business of your Credit Union. Your Board Nominating Committee has recommended the candidates listed here, based on their business, administrative, and leadership skills, and for their willingness to devote their time and energy to CEFCU.



## Todd W. Bryant

Todd has been employed by RLI Insurance Company for 23 years and currently serves as Vice-President, Finance and Controller. He began serving as an Associate Director

in 2010 and was elected a Director on the CEFCU Board in 2014. He's served on the Supervisory Committee since 2011, and also currently serves on the Employee Relations and Building/Marketing/Technology Committees. A graduate of Havana High School, Todd holds a Bachelor's Degree in Accounting from MacMurray College and is also a Certified Public Accountant (CPA) and a Chartered Property and Casualty Underwriter (CPCU). Todd states he "is honored to be given the opportunity to serve the community as a CEFCU Board Member, as the Credit Union continues to provide outstanding member benefits and supports many organizations in our local communities."



## David M. Koehler

Dave is currently the State Senator for the 46th District in Illinois. First elected in 2006 and re-elected in 2010, 2012, and 2016, he serves as Chair of the Agriculture

and Conservation Committee. A former small business owner, Dave was also the Executive Director of the Peoria Area Labor Management Council (PALM) from 1985-2006. He's been a CEFCU volunteer since 1998 and a Director since 2005, and presently serves on the Bylaws, Employee Relations, Political Action, and Building/Marketing/Technology Committees. He is also a past member of all standing committees. Dave is a retired minister with the United Church of Christ. He holds a Bachelor's degree from Yankton College of South Dakota and a Master of Divinity from United Theological Seminary in Dayton, Ohio. He's previously served on the Peoria County Board, the Peoria City Council, and many other boards and groups. Dave states his involvement with CEFCU "has opened my eyes to the value and importance of our Credit Union as a resource to the community and in our personal lives."



## Todd C. Gwillim

An employee of Caterpillar Inc. since 2002, Todd is currently Division Counsel for Caterpillar's Industry Solutions, Components, and Distribution Division.

Prior to joining Caterpillar, he worked in public accounting in the areas of tax and finance. A CEFCU volunteer for five years prior to becoming a Director in 2014, Todd currently serves as Board Vice Chairman and as a member of the Credit/Membership, Executive, Political Action, and Building/Marketing/Technology Committees. He is a Peoria High School graduate, plus he earned two Bachelor's Degrees from West Virginia University, a Doctorate in Law from St. Louis University, and passed both the Missouri and Illinois Bar exams. His past and current community involvement includes serving as a JFL Coach and on the Board of both the Peoria Symphony Orchestra and Habitat for Humanity of Greater Peoria. Todd states he "appreciates the opportunity to serve on the CEFCU Board and give back to the community by helping members enjoy better financial options."



## Robert M. Metzinger

Bob has been with Altorfer Inc. for 22 years and is Vice President of the company. He also has several years of management experience with Caterpillar Inc. and with

other Caterpillar dealers around the country. A member of the CEFCU Board for 20 years, Bob currently serves as Board Vice Chairman and as a member of the Executive, Nominating, and Credit/Membership Committees. He is also a past member of all standing committees. Bob holds a Bachelor's degree in Business Management from Quincy University. His past and current community involvement includes the Bradley University Chiefs Club, University of Notre Dame Club of Peoria, and Peoria Notre Dame High School. Bob "believes the value of CEFCU membership involves more than just low rates and fees — it's knowing members come first."

The CEFCU Annual Meeting is on Thursday, April 27 at 7 p.m.  
at the Holiday Inn Hotel & Suites Peoria at Grand Prairie, 7501 N. Orange Prairie Road, Peoria, Illinois.  
The election for open positions on the Board of Directors will be held at this meeting.



# Members Say It Best!

*One member's story of a clever scam stopped in its tracks.*

I considered myself fairly savvy and informed on many items related to online “phishing” scams. I’ve seen lots of pop-up ads for “added services” in the past, which I’ve always ignored... knowing many were scams.

Then, my computer *actually did* begin to have issues and run slowly or freeze. It was aggravating. So, when a message popped up appearing to be legitimate and from the software company stating I had a problem and needed to call... it resonated: “*Yeah, there is something wrong.*” Since that message wouldn’t go away, I called the “repair” line. After all, I wanted it fixed. Things went downhill from there. I allowed the “technician” to access my computer remotely; he said “*I found the problem and can fix it for \$200.*”

Soon, the \$200 became “five years of protection” for \$899. Frustrated and not thinking clearly, I gave them my credit card number so I could get the problem resolved, even though my husband advised “*I don’t think you should do that.*”

Luckily, my big mistake *didn’t cost me a big bundle*, thanks to CEFCU.

CEFCU denied the attempted charge to the card. So, the “repair company” called me back, offering to call CEFCU with me on the line to authorize it. The CEFCU Representative who answered asked me if “they” were also on the line. I said yes, so she asked that I call her back privately. When I did, she said “*Sally, it’s a fraud,*” and advised I turn

off my computer and to take it to a reputable store to have it checked immediately.

I was so impressed — *and thankful* — that CEFCU had my back. We ultimately had to get new credit cards, change all of our accounts and automated payments, and had the expense of the actual computer repair. It was a hassle, all because in my frustration, I wasn’t thinking clearly enough to spot the scam.

Yet, *the bottom line is CEFCU staff and systems protected me* and saved me \$900 — likely more! The person who assisted me couldn’t have been nicer or more helpful. A few weeks later, I learned of a friend who was taken in by this same type of scam. Unfortunately, *their* financial institution allowed the card transaction to go through and *didn’t* spot the fraud.

I’ve always thought highly of CEFCU — you’ve spotted and blocked some attempted fraud on our credit cards in the past. But, this latest situation simply *makes you the best* in my eyes — another reason why I love CEFCU and how you are *always* looking out for members.

## Sally Heathcoat

*Member since 1973*



# Save on Loans All Year Long



Studies show that over 12 months, CEFCU members saved more than **\$23 million** thanks to our better loan rates.<sup>†</sup>

When you’re searching for a loan for a home, car, home improvement project or other need, you can count on your Credit Union for a great deal!


<sup>†</sup>Based on Informa Research Services, CUNA, and NCUA data through Q1 2016; includes savings from all loans and credit card rates.

# Supporting Academic Success

A limited number of CEFCU Member Appreciation Scholarships will again be available for the 2017–18 academic year for students attending: **Bradley University** in Peoria, IL; **Illinois Central College (ICC)** in East Peoria, IL; and both **Illinois State University (ISU)** and **Heartland Community College** in Normal, IL. All scholarship candidates must be a CEFCU member with at least six months of current positive account history.



Be sure to check with the Financial Aid Office at each individual school regarding their specific application process and scholarship deadline dates.



**Did You Know...**  
When using **Direct Deposit for your Tax Refund**, be sure to provide your complete 10-digit Savings or Checking account number exactly as it appears on your CEFCU statement. Simply enter that 10-digit number along with CEFCU's routing number — **271183701** — where prompted on your tax return.  
Go to **cefcu.com/number** for helpful tips and more information.

## Apply for the CEFCU Mastercard®!

Now's the perfect time to apply for a CEFCU Mastercard Credit Card and save!<sup>1</sup> New Credit Card accounts opened<sup>2</sup> between 1/1/17 and 3/31/17 can take advantage of *special rates*:

**2.99% to 12.49% INTRO APR**  
on **Purchases and Balance Transfers**<sup>3</sup> based on your creditworthiness.

Check out **cefcu.com/choose** to explore and find the CEFCU Mastercard option right for you. As always, you can also stop in or call if you have questions — we're here to help!

Switch to a CEFCU Mastercard Credit Card — the nicest card you'll ever carry!<sup>®</sup> Apply online at **cefcu.com/mycard** or call us at **1.800.858.3400** to see what you qualify for and get started today!



**Already have a CEFCU Mastercard Credit Card?** You can also enjoy a special Balance Transfer Offer for Balance Transfers from January 1 to March 31, 2017. Stop in or call 1.800.858.3400 for full details!

<sup>1</sup>You will lose your grace period on Purchases, i.e. - interest will be charged on Purchases made on your account unless you pay your entire statement balance, in full, including any introductory balance transfers posted to your account, by the payment due date each month. We may end your introductory APRs and apply the Penalty APR if you make a late payment.  
<sup>2</sup>The term "account(s) opened" means the date that the account is entered on our processor's systems, which typically is one to two business days after we receive your signed application.  
<sup>3</sup>You must be a CEFCU member in good standing. Rates are based on the individual applicant's creditworthiness. Introductory Purchase rate will apply on purchases for 12 months from the date the account opened. Introductory Balance Transfer rate will apply for 12 months from the date of the balance transfer, for transfers completed during the first 90 days after the account opened. The total amount of Balance Transfers and the outstanding balance on your account, including fees and interest charges, cannot exceed your available credit limit. After the introductory period ends, a variable APR of 8.75% to 18.25% (Non-Rewards) or 9.75% to 19.25% (Rewards and World) depending on your creditworthiness will apply on purchases and balance transfers. These APRs were in effect as of 12/1/16. Contact CEFCU for full details.

## Stay Connected!

CONTACT CENTER.....1.800.633.7077  
 TTY (for the hearing impaired).....1.800.492.3328  
 Email .....email@cefcu.com

WEB/MOBILE .....cefcu.com

PHONE-A-LOAN .....1.800.858.3400

TOUCH-TONE TELLER .....1.800.447.2478  
*Check Rates and Transfer Funds 24/7*

LOCATIONS.....cefcu.com/locations  
*(CEFCU Member Centers, CO-OP Shared Branches, and FREE CO-OP and Money Center 24\* ATM Networks)*

## CEFCU® Investment Services & Wealth Management

INVESTMENT SERVICES .....309.633.2571  
 Toll-free .....1.800.356.7865, ext. 32571

WEALTH MANAGEMENT .....309.633.3836  
 Toll-free .....1.800.356.7865, ext. 33836

CFS INSURANCE .....309.633.7232  
 Toll-free .....1.888.445.3320

## Save on Closing Costs

For a limited time, CEFCU is paying all closing costs for Home Equity Loans and Credit Lines!\* That means it's even easier to use the equity in your house to help you pay for *all kinds* of possibilities — new kitchen, remodeled basement, a college education, and more. Check out [cefcu.com/equity](http://cefcu.com/equity) to learn more and get started, or call us at 1.800.858.3400.



\*Available for qualified CEFCU members in good standing who are opening a Home Equity Credit Line or Fixed-Rate Home Equity Loan using their owner-occupied home as collateral. To qualify, that home cannot be listed for sale; Bridge Loans and Lot Loans are not eligible for closing cost assistance. Closing cost assistance excludes Transfer Taxes or Mortgage/Intangible Taxes (applicable in certain states but not applicable to Illinois or California properties). Property insurance is required. Contact CEFCU for full details.

## CEFCU Giving Back to Our Communities



In October 2016, CEFCU staff set a goal to see if fellow employees would be able to gather 8,000 items during a month-long food drive.

The end result: over 11,000 non-perishable food items were donated by employees to support **the food pantry at Peoria's South Side Mission.**

CEFCU Branches in Central Illinois recently collected three van loads of clothes and other donations for the **Center for Prevention of Abuse.** The items will be used for the Center's clients in emergency shelters and long-term housing.



CEFCU has proudly supported **Junior Achievement of Central Illinois** for over 15 years.

25 CEFCU employees served as mentors to nearly 500 students in 4 counties in 2016, to help kids develop financial literacy and work-readiness, empowering them to dream big and reach their full potential.

Federally Insured by NCUA

