

DOLLARS & SENSE

Summer-Fall 2019



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Local giving is a big part of our Community Events, with donations to local area food shelves to help them restock.

Annual Community Celebrations – Your Chance to Win \$1,000 Daily!

Come see us at this year's Community Appreciation events and you could win a \$1,000 grand prize in one of our daily giveaways plus other fabulous prizes! We're also giving \$100 a day to one lucky youngster. Now in its sixth year, the annual summer celebration will be held over the course of two weeks. Enjoy food, fun and a chance to give back to our local communities.



You could win a \$1,000 grand prize in our daily giveaway and other fabulous prizes plus \$100 a day to one lucky youngster.

A food truck from Aesop's Table will be grilling hamburgers on the following dates from 11:00 a.m. – 1:00 p.m. at these Ideal CU locations:

- **Tuesday, August 6**
Hugo office
14750 Victor Hugo Blvd. N.
- **Tuesday, August 13**
North St. Paul office
2401 N. McKnight Rd.
- **Wednesday, August 7**
Inver Grove Heights office
7791 Amana Trail
- **Wednesday, August 14**
Woodbury office
8499 Tamarack Rd.
- **Thursday, August 8**
Eagan office
3225 Denmark Ave.
- **Thursday, August 15**
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 restock their shelves during the busy summer months. **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/celebrate 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.



President's Corner



Brian Sherrick
President

Ideal Credit Union's Brand – "Live the Ideal Life" – comes to Life

Since the spring of 2018, your credit union has worked to broaden awareness of our new brand, "Live the Ideal Life," and highlight our mission of helping members achieve their goals.

An effective brand strategy gives businesses an edge in an increasingly competitive marketplace.

But what exactly does "branding" mean? Simply put, a brand is a promise. In Ideal's case – it's our promise to our members. It tells our members what they can expect from Ideal's products and services, and it differentiates Ideal from our competitors. Our brand is derived from who we are, who we want to be and who people perceive us to be.

Among our most visible branding efforts in 2019 is our "Live the Ideal Life" billboard campaign. The campaign features actual members of Ideal Credit Union as depicted by different family structures and their diverse backgrounds, all representative of Ideal's unique diverse membership base. For example, one of the billboards features three young sisters who have been Ideal CU members since birth. Another features a young family with a baby, and another a family with two young daughters (see below). You will see these billboards as they rotate throughout the Twin Cities metro area.



The "Live the Ideal Life" billboard campaign features actual members of Ideal Credit Union.

Ideal Credit Union was founded in 1926 and has operated nearly a century, serving individuals, families and businesses. As a member-owned financial institution, our goal is to make our products more affordable, our rates more competitive, our services more personal, and our communities stronger through donations and volunteer commitments. Through our mission we provide easy access to Ideal financial solutions, so our members can shape and experience their version of the "Ideal Life."

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

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- Toll Free: 8 am-5 pm.....800-247-0857
- TTY Deaf or Hard of Hearing:
- 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

Ideal CU Business Member Spotlight



Mark and Shelly Bonstrom from Mark's Towing

Business Name: Mark's Towing

Location: Eagan, MN

Owner: Mark Bonstrom

Opened for Business: 1983

Website: www.markstowing.net

Describe your business and what do you do.

"Mark's Towing is a full-service towing and equipment transportation company. We operate 24 hours a day, 365 days a year to provide our customers with the best towing and transportation service. We specialize in all areas of towing, from the basic jump starts and lock outs, to light duty and flatbed towing for automotive repair and body shops, to medium and heavy duty towing and recovery, as well as heavy duty equipment transport."

When did you start your business?

"I started my business and purchased my first truck in 1983."

How many employees do you have?

"Currently we have over 30 employees."

Where is your business located?

"Mark's Towing is based in Eagan, MN. We provide services to the entire Twin Cities metropolitan area, but have traveled all over the lower 48 states for our customers."

What differentiates you from your competitors?

"We pride ourselves on our customer service. We hire good quality employees who treat customers the way they themselves would want to be treated."

Why did you choose Ideal Credit Union for your business needs?

"One of the most important factors in choosing a bank as a small business is the ability to form relationships. We are not a major corporation, we need to be able to trust our bank, and know that they support us. We have had a wonderful relationship with Ideal Credit Union, all of their representatives have been wonderful to work with. This is not something you find everywhere. We have high expectations of our employees, and we expect a lot from a company we choose to give our business to. Ideal Credit Union has not let us down."

What business services do you use?

"We use the business savings and checking accounts, as well as the business credit card services. We also use equipment financing and a line of credit (LOC). I also have my personal accounts through Ideal Credit Union."

Learn more!

To discuss your business needs, contact Josh Anderson, Business Relationship Specialist, at 651-773-2763 or email him at JAnderson@idealcu.com. For more information about Ideal's business solutions visit www.idealcu.com/business-banking.



Your Money

Provided by Craig S. Lundquist, MBA



Upcoming Wealth Management Workshops

Wealth Advisors located at Ideal Credit Union* offers educational workshops aimed at providing you with the know-how to take charge of your financial future. During these no-cost, no-obligation workshops you'll learn about the various factors that contribute to a well-rounded financial plan and get answers to the questions that are most important to you and your specific goals. Below is a list of upcoming workshops through November of 2019. Registration information can be found at www.idealcu.com/membership-and-benefits/educational-seminars.



Wealth Advisors Team

Financial Planning Expo

6:00-7:30 pm

Thursday, August 15, 2019

Maplewood Community Center, Banquet Room C, 2100 White Bear Avenue, Maplewood, MN 55109

Speakers: Mike Mason, Members Insurance & Investments; Cindi Hill, CUNA Brokerage Services, Inc. and Jen Santini, Estate Planning Attorney

Medicare Planning

6:00-7:00 pm

Thursday, October 24, 2019

Holiday Inn Lake Elmo, Stillwater/Bayport Room, 8511 Hudson Blvd, Lake Elmo, MN 55042

Speaker: Mike Mason, Members Insurance & Investments

Estate Planning

6:00-7:00 pm

Thursday, November 21, 2019

Central Park, 8595 Central Park Pl, Valley Creek Room A&B, Woodbury, MN 55125

Speaker: Jen Santini, Estate Planning Attorney

The New Horizon of Long Term Care

6:00-7:00 pm

Thursday, September 26, 2019

Maplewood Community Center, Banquet Room C, 2100 White Bear Avenue, Maplewood, MN 55109

Speaker: Randy Kitzmiller

FR-2617912.1-0619-0721

*Wealth Advisors are registered representatives of CUNA Brokerage Services, Inc. Representatives are registered, securities sold, advisory services offered through CUNA Brokerage Services, Inc. (CBSI), member FINRA/SIPC, a registered broker/dealer and investment advisor, which is not an affiliate of the credit union. 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. CUNA Brokerage Services, Inc. is a registered broker/dealer in all fifty States of the United States of America

Ideal CU Named 'Best Credit Union in East Metro' 3rd Year in a Row

Ideal Credit Union has been named "Best Credit Union in the East Metro" for the third consecutive year by readers of the *Stillwater Gazette* newspaper. Ideal became the first credit union to operate in the community in its 165 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 93 years.

"We are grateful for this honor to once again be named 'Best Credit Union in the East Metro' for the third 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 appreciate the warm welcome we have received from the community as they embrace the 'ideal' difference and realize their dream to live the ideal life on their own terms through our 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, investment services and business banking services are available in branch on an as-requested basis.

From December 2016 to February 2019, over 5.166% of Ideal Credit Union's total new direct membership growth came from the Stillwater office. Close to 3,000 Ideal CU members live by the Stillwater location.



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 up to 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. The deadline to apply is August 15, 2019.

● **Ideal is giving away \$1,000 to one lucky winner every month in 2019 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 or My Rewards Debit Card transaction completed during the month. Random drawings are conducted once a month for the promotional period, which runs



through December 2019. Complete details and official rules can be found at www.idealcu.com.

● **Follow Ideal CU on Instagram, Facebook, and Twitter** to stay up to date on events, prize winners, and announcements. Ideal wants to hear from you – like and share your favorite posts, or leave a review on Ideal Credit Union’s Facebook page.

● **Contributions to Casual for a Cause.** You are invited to contribute to your credit union’s “Casual for a Cause” fundraiser for local charities. Upcoming donations in 2019 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 CU Launches Community Heroes Mortgage Product

Ideal Credit Union has launched a new **Community Heroes Mortgage Program** that offers eligible heroes a special 1% down payment option on a mortgage as a “thank you” for the good they do for our country and community.

Ideal Community Heroes Mortgage Program is available to applicants employed full or part-time in the following areas: Public or private educational institution, Fire Department, Federal, State or Local Government Law Enforcement Agency, Nursing (all designations), Active or former Military, EMTs and Paramedics. The mortgage is restricted to the primary residence (purchase only) and proof of current employment and/or former military service is required.

“We wanted a way to thank our community heroes for their dedication to the wellbeing of others and in return help them with their home financing needs,” said Faith Tholkes, VP of Mortgage Lending Operations. “Through the Ideal Community Heroes Mortgage Program, we provide a meaningful way to give back to these brave, selfless individuals and help them to achieve their goal of homeownership.”

Ideal Credit Union offers a full range of mortgage solutions to fit the needs of borrowers, including fixed rate, FHA/VA, adjustable rate, refinancing options and more. Ideal CU also offers the HomeAdvantage® program, an exclusive, free service that can help users search, buy, sell and save

on their next home. HomeAdvantage provides the tools and expertise needed to find and finance a home, and offers an attractive a rebate program that enables home buyers to earn cash back at closing.

Since its inception, the HomeAdvantage program has paid out over \$240,000 in rebates to hundreds of Ideal CU members. The average rebate per transaction is \$1,370. Members who have a mortgage loan with Ideal also can earn VIP+ status if they meet other qualifying criteria. Information on the VIP+ program can be found at idealcu.com.





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Holiday Hours

All Offices Closed:

Monday, September 2, 2019 –
Labor Day

Monday, October 14, 2019 –
Columbus Day

Monday, November 11, 2019 –
Veterans Day

Thursday, November 28, 2019 –
Thanksgiving

(Open regular business hours on
November 29, 2019)

Tuesday, December 24, 2019 –
**Christmas Eve – All branches close
at 1:00 p.m.**

Wednesday, December 25, 2019 –
Christmas Day

Wednesday, January 1, 2020 –
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
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DS1907

October Seminar to Offer Home Selling Tips

If you're planning to sell your home, this is one seminar you won't want to miss! Join Ideal CU's Senior Mortgage Loan Advisor Cynthia Stewart and local real estate and home staging professionals as they discuss the dos and don'ts of the home selling process, tips and tricks to optimize your profit and more.

Home Selling Seminar

6:00-8:00 pm

Thursday, October 24, 2019

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

"My family earned more than \$2,500 in cash back when we bought our new home using the HomeAdvantage Program through Ideal Credit Union. I would recommend Ideal CU to anyone looking for expert help to take the stress out of the home buying process and save money!"

– The Carr family



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



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