

Second Quarter 2013

We are where you are

Whether you're away on business or pleasure, your finances don't have to be put on hold—thanks to shared branching. Shared branching is a network of credit unions that actually “share” their branches with one another. This way, if you travel, change jobs, or move away you still can find a credit union branch ready to meet your needs.

Effective late 2012, Kansas Blue Cross Blue Shield Credit Union is a participant in shared branching.

How does it work? Just find any credit union that displays the “swirl” logo.

To find which credit unions are shared branching participants, call 800-919-CUSC (2872) or visit www.cuservicecenter.com. There also is an iPhone app available called “Find Branch.” Or you can bookmark m.cuservicecenter.com on your mobile browser. You'll be asked to enter your zip code or street address and the system will find participating shared branching credit unions in your area.

Using a shared branch is just as safe as using your home branch. Members of shared branching credit unions generally can conduct these transactions:

- Deposit checks and cash
- Withdraw cash
- Make loan payments
- Transfer money between accounts
- Receive statement printouts
- Purchase money orders
- Purchase traveler's checks

To take advantage of this service, when you enter a shared branch, let the teller know you are a Kansas Blue Cross Blue Shield Credit Union member and bring your:

- Account number
- Valid government-issued photo identification (i.e., State Driver's license, U.S. Passport)

Because you're a member of Kansas Blue Cross Blue Shield Credit Union, you can use any shared branch—just like you'd use your regular branch. In good times or bad you'll value the convenience.



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www.ksbcbscu.org

Important Dates:

July 4
Closed for Independence Day

July 15
60th Anniversary Celebration

July 23
TCUF Night at AJ's Pizzeria
5 - 10 p.m.

Sept. 2
Closed for Labor Day

Oct. 17
International Credit
Union Day

Credit union helps two students with college scholarship

The Kansas Blue Cross Blue Shield Credit Union is sending high school seniors, Deja Stewart and Carlos Serrano, to college with \$1,000 scholarships.

Deja, daughter of Michelle and Harvey Brooks, graduated from Washburn Rural High School in May. During her high school career, she was involved in National Honor Society, Interact Club and Symphonic Band. She will begin the pre-pharmacy program at the University of Missouri-Kansas City this fall.

Carlos, son of Emily and Carlos Serrano, is a Topeka West High School graduate. His school activities include theater, vocal music, band, debate and forensics. He plans to study jazz guitar at Kansas State University.

The scholarship money will help Deja and Carlos with tuition, books, fees, or room and board. An independent committee of the Kansas Blue Cross Blue Shield Credit Union Board of Directors made the scholarship selections. Academic achievement, financial

need, community involvement, and recommendation letters from a teacher or counselor were considered during the selection process.

Congratulations to Deja, Carlos and their families!



Lyle Thiessen (center) presents Carlos Serrano and Deja Stewart with a \$1,000 scholarship from the Kansas Blue Cross Blue Shield Credit Union.

Revived auto market, great rates cue car buying season

Millions of consumers have been driving older vehicles through the economic downturn, reluctant to take on new financial obligations while their personal finances were unsettled. Finally, it seems, many consumers feel better about the economy—and the low interest rates—so they have started to visit showrooms and buy cars.

If you're in a shopping mood, you're going to like what you see in the showrooms. Auto makers, competing for your attention, are stepping up with amenities, advanced technologies and safety features.

Pair this environment with very low interest rates, and now is a smart time to buy a car. According to industry forecaster R.L. Polk, "New vehicle introductions in 2013 will escalate dramatically, with 43 new vehicle introductions in the U.S. planned for the year, up nearly 50 percent over 2012 levels." And, 60 vehicle redesigns are expected in the coming year.

"Recent redesigns of nearly every vehicle in the midsize segment are forcing more competition and continued growth," says Tom Libby, lead analyst for

North America at Polk. "The current array of options for consumers in the market for a new mid-sized vehicle makes it a great time to buy a new car."

The luxury segment in the U.S. also will be one to watch in 2013, according to Polk, as it will see significant launch activity in compact sedans. And, if gas prices continue to decline, Polk analysts expect the small luxury crossover segment will continue to grow.

In addition, nonluxury compact crossover vehicles have grown by more than 50 percent in the past five years. Plus, increased competition in this segment has created pricing pressures—excellent news for consumers.

What do you do now? If you're looking to buy talk to a Kansas Blue Cross Blue Shield Credit Union loan officer and get preapproved for a loan. This puts you in a strong position to negotiate at the dealership.

Financial literacy is not a “learn it and forget it” skill

The ability to make sound financial decisions is an advantage no matter what stage of life you are in, it is just as important as learning basic academic skills like reading and math.

Teaching students to become money smart consumers is essential in this economic climate. Kids should learn basic concepts like budgeting and saving, plus more involved financial concepts like evaluating loans, credit report information and mortgage issues because they will use these skills in everyday life.

But with startling statistics that show 43 percent of U.S. households are one crisis away from living in poverty and 38 percent said they live paycheck to paycheck, adults need some financial education as well.

Here are tips to get your household in tiptop financial shape.

- The first step is to take financial literacy seriously. Make it a priority in your household.
- Prepare a budget and stick to it.
- Start slowly. Take one concept at a time. A complete overhaul of your finances can seem daunting, but if you break it down into little pieces, you will learn more and become comfortable with your money management skills.
- Get help if you need it. Accel Members Financial Counseling offers free credit counseling to Kansas Blue Cross Blue Shield Credit Union members. Contact Accel at 1-877-332-2235 or www.accelservices.org.

Financial literacy is not a “learn it and forget it” skill. What you learn about budgeting, saving or retirement can build and complement your financial health.

Best things to buy in July, August, September

Computers

You might find some good deals during back-to-school sales.

Furniture and home décor

July is a big clearance month for furniture, and home décor is on sale for the middle of wedding season.

Linens and storage containers

As kids head to college, lots of stores have sales on new dorm supplies.

Office furniture

Another benefit of those back-to-school sales, whether you're a college student or not.

Appliances

With the exception of refrigerators in May, September and October are the best time to buy big appliances, when the new models start coming out.

Bicycles

Lawnmowers

Stores have to make room for all their winter gear, which means summer staples like lawnmowers will be on sale.

Go green with e-statements

How much do e-statements really help the environment?

Consider this: The PayItGreen Alliance estimates that if just 25 percent of households went paperless, it would save more than 150 million pounds of paper. You benefit by generating less trash in your household. Your credit union saves money from printing, sorting and postage incurred with paper statements.

Other easy ways to go green:

- Limit driving.
 - Combine errands
 - Walk, ride your bike, or take public transportation
- Insulate and seal cracks and gaps around your doors and windows
- Purchase items with minimal packaging
- Buy local, seasonal produce

To sign up for e-statements, log in to Virtual Branch and click on the self-service tab. In the additional services box, click on eStatements and follow the prompts. It's a breeze!

59th Annual Meeting a Success!

Members attending the 59th annual meeting of the Kansas Blue Cross Blue Shield Credit Union April 9 enjoyed light snacks, positive reports from the speakers, and a chance to win Visa gift cards throughout the meeting.

Randy Lambrecht, outgoing board president, shared information about the strides in added convenience made by the CU during his term on the board of directors. Pete DiDio, CU manager, highlighted some of the 2012 accomplishments including growth in loans outstanding, number of members, number of checking accounts, shared branching, and the implementation of Mobile Money.

ANNUAL MEETING

Also during 2012, the credit union engaged a new mortgage vendor partner, Central Star Financial Solutions (CSFS). Pete introduced Melissa Robb, CSFS representative, who had a display at the meeting. Pete ended his remarks by emphasizing the triple dividend paid for fourth quarter, the loan interest rebate paid to all members with a consumer loan during 2012, and the member rewards paid for checking accounts, Visa credit cards, and e-statements.

Goals for 2013 include increasing loans and membership plus exploring new products and promoting convenience. The treasurer, credit committee chair, and supervisory committee chair also presented reports to the members.

Outgoing volunteers Randy Lambrecht, Barbara Moore and Karen Real were recognized for their service. Elected to the vacant seats on the board of directors were Ron Simmons and Lisa Burgoon. CG Varble was re-elected to the credit committee and Malesa Kinder was chosen to fill the vacant seat on the supervisory committee. Matt Carithers was introduced as the appointed volunteer to fulfill the unexpired board of directors term for Barbara Moore.

Throughout the meetings door prizes were awarded to the following lucky members – Michaela McCanliss, Addison Strong, Penny Unruh, Ron Revelle and Lisa Burgoon. Catalina Galvan won the grand prize!



For 2013/14 the board of directors consists of (front L-R) Mayflor Dageforde, Lisa Burgoon, Jeri Habig (back L-R) Ron Simmons, Marcy Weekley, Matt Carithers and Lyle Thiessen. Please read article for a review of the annual meeting.



The Topeka Credit Union Foundation (TCUF) is hosting a credit union night at AJ's Pizzeria from 5 to 10 p.m., July 23. 10 percent of all sales, excluding alcohol, will benefit TCUF. That evening, diners can learn how the organization helps in the community.