

DOLLARS & SENSE

Winter 2019-2020



INSIDE

- ★ President's Corner – From Home With Love..... pg 2
- ★ Business Member Spotlight AslyumCycle LLC pg 3
- ★ Wealth Advisors Upcoming Workshops.. pg 4
- ★ Candidates needed for Associate Board, Supervisory Committee pg 4
- ★ Small Change pg 5
- ★ Call for Board Nominations pg 5
- ★ 2020 Home Education Seminars pg 6

Need \$1,000? You Could Be Next!



Winner Jenna Hart is saving the \$1,000 for a trip to Disney for her daughter's golden birthday next year.

Ideal Credit Union's exclusive "Use & Win" Monthly \$1,000 Debit Card Giveaway is back for another year of giving in 2020. Since the program's inception in January of 2017, Ideal CU has given away \$36,000 to 36 lucky members chosen at random in the "Use & Win" Debit Card promotion. Previous winners have used the funds to help pay for everything from adopting a baby to car repairs, home improvements, bills, vacations, maternity leave, tuition, study abroad programs and much more!

Ideal CU Personal Checking members age 18 and older receive one (1) entry for each qualifying Ideal CU Debit Card transaction completed during the month. Eligible cards include a personal Ideal CU Cash & Check Card, My Rewards™ Gold Debit Card or My Rewards™ Platinum Debit Card. The more times you use your card for everyday purchases, the greater your chances of winning. It's that easy!

Ideal's unique My Rewards™ Gold and Platinum Debit Cards deliver benefits and rewards normally associated with premium credit cards. Benefits include reward points, cash back, roadside assistance, prescription savings, hotel & car rental discounts and more!

Random drawings are conducted once a month for the promotional period, which runs through December 2020, from all eligible entries received for each drawing. Complete details and official rules can be found at idealcu.com.



Woodbury teller & Army Specialist Carley Brake spent a year on deployment to Kuwait. Learn how Ideal kept in touch on page 2.



President's Corner



Brian Sherrick
President

From Home With Love – Care Packages to Carley Brake/34th Red Bull Infantry Division

In September of 2018, Ideal CU employee Carley Brake, a teller at our Woodbury office, bid adieu to her coworkers to answer the call of duty for a yearlong deployment to Kuwait. Army Specialist Brake, a human resource specialist with the 34th Red Bull Infantry Division, served with more than

600 other Red Bull Soldiers in support of Task Force Spartan.

To honor Carley and her company, Ideal employees and the Ideal Board of Directors donated \$3,186.41 to purchase supplies to send overseas. We asked Carley what she and her company missed most from home and she sent a list of everyday items that we often take for granted, like coffee, creamer, sugar, cups, spoons, hot sauce, peanut butter and honey buns. The first care packages arrived in early March, followed by three more shipments in the months to follow. Carley soon became one of the most popular soldiers at mail delivery time, and was happy to distribute the wealth.

Carley sent frequent photos and thank you notes to the staff back home, and shared “So many people commented ‘Wow, wish my job at home would do something like this for me.’ I am absolutely blessed to work and be a part of such an amazing company like Ideal. I could not have imagined the amount of support you all have provided to me and others while I have been away.” Carley returned to Ideal in August.

With \$900 still available, Ideal offered to buy dinner for Carley and her division now that they are back home, but she wanted to pay it forward, so the funds were given to buy supplies for care packages to send to Eagle Battalion/Bravo Company 1-128 IN-BN, currently deployed to Afghanistan.

People helping people — the credit union philosophy in action. Welcome home soldier.



Debra Minnick (left), whose son is a soldier with the Eagle Battalion/Bravo Company 1-128 IN BN, met with Carley Brake to accept the \$900 donation to “pay it forward” to troops serving in Afghanistan.

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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- Fax.....651-773-2901
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www.idealcu.com

Ideal CU Business Member Spotlight



Brian Stiller from AsylumCycle, LLC.

Business Name: AsylumCycle, LLC

Location: Newport, MN

Owner: Brian Stiller

Opened for Business: 2008

Website: www.asylumcycle.com

Briefly describe your business and what you do.

"My business is Harley Davidson Repair, upgrades, customizing, and insurance repair. I do a little of foreign bike work too. Our company is based on the belief that our customers' needs are of the utmost importance. We are fully committed to meeting those needs."

When did you start your business?

"I started my business in 2008."

How many employees do you have?

"I have no employees, only myself. My wife and kids help with cleaning and organizing from time to time and I have an offsite accountant."

Where is your business located?

"My business is in Newport, MN. We are open by appointment and offer evening and weekend hours. Just give us a call at 651-398-7301 and we will gladly help you out."

What differentiates you from your competitors?

"I think the difference with me to my competitors is better

pricing and if you talk to any of my customers I will go above and beyond to make sure job is right and customer is happy. You also get to talk personally to the tech (me) that will work on your bike from start to finish. I also have a motorcycle trike. We recently purchased a "Ride in Peace" motorcycle hearse for funerals, which offers a truly unique way to celebrate the life of a loved one and give them one last ride. There are only a handful in the entire country."

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

"I chose Ideal 18 years ago for my personal accounts needs and they have treated me so well it was a no brainer to use them for my business needs."

What business services to you use?

"I use business checking as well as savings and have my motorcycle trike and hearse loan through Ideal."

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 for the first quarter of 2020. Registration information can be found at www.idealcu.com/membership-and-benefits/educational-seminars.



Wealth Advisors Team

2020 Market Update

6:00-7:00 pm

Thursday, January 23, 2020

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

Speakers: Pete Deavan, American Funds

Retirement Planning

6:00-7:00 pm

Wednesday, February 19, 2020

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

Speaker: Craig Lundquist

Coffee Talk – Estate Planning

9:30-10:30 am

Thursday, March 12, 2020

Ideal Credit Union Woodbury office, 8499 Tamarack Road,
Woodbury MN 55125

Speaker: Jen Santini, Estate Planning Attorney

FR-2816030.1-1119-1221

**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*

Candidates Needed for Associate Director, Supervisory Committee

The Ideal Credit Union Board of Directors is accepting applications for Supervisory Committee and Associate Director positions. Interested members should **apply no later than February 20, 2020** to be considered. Send a letter of interest and resume/biography to Chairman of the Board, Ideal Credit Union, 8499 Tamarack Road, Woodbury, MN 55125, or by email to tbisel@idealcu.com. Volunteers will be compensated for their time.

Associate Director

Associate Directors will have the duties and responsibilities to participate in training and discussions during committee and monthly Board of Director meetings. The term of each Ideal Credit Union Associate Director shall not exceed thirteen (13) months.

To be eligible you must:

- Own at least one fully paid share in Ideal CU
- Be at least 18 years of age
- Be bondable by Ideal Credit Union's fidelity bond company
- Not have caused a previous loss to Ideal Credit Union
- Not have a past criminal history causing doubt as to the safety or security of Ideal Credit Union, its employees or assets. A background check will be conducted.
- Not be a current employee of Ideal Credit Union or be a relative of a current: employee, Director, Associate Director or Supervisory Committee member. A relative

is any person who is related by blood or marriage or whose relationship is similar to that of persons related by blood or marriage

- Cannot be a Chief Executive Officer, President, Manager, Treasurer/Manager or Director of another Federal or State Chartered Bank or Credit Union.

Supervisory Committee

The primary function of the Supervisory Committee is to oversee ongoing reviews and audits to ensure that credit union records are maintained properly, honestly, and accurately; that policies established by law and by the Board of Directors are carried out faithfully; and that members' assets are safeguarded and used according to the purposes of the credit union. Required skills and abilities include:

- Ability to read basic financial statement
- Ability to critically examine and question
- Understanding of credit union's internal controls
- Understanding of applicable laws and regulations
- Aware of all volunteer and credit union employee functions

Qualified candidates would serve in this highly confidential capacity for up to 3 years. Committee members normally meet 6-10 hours per month during regular business hours.

If you are interested in either of these positions, respond no later than February 20, 2020.

Live the Ideal Life

● **Tax time doesn't have to be stressful! With TurboTax, you'll get your biggest possible refund fast** and your taxes done right. PLUS, Ideal Credit Union members **save up to \$15** on TurboTax federal products, all through tax season. TurboTax makes it easy to find the best solution for your unique tax situation. File with confidence, knowing that TurboTax guarantees 100% accurate calculations and runs thousands of error checks as you go. Try it for free and pay only when you're ready to file. For details and disclosure information visit www.idealcu.com/membership-and-benefits/exclusive-member-discounts.

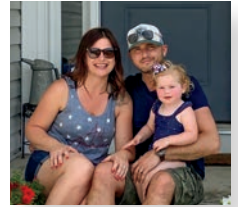
● **Open a new Ideal CU Blue Rewards Visa Credit Card** and earn 1,500 BONUS Rewards points when you spend over \$1,000 within the first 60 days of opening. Earn one point for every dollar charged in new net purchases. Points can be redeemed for exotic travel adventures and high-end merchandise. Through www.curewards.com, you can track your points, create a wish list and browse more than 500 merchandise options and travel packages. Apply online at www.idealcu.com.

● **Keep your account safe by signing up for Ideal CU's Debit Alerts service.** These customizable alerts allow you to monitor online purchases, international transactions, declined transactions and transactions greater than a threshold you set to guard against unauthorized use. Alerts can be sent to your mobile phone and or email address. To sign up



visit www.idealcu.com and click on Account Management/Tools/Debit Alerts.

● **Buying or selling a home? Enjoy the benefits of HomeAdvantage**, an exclusive, free member service that can help you search, buy, sell and save on your next home. HomeAdvantage gives you the tools and expertise you need while saving you time and money in the process. The Carr family earned more than \$2,500 in cash back. Learn how you can reap the benefits too. Visit idealcu.com/loans-and-credit/homeadvantage.



● **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 2020 will be:

- ★ **January – March:** Meals on Wheels
- ★ **April – June:** Homeless Relief Efforts
- ★ **July – September:** Local Veteran Outreach
- ★ **October – December:** Salvation Army Coats for Kids

Please reach into your hearts and wallets to help make a difference in our community.

Call for Board Nominations

Nominations for your credit union's Board of Directors are now being accepted. To be eligible you must meet the following criteria:

- a) Own at least one full paid share
- b) Be at least 18 years of age
- c) Have not caused a previous loss to the credit union
- d) Are bondable
- e) Do not have a past criminal history causing doubt as to the safety or security of the credit union, its employees or assets. A background check will be conducted.
- f) Cannot be a current employee of Ideal Credit Union or be a relative of a current: employee, Director, Associate Director or Supervisory Committee member. A relative is any person who is related by blood or marriage or whose relationship is similar to that of persons related by blood or marriage.
- g) Cannot be a Chief Executive Officer, President, Manager, Treasurer/Manager or Director of another Federal or State Chartered Bank or Credit Union.

Members who meet these criteria and wish to run for election to the board must submit their name in writing received by February 1, 2020. Mail to Ideal Credit Union, 8499 Tamarack Road, Woodbury, MN 55125, attn: Brian Sherrick. Nominations are not allowed from the floor at the Annual Meeting. **Please include a brief biography (150 words or less) and photo with your letter of nomination.**

Board of Directors

Expiring three year term:

Keith E. Hauge
Lisa M. Liddell
Craig J. Spreiter

Watch for complete details on the 2020 Annual Meeting, scheduled for Tuesday, April 28, 2020, in the spring issue of *Dollars & Sense*.



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Holiday Hours

All Offices Closed:

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

Monday, January 20, 2020 –
Martin Luther King, Jr. Day

Monday, February 17, 2020 –
President'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
www.idealcu.com

Need Help Buying or Selling Your Home? Attend Our FREE 2020 Home Education Seminars

Whether you're a first-time buyer, or looking to sell your home, Ideal CU's FREE 2020 Home Education Seminars brings you expert advice from Ideal CU's Senior Mortgage Loan Advisor Cynthia Stewart and local real estate, home staging and insurance professionals ready to help you buy – or sell – your Ideal home.

Below are the dates, times and locations for seminars scheduled through March of 2020.

Home Selling Seminar

6:00-8:00 p.m.

Thursday, February 13, 2020

Holiday Inn & Suites
8511 Hudson Blvd.
Lake Elmo, MN 55042

Home Buyers Seminar

6:00-8:00 p.m.

Thursday, March 12, 2020

Country Inn & Suites
3505 Vadnais Center Drive
Vadnais Heights, MN 55127

Refreshments will be served.
Space is limited so reserve your seat at www.idealcu.com
or call (651) 747-HOME (4663). NMLS #401783

