



## News Release

For immediate release  
Contact: Cindy Kurtz  
651 747-8962  
ckurtz@idealcu.com

### **Incumbents Re-elected to Ideal CU Board of Directors**

(Woodbury, MN – May 13, 2015) At its recent Annual Meeting, members of Ideal Credit Union returned three incumbents to their seats on the Board of Directors. Daniel Blees, Judy Schadewald and Mary White will each serve another 3-year term. The meeting was held April 30, 2015 at Oak Marsh Golf Course in Oakdale, MN.

Daniel Blees was appointed to the Supervisory Committee in 1992 and elected to the Board of Directors in 1994. He currently serves as Board Secretary, chairperson of the Policy Committee, and serves on the Asset Liability and Executive/Investment committees. Judy Schadewald served for 5 years on the Supervisory Committee prior to joining the Board of Directors in 2003. She is chairperson of the Delinquent Loan Committee and sits on Member Service Committee. Mary White served on the Supervisory Committee prior to her election to the Board of Directors in 1997. She is currently a member of Member Services and Delinquent Loan committees.

Ideal CU President/CEO Brian Sherrick highlighted the exciting changes that have taken place in the past year, and how the name change to Ideal Credit Union last June has spurred growth. “We are now receiving Internet search traffic 10 times the amount we recognized prior to the name change and are opening approximately 40 new online accounts a month. Aided with a new online and mobile loan application, we have also seen significant growth in consumer loan applications.”

(more)

Among the mobile technologies introduced in 2014 was Mobile Check Deposit, which enables members to deposit checks safely and securely with their mobile device. In the first 4 months members used the service to make over 6,000 deposits. In addition, Ideal CU now offers the convenience of Apple Pay for its Consumer and Business MasterCard Debit cards. “This technology, along with our mobile loan application, online banking, ATM and Shared Branching network allows Ideal Credit Union members to manage their finances anywhere in the United States.”

Founded in 1926, Ideal Credit Union (formerly Postal Credit Union) is a member owned financial institution that specializes in providing excellent member service, great rates and convenience. Ideal CU offers a complete range of services, including 24/7 loan approval, mortgages, online banking, online deposits, mobile banking, mobile check deposit and mobile bill pay, Apple Pay, free checking, business services, investment services and more. Ideal CU serves the Twin Cities metro area with office locations in Eagan, Hugo, North St. Paul, West St. Paul and Woodbury.

-30-

Photo caption:

Annual Meeting attendees were greeted by a colorful “Get Wiify” display highlighting “What’s in it for You” at Ideal Credit Union.