

Dollars & Sense

Fall 2012



Serving Anoka, Chisago, Dakota, Hennepin, Ramsey & Washington Counties

Name Change is Recommended for PCU

These are exciting times at your credit union. In Russ's last column, he mentioned that PCU was considering a name change. To assist in making this determination, PCU partnered with BlueSpire Strategic Marketing to analyze PCU's market presence, determine if a new name was needed and if so, make a new name recommendation. **The research results indicate that a new name that is perceived to be more welcoming to the entire community will be a wise investment in our future and will provide a foundation for growth in the years ahead.**

Research Results:

In order to gather statistically valid information, an independent market research firm was hired, QMI Research. QMI made thousands of phone calls in order to connect with 53 members and 200 individuals who live near each of our offices. The research results prove that the word "Postal" in our name is a stumbling block for growth. Of the 253 surveyed, 150 or 63%, felt the name Postal Credit Union limited membership to Postal Workers - which means, \$.63 of every \$1 spent on marketing is ineffective. As we consider the long term viability of our organization, this is very important for our future. Unlike for-profit banks that can issue stock to raise revenue, our options to increase assets - which is very important in running a viable long-term self-sustaining profitable organization - are limited. So instead of raising fees or reducing services, our best solution is to increase our member base. In order to effectively and cost efficiently grow our member base, we need to change our name.

Based on the results of the research, your board and credit union management feel that a new name, in conjunction with a strong balance sheet and a recovering economy, can lead to strong membership growth and long-term success.

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Special Meeting Notice

Tuesday, October 16, 2012

5:30 p.m. – Registration

6:00 p.m. – Business Meeting

North St. Paul Community Center
2300 North Saint Paul Drive
North St. Paul, MN 55109

PROPOSED AMENDMENT

TO CERTIFICATE OF

ORGANIZATION OF

ST. PAUL POSTAL

EMPLOYEES CREDIT UNION

D/B/A POSTAL CREDIT UNION

The Board of Directors recommends passage of the following amendment to the Credit Union's Certificate of Organization. The proposed amendment is to change the name of the Credit Union to Deliver Financial Credit Union by adding the language as noted below:

(NEW)

The name of this credit union shall be Deliver Financial Credit Union, and its location and place of business shall be 8499 Tamarack Road, Woodbury, Minnesota 55125.

(OLD)

The name of this credit union shall be St. Paul Postal Employees Credit Union, d/b/a Postal Credit Union, and its location and place of business shall be 2401 North McKnight Road, North St. Paul, Minnesota 55109.

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Russell M. Plunkett
President

President's Corner

What's In a Name? The Future of Your Credit Union

As many of you know, my tenure at Postal Credit Union is coming to an end. After 31 years, it is time for me to step aside and allow a new leader to take the reins. It has been an honor and privilege to serve you, to work with a supportive and knowledgeable Board of Directors, and a devoted, talented staff. I have witnessed many changes during my time with PCU, and am proud of the advances we have made to become a leader in our industry. I thank you for the confidence you place in us as your financial partner, and realize our success is only possible with your support.

Throughout the years your credit union has invested in a variety of resources to better serve you and your changing financial needs. Investments in new buildings, technology, ATMs, online banking and bill pay are just a few. As we prepare for the future, your credit union is about to embark on perhaps our most crucial decision in our 86 year history – changing our name from St Paul Postal Employees Credit Union d/b/a Postal Credit Union, to Deliver Financial Credit Union.

Many of you have expressed support for the change, and offered suggestions for what the name could be. Others have questioned the need and the expense of doing so. Still others are concerned it gives the impression we are being sold or merged. These are all part of the due diligence needed when considering a change of this magnitude. Despite a community charter expansion and numerous marketing campaigns to promote our open field of membership, research has found the word "Postal" still poses a stumbling block for growth. Changing our name to one that respects our origin, yet eliminates our biggest hurdle, enables us to grow unfettered by confusion over eligibility.

As a member-owned cooperative, PCU has always operated with your best interest in mind. Unlike for-profit banks who can issue stock to raise revenue, our options to increase assets are limited. Instead of raising fees, reducing services or cutting staff, our best solution is to increase the number of members using our services. To position us to remain competitive and ensure financial stability in the years to come, I urge you to vote on this important issue.

Remembering Jim Pierce

On behalf of the Board of Directors, staff and members, I extend our heartfelt condolences to the family of Jim Pierce, who passed away in July. Jim was first elected to the Credit Committee in 1976, and served as its chairman from 1977 to 1978. He was elected to the board in 1982, and elected board secretary in 1988. Jim was a tireless supporter of Postal Credit Union and the credit union movement. He was the first recipient of the Minnesota League of Credit Union's "Outstanding Credit Union Volunteer of the Year" award in 1995. After over two decades of volunteer service, he retired from the board in 2002. Jim was an avid golfer and proud PCU member. He will be missed.

Goodbye!

This will be my final column in Dollars & Sense. As I say goodbye, I again want to thank you for your trust and support during my time at PCU. I am pleased to hand the keys to my office to Brian Sherrick, who will take over as president on October 19. You are in good hands.



Founded in 1926 as St. Paul Postal Employees Credit Union

Dollars & Sense is published quarterly for members of Postal Credit Union.

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PAL Toll Free..... 800 223-1933
Fax..... 651 773-2901
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VISA TTY Deaf or
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Mortgage Center 651 747-4663
Business Services 651 747-8900

www.postalcu.org



Cost-Effective Merchant Card Processing Available through PCU Business Services

In a business full of unscrupulous suppliers and misinformation, business owners need a trustworthy and reliable credit card processing partner. Postal Credit Union has a long-standing partnership with Total Merchant Concepts (TMC), a company with the same values as credit unions, to provide an excellent level of service and affordable products to keep the lifeline of your business going.

| Total Merchant Concepts (TMC) | Other Providers |
|--|--|
| Up-front, transparent costs with month-to-month contracts earning your loyalty as a customer | Teaser rates, hidden fees, long term contracts and excessive cancellation fees |
| Business owners purchase the equipment and spread out the cost in affordable payments | Other providers sell 'low-lease' options on equipment which can exceed the actual value in a hurry |
| 24/7 Support with a well-trained staff to answer questions about terminals, statements and more. | Limited or no support making it difficult to collect your funds when there is an issue. |

PCU's partnership with TMC offers a variety of services to business owners including:

- Check verification
- Gift Cards
- eCommerce products
- Variety of resources to help business owners
- Annual 1099 IRS statement for accurate reporting of income
- Mobile payment solutions

Mobile payments solutions for ultra-convenience

By now, you've probably seen Square - the small, Square plug-in for mobile devices to accept payments. We offer a product that's similar, cost's less and comes with a 24/7 support unlike Square. Contact us to learn more.

Currently in a contract with another provider? Contact PCU's Business Services department at 651 747-8900, or email BusinessServices@postalcu.org for a free analysis to see if we can save you money.



'Members Matter Most' Theme of 2012 International Credit Union Day

On Thursday, October 18, credit unions from around the globe will celebrate International Credit Union Day, a time to reflect on the credit union movement's history and achievements. This year's theme, "Members Matter Most" celebrates the important economic and social contributions credit unions make to their communities worldwide that inspire 196 million people worldwide choose credit unions for accessible financial services.

Community commitment and positive economic and social change are just some of the ways that credit unions differ from traditional for-profit banks and financial institutions. Credit unions are very different, indeed, both in philosophy and structure. For more than 150 years, credit unions worldwide have proudly put people before profits in order to provide access to affordable financial services for all members. Credit unions invest their earnings in helping members meet their financial goals. In addition to lower loan rates and better service, members experience the difference that comes through our democratic structure, service to members and social goals that credit unions embody.

At PCU, members really do matter most, and we thank you for the opportunity to serve you!



Don't Let Emotions Drive Your Investment Decisions

Content developed by CUNA Brokerage Services, provided by Lisa Blevens

Emotions play an important role in some of the most important decisions we make in our life. But when it comes to investing, emotions can do more damage than good. Here are three ways that emotions play a detrimental role in our investment decisions and what we can do about it:

Don't Follow the Herd

When stock prices start to fall, some people decide to sell their stock mutual funds. What starts as a few people selling their investments can turn into a panic where everyone decides to sell. It's called "herding" and it is one of the most common mistakes that people make when markets decline.

Avoid Extreme Thinking

When markets fall, people often start to think in extremes. Everything in the market begins to look black and white. The facts can have many meanings and we need to think intelligently about how these facts affect us before we make any investment decisions.

Be Aware of Our Short-Term Bias

When it comes to investing, most of us have a short-term bias. That means that recent market gains lead to excitement and higher expectations. On the other hand, recent market losses lead to suspicion and caution. The challenge for investors is not to forget both the long-term history of the markets and their own long-term goals.

Stay True to Your Goals and Your Plan

When markets are volatile, it tends to bring out our emotional side. Before we react emotionally to short-term market gyrations, we should ask ourselves some important questions. What is our long-term goal? Have our goals changed? Was our plan to reach our goals a sound plan? Are there any good reasons to abandon our plan? Once we have asked and answered these questions our decisions are more likely to be driven by logic not emotions.



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Lisa Blevens is a Financial Advisor with MEMBERS Financial Services located at PCU. If you have any questions, or would like to provide feedback regarding the information presented in this article, you may contact Lisa Blevens at 651 773-2876. Representative is not a tax advisor or legal expert. For information regarding specific tax situations, please contact a tax professional. For legal advice, consult an attorney.



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Bucky Bear's Fall Contest

Hey kids, fall is here and school is in full swing. That means it's time for another Bucky Bear Coloring Contest!

Pick up a coloring sheet at any of our branches or download one from our website at www.postalcu.org, color it with markers or crayons, and then drop it off at any PCU location. You can also mail your masterpiece to Bucky Bear Fall Contest, PCU, 8499 Tamarack Road, Woodbury, MN 55125. Be sure to include your name, age, phone number and account number on the back of the coloring sheet. All artwork must be received by October 31, 2012.

Five lucky winners will be drawn at random to receive a \$25 Visa gift card.

All of the art will be on display at our branches for all to enjoy.

Have fun and Happy Fall!



Bucky Bear



Small Change

- ▶ Tired of paying too much for your cell bill? Take advantage of the **Sprint Credit Union Member Discount** from Invest in America. As a PCU member, you can save on your monthly wireless bills – plus have your activation and upgrade fees waived. Enjoy these savings:

- **10% off*** select personal Sprint plans
- **15% off*** select business Sprint plans
- Waived activation fee on new activations
- Waived upgrade fee
- Available to new and existing Sprint customers

Get started today at www.sprintsave4cu.com, call 877-728-3428 or visit your local Sprint retail location.

*Application of discount requires 2-year contract extension on existing plans. Verification of membership is required at time of activation/upgrade. Discount not available on secondary lines for Family and Business Share plans.

- ▶ Whether you are headed to campus, relocating for a job, or wintering down south, **you can access PCU from thousands of Shared Branches** and surcharge-free ATMs near your destination using the CO-OP ATM network. Use the Shared Branch locator at www.postalcu.org or download the free iPhone app to use while you're on the go.
- ▶ A **Prepaid Visa Reloadable card** is a great way to manage money and expenses for your student. It's accepted at millions of locations world-wide and comes with the safety and security of Visa. Student (or more realistically, Mom & Dad) can load the card from any PCU credit or debit card and reload after the balance is used. A great way to avoid interest or overdraft charges. Learn more at www.postalcu.org.
- ▶ **Contributions to Casual for a Cause.** Upcoming causes in 2012 will be:
 - **October – December:** Salvation Army Coats for Kids

Continued from front cover, Special Meeting Notice

Mail-in Ballots Available

If you are unable to attend the Special Meeting, and would like to cast your vote via mail-in ballot, please stop by any PCU location, or call 651 770-7000 or 800 247-0857 to request a packet. Limit one mail-in ballot per member based on Social Security Number; must be 18 years of age or older, with at least \$1.00 in your primary share account. (Note: Incomplete member information/ ballots will be excluded from final vote tallies. DO NOT include other items in the reply envelope.) Return via U.S. Postal Service to P.O. Box 25645, Woodbury MN 55125 **no later than end of business day Friday, October 12, 2012.** Hand delivered ballots or those mailed to PCU will not be accepted.

Continued from front cover, Name Change is Recommended for PCU

Identifying the New Name:

Management and board members requested that the new name respect five PRIMARY OBJECTIVES:

- Tied to our Postal heritage but welcoming to all
- Short and memorable
- Not be a “made-up” name
- Help grow membership
- Be available – no other credit union is currently using the name and we are able to secure the website address

With these criteria in mind, BlueSpire interviewed PCU's Board of Directors, Senior Management Team and all of the Branch Managers. In addition, a “name change” email box was created for members and staff to use to send names for consideration. Utilizing the results of the research and the criteria outlined above, a new name was presented for consideration. The new name tested very positively with both members and individuals who live within the communities served by PCU.

Introducing the New Name for Consideration: Deliver Financial Credit Union

The story behind the name - We began as a credit union serving postal service employees. We could count on our members to deliver the mail and keep America running. In turn, we brought them banking and financial services and security, to give them the stability they needed to do their jobs and get on with their lives. Now we serve the general public. Yet we continue to honor our heritage and value that commitment to deliver.

Where Did the New Name Come From?

The name Deliver Financial was born from a quote shared by Liz Fleischhacker, PCU Woodbury Branch manager: “At some point in life, and everybody can relate to this, you find someone who gives you a chance to succeed. In my own membership, I've seen kids grow up, start families, and their children come in here to be members, too. All along the way, we have opportunities to help them: first credit card, first car loan, first mortgage, clearing a check when the money was needed...things like that. If we can deliver for our members, they will deliver for us, and they will live the life they dream of.”

In addition, two PCU members suggested Delivery Credit Union and will be rewarded with \$100 Gas Cards for their suggestions! An overwhelming 80% of the members who contacted us felt it was time for a name change and made hundreds of suggestions on what that new name should be. Thank you to all for your feedback.

Now It's Time to Vote!

Members can choose to vote at a Special Meeting which will be held on Tuesday, October 16 at the North St. Paul Community Center or they can request a Mail in Ballot.

To view the research results from QMI Research and the Naming Report from BlueSpire, please visit www.postalcu.org/name-change.



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Holidays & Office Hours

Drive-thru Service Only

(9:00 a.m. – 1:00 p.m.)

- ▶ Monday, October 8, 2012 – **Columbus Day**
- ▶ Monday, November 12, 2012 – **Veterans Day**

All Offices Closed

- ▶ Thursday, November 22, 2012 – **Thanksgiving**
(Open regular business hours the day after Thanksgiving)
- ▶ Tuesday, December 25, 2012 – **Christmas**
- ▶ Tuesday, January 1, 2013 – **New Year's Day**

All Offices Closed at 1:00 p.m.

- ▶ Monday, December 24, 2012 – **Christmas Eve**

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. – 1:00 p.m. | Sat |

▶ Drive-thru

| | |
|-----------------------|-----------|
| 8:00 a.m. – 6:00 p.m. | Mon – Fri |
| 9:00 a.m. – 1:00 p.m. | Sat |

▶ Call Center

| | |
|-----------------------|-----------|
| 8:00 a.m. – 5:00 p.m. | Mon – Fri |
|-----------------------|-----------|

PCU Mobile Banking Available in September

Whether you're traveling, at your kid's sporting event, grabbing a cup of coffee, or always on the go, you can bank instantly with PCU Mobile Banking. Enjoy such features as:

- Check your account balances
- View recent transactions
- Transfer funds
- Locate ATMs and PCU branches

There are three methods of Mobile Banking available:

- SMS/text
- Browser-based (WAP)
- Downloadable Applications for Apple, Android, and some Blackberry devices from the respective App Markets

Mobile Banking - Use our Mobile Banking app on your smart phone to view account balances and recent transactions, transfer money between accounts, and find nearby branch and ATM locations.

Text Banking - Don't have a Smart Phone? Text Banking allows you to receive current balance and recent transaction information instantly by text message. No login or Internet required!

Mobile Enrollment

1. Login to PCU Online Banking
2. Click on User Services tab. Under Manage Account, select Mobile Enrollment and begin the enrollment process by clicking on Add phone and then follow the on-screen instructions.

Use of PCU Mobile Banking services requires the ability to send and receive SMS/text messages, as well as Internet access. You will be responsible for any data fees charged by your provider based on the specifics of your mobile service contract.

For more information visit www.postalcu.org.



3225 Denmark Avenue
Eagan, MN 55121

14750 Victor Hugo Blvd N.
Hugo, MN 55038

2401 N. McKnight Road
North St. Paul, MN 55109

1725 S. Robert Street
West St. Paul, MN 55118

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