

THE CREDIT UNION COLUMN

EVEN IN TOUGH TIMES

This is a quote from a member who consulted with a bankruptcy attorney and what the attorney said about Boulder Dam Credit Union, "What is it with you people and that Credit Union, what is it that makes that Credit Union so special?" This comment was made in the context of our member's desire to keep their Credit Union relationship, even after bankruptcy. Bankruptcy is a serious business and we have our share of members who have no alternative but bankruptcy when going through tough times. However, we have many members who reaffirm with their Credit Union in order to keep their membership in good standing (yes, you can do that despite what an attorney might say).

What is it that drives our membership to be as dedicated to their Credit Union as we are to serving our members? We offer tremendous value while charging minimal or very few fees. We strive to serve each member that walks in the door to the best of our ability. We train and retain a staff so they are second to none in experience and service.

From a member's perspective, perhaps the most important service element is we care. We care about you and the service you receive. We care about this community and the role we play in its financial health. We care about each other and the responsibility we have to make this a great work environment. And we care about this Credit Union. And as a result, you care as well! What a great relationship.

Stop in at Boulder Dam Credit Union. There is a difference!

BANK IS A FOUR LETTER WORD!

Several years ago the Credit Union ordered a supply of bumper stickers that read "BANK is a four letter word!" This wasn't done to give banks a bad reputation (they can take care of that themselves), but rather reinforce the fact that when you refer to Boulder Dam Credit Union, we are not a bank! We are a Credit Union!

When you become a member of the Credit Union, you become an owner as well. We do not sell stock and we do not have stockholders, we have you! Whether you have \$5.00 with us or \$50,000, you have equal ownership rights.

Like banks, we make decisions that benefit our owners. The difference is the banks make decisions that benefit and protect their "shareholders," not their customers. We make decisions that benefit our owners as well, but that includes every man, woman, child and business that has an account with the Credit Union. That's why we are called a co-operative, and that's why we are different.

Standing in the lobby you may not see a big difference between the two (than again maybe you do), but we are proud of the difference. And we hope you are too. If so, the next time you refer to us please use the term Credit Union, there is a difference.

BI-WEEKLY PAYMENTS

There is truth to the fact that if you pay one-half of your mortgage payment every two weeks your mortgage will pay down faster. The acceleration of the payoff schedule is due to the fact you end up making one extra mortgage payment every year.

I have also seen banks "advertise" this alternative and offer to adjust your payment for a small fee of \$250.00!

Are you interested in this feature on your mortgage at the Credit Union? If so, all it takes is a phone call and 30 seconds. I'm not sure what the banks do differently to justify a fee, but my guess is nothing.

Your Credit Union tries to make things easy, low-cost, or free. If you are not a member, maybe you should give us a try!

WORDS OF WISDOM

Opportunity is missed by most people because it is dressed in overalls and looks like work.

Thomas A. Edison



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ACCOUNTS INSURED UP TO \$500,000



American Share Insurance insures each account up to \$250,000. Excess Share Insurance Corporation provides up to an additional \$250,000 of insurance per account. This institution is not federally insured.