

First  
Quarter  
2010

# VCU ViewPoint



## Save on Loans — Here's How

If you financed a car through a dealer or another lender, refinancing it at your Credit Union can save you money.

Yes, you *can* refinance a car loan — and it could mean big savings! Here's a real-life example:

A member called the Credit Union to check on Vehicle Loan rates. After a quick review, our Representative pointed out how we could offer her a lower loan rate and save her more than \$600 over the 48 month term on her loan. Needless to say, she was pleasantly surprised!

Could *you* be saving money? A quick call to Valley Credit Union at 408.955.1300 or 800.995.0287 can provide answers... and maybe more money in your pocket, too!

## The \$7 Million Unbank Difference

For many financial institutions, 2009 is a year they'll want to forget. Yet, the year truly highlights the *Unbank* difference you enjoy since Valley Credit Union joined the CEFCU® family.

2009 was an exceptional year for your Credit Union. New members continue to join, and Savings and Loan business was at *or* near record levels. As a result, your volunteer Credit Union Board of Directors authorized a \$7 million extraordinary dividend in December for members in good standing, with \$3.5 million going to borrowers and \$3.5 million to savers. As a Valley Credit Union member, you contributed to *and shared* in that success.

Imagine that. The national environment includes dozens of banks and other firms receiving federal bailouts. On the other hand, your Credit Union actually performed *even better* than our budgeted projections for 2009. So much so, we were able to return money back to you, the credit union members/owners. Why? Because it's *your* money. This is just one more example of the sound business standards and guidelines CEFCU has always followed, and the better value you now enjoy at Valley Credit Union.

You see, at CEFCU — and Valley — it's very simple: borrowers help savers and savers help borrowers. And, like family, members count on — and help — each other.

Thank you for the trust and support you place in your Credit Union and for making 2009 a great year.



**Like to receive this newsletter in your inbox rather than your mailbox?**

Visit [www.valleycu.org](http://www.valleycu.org) to join Valley Credit Union's email list, where you can choose what types of emails you'd like to receive. You'll then be among the first to learn about special promotions, pre-owned car sales, new product offerings, and more!

CEFCU's Board of Directors is comprised of 13 volunteers who meet at least once a month, without pay, to administer the business of your Credit Union. Your Board Nominating Committee has selected the candidates listed below to serve a three-year term, based on their business, administrative, and leadership skills, and for their willingness to devote their time and energy to CEFCU.



## Joseph R. Needham

An employee of Caterpillar for 15 years, Joe is currently Material Requirements Manager with the company. He's been a CEFCU Volunteer for nearly 3 years, and currently serves as an Associate Board Member on the Political Action and Building/Marketing/Technology Committees. He previously served as a Supervisory Committee member. Joe holds a Bachelor's degree in Business/Finance from Western Illinois University and an MBA from the University of Illinois. A past board member of the Wilmor Sportsman's Club, Joe actively supports the St. Jude Children's Hospital through the Memphis to Peoria run, and with his wife Michelle, also supports a number of other Peoria area charities. Joe says he "is continually impressed with CEFCU's history of serving individuals and families and is honored to have the opportunity to serve as a Board Member."



## Thea M. Robinson

Thea has been with Caterpillar for 33 years and is currently the Operations Manager in Decatur, Illinois. A CEFCU Director for 11 years and past Board Chairman, Thea is a former member of all standing committees and currently serves as a member of the Credit, Employee Relations, and Nominating Committees. She holds a Bachelor's degree in Mathematics from Tennessee State University, an MBA from Bradley University, and also completed programs at Columbia University and Brookings Institute. She is currently a board member for Easter Seals and for the Richland Community College Foundation. Thea says she "is proud to serve as a CEFCU volunteer, because the Credit Union is always focused on doing what's right for members."



## Mark A. Spenny

Mark is CEFCU's President/CEO, and has nearly 25 years of experience in the financial services industry. He currently serves as Chairman of the Employee Relations Committee and as a member of the Executive Committee. He also serves on the board of CEFCU Financial Services, Inc. Mark

holds a Bachelor's Degree in Finance from Western Illinois University and an MBA from Bradley University. His past and current volunteer efforts include serving on a number of community boards, including the American Red Cross-Central Illinois Chapter, the CEO Roundtable, and Common Place. On a national level, he's served on NAFCU's Legislative Committee and as Chairman of the CUNA Lending Council. Mark says he "appreciates the dedication and teamwork at CEFCU, as we continue to focus on delivering exceptional service, convenience, and value for member/owners."



## Reed A. Stuedemann

Reed is a 35-year employee of Caterpillar and currently holds the position of Product Business Development Manager in the OEM Solutions Group. A CEFCU Director for 25 years and former member of all standing committees, Reed currently serves as Board Chairman, Chairman of the Executive Committee, and as a member of the Nominating and Building/Marketing/Technology Committees. Reed holds Bachelor's and Master's degrees in Industrial Education from Iowa State University. His volunteer efforts have included serving on his church building committee and both the Dean's and Curriculum Advisory Boards of Iowa State University. Reed said he "believes it's important to protect and expand the benefits members enjoy at CEFCU."



## Helen J. Young

Helen currently works as an independent CPA/consultant for a Fortune 500 company, and previously worked in public accounting and the property/casualty insurance industry for 30 years. A CEFCU Director for 11 years and a past Board Chairman, Helen is a former member of all standing committees and currently serves as Chairman of the Building/Marketing/Technology and Nominating Committees, and as a member of the Credit Committee. Helen earned a Bachelor's degree in Accounting from Bradley University. She's a member of the AICPA, Illinois CPA Society, Institute of Internal Auditors, and the Association of Certified Fraud Examiners. She's been active in the community and currently serves on the Bradley University Council of Advisors. Helen says she "appreciates how CEFCU continues to make a difference and help member/owners improve their financial well-being."

## Stay connected



**Contact Center**  
408.955.1300  
800.995.0287  
**Valley Xpress**  
408.955.1328  
800.442.4VCU (4828)

**Shared Branch Locations**  
888.CUSWIRL  
(888.287.9475)  
www.cuswirl.com

**Online Banking & Bill Pay**  
**Email Alerts**  
www.valleycu.org  
**Mobile Banking**  
valleycu.mobi

## Member Centers



**Santa Clara Member Center**  
3607 El Camino Real  
Santa Clara, CA 95051

**Evergreen Member Center**  
2980 E. Capitol Expwy  
San Jose, CA 95148

**Willow Glen Member Center**  
**Administrative Office**  
670 Lincoln Avenue  
San Jose, CA 95126



The CEFCU Annual Meeting is Thursday, April 29 at 7:00 p.m. at the Embassy Suites and Convention Center, 100 Conference Center Drive, East Peoria, Illinois. The election for open positions on the Board of Directors will be held at this meeting.