

## Have you checked out FinanceWorks yet?

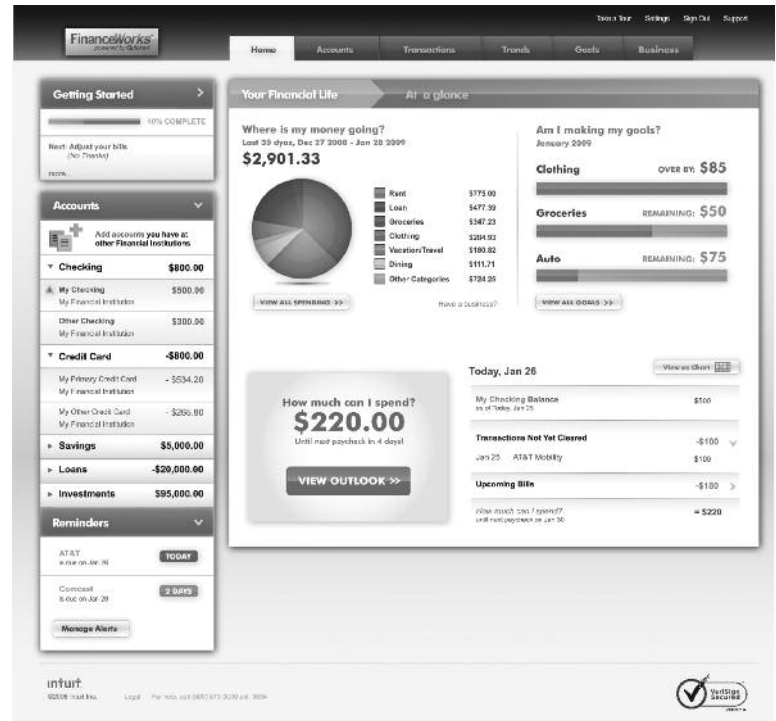
FinanceWorks is a *free* service available through online banking that was introduced to members this past June. If you've already tried it, you probably know how easy it is to get a complete financial picture of your accounts, both at Arsenal and at other financial institutions, all in one place. Now, several new improvements can help you get even more from this service:

- One-click entry from a new launch bar on the Account Summary page saves time for existing users.
- A spending banner on the Account History page alerts you to how much you've been spending.
- A more user-friendly FinanceWorks home page with the spending pie chart at the top helps you see more easily where you're spending your money.
- A multiple-category feature lets you assign larger purchases to more than one category; plus, add notes for better tracking.
- A more accurate "What's Left" feature determines if any of the three basic set-up steps still need to be completed, which may change your amount left to spend, and helps you through these steps.
- An enhanced Trends page includes a new estimated savings feature and allows you to view detailed data for spending, income or savings, plus see your "bottom line."
- With increased account aggregation, you can now access accounts at more than 8,500 financial institutions.

A "What's New" window highlights these new changes when you sign in.

If you're using FinanceWorks for the first time or you want to get more out of it, a new progress bar will direct you to features you haven't set up yet. Take advantage of important features such as adding a checking account, finding paychecks, adjusting bills, adding savings and credit card accounts, setting up alerts and adjusting goals. You choose which features to use and which to skip or save for later.

If you are set up for online banking, simply log in and click on the FinanceWorks link at the top of the Account Summary page to get started. If you need an online banking user ID and password, call us at 314.962.6363 (or 1.800.719.6363) and say or press 6 during business hours.



## Drive off with a deal!

With Enterprise Car Sales, you can always get a great purchase price on a wide selection of late-model, high-quality vehicles. Join us for a special members-only sale **Oct. 16-17**, and you'll get an even sweeter deal.

When you purchase a vehicle from Enterprise and finance it through Arsenal either of these two days, you'll get a **two-year/24,000-mile extended warranty at no charge<sup>1</sup> and a portable global positioning system (GPS)<sup>2</sup>** for your new car! This sale will be held at our Jefferson County branch (3780 Vogel Road in Arnold) on Friday, Oct. 16, 2 p.m.-6 p.m., and Saturday, Oct. 17, 9 a.m.-1 p.m. We hope to see you there!

In addition, during October, you can purchase a vehicle at any St. Louis-area Enterprise location with payments as low as \$179 per month<sup>3</sup>.

For details on all of these specials, visit the "What's New" page on our Web site, [www.arsenalcu.org](http://www.arsenalcu.org).

Don't wait – get pre-approved for your auto loan through Arsenal today! Visit [www.arsenalcu.org](http://www.arsenalcu.org) and click on "Online Applications," call us at 314.962.6363 and say or press 6, or visit any of our branches.

<sup>1</sup> Or \$350 toward the purchase of an upgraded plan. <sup>2</sup> GPS valued up to \$200. <sup>3</sup> Payment based on purchase of \$10,000 vehicle with \$1,000 down payment and financing for 60 months at 7.00%. Annual percentage rates at Arsenal as low as 5.70%, as of 9/14/09, subject to change. See Arsenal for complete details on all offers.

# Clearing the air about check clearing

Among many heated financial topics in the news recently are overdraft protection programs, also known as courtesy pay, which work in conjunction with checking accounts.

Not all courtesy pay programs are set up the same way; some do take advantage of consumers, particularly with regard to how debit card transactions are handled at the point of sale and at ATMs. The features and benefits of your credit union's program differentiate it from those offered by competitors. For example, some financial institutions (not Arsenal) **add** the overdraft protection amount into the consumer's available checking balance at the time of a purchase or when an ATM withdrawal takes place, so the transaction is covered rather than rejected, and the consumer is charged a fee. Some banks charge a higher or additional fee for courtesy pay; we don't. When consumers overdraw, credit unions charge a median fee of \$25, compared with \$35 for large banks; Arsenal charges \$20.

The difference between a check that is covered by courtesy pay and a check that is

returned is simple: with a returned check, the member is charged a fee by the credit union *and* the merchant. When a check is covered by courtesy pay, however, the member avoids the latter and only is charged the former.

At Arsenal, courtesy pay is not automatically extended to every checking member. It's an earned benefit, and it costs the member nothing unless the privilege is used. The program is used as a *last resort*, after first trying to transfer money from the member's savings account, then using an overdraft line of credit if such has been established by the member. Courtesy pay is not an invitation to overdraw your account; it is an added layer of safety should you accidentally write checks for more than you have in your account.

Ultimately, members are responsible for staying on top of how much money they have in their checking accounts and managing their funds well. This includes keeping a balanced checkbook and being diligent in recording debit card/ATM transactions and fees.



## Credit unions are a more economical option

As big banks continue to come under scrutiny for climbing fees and more consumers are trying to find ways to save money, the media is taking more notice of credit unions as a solution to both problems.

Recently, two publications advised their readers to consider credit unions. Columnist Mark Huffman wrote on *Consumer Affairs'* Web site (Aug. 12) that credit unions "may provide a more practical alternative to banks, providing many of the same services but without the policies that seem to drive consumers up the wall." He also notes that credit unions "tend to be more stable. Since they are membership organizations, they aren't sold and

rarely merge with other financial institutions. Some members find that gives them a feeling of safety and security they don't get with a bank."

In its July 26 issue, the *Washington Post* recognized that credit unions offer higher savings rates, lower fees and great personal service when compared with bigger banks. Although big banks also want consumers' business, they are alienating customers by charging higher fees and employing more stringent lending standards, the *Post* added, and even as competition for business increases, the bigger banks continue to raise fees.

Isn't it reassuring to know that you've made a smart choice by joining a credit union?

## ***Banks continue to help themselves instead of consumers***

In stark contrast to the credit union mission, nine of the largest recipients of federal bailout money, including Goldman Sachs, Morgan Stanley, Citigroup and Bank of America, paid about 5,000 of their traders and bankers bonuses of more than \$1 million each for 2008, according to a report by New York Attorney General Andrew Cuomo released on July 30 (*The New York Times*, July 31, 2009).



## You're already an owner. Here's your chance to be a leader.

As a member-owner of Arsenal Credit Union, you have a unique opportunity to help guide the credit union's direction by becoming a volunteer board director or supervisory committee member. As a volunteer, you must be an Arsenal Credit Union member (age 18 or older) in good standing.

Volunteers must have an understanding of basic business principles; skills in any of the following areas are desired: finance, accounting, management, planning, marketing, information technology and small business. The board and supervisory committee attend evening business meetings at least once a month.

**To be considered as a candidate, you must apply by Friday, Oct. 23.**

Complete the form on our Web site ([www.arsenalcu.org](http://www.arsenalcu.org) under "Online Applications"), or send your name, address, telephone and account numbers to: Nominating Committee; Arsenal Credit Union; 3780 Vogel Road; Arnold, MO 63010.

## Help your friends and help yourself!

For each new member you refer to Arsenal Credit Union, **you'll receive \$25** in your account, and you'll be automatically entered into a quarterly drawing to win a **\$75 gift card** of your choice. Plus, each new member you refer will get a gift and be entered into a separate **\$25 monthly** drawing just for joining!

There's no limit to how many members you can refer or how much you can receive in incentives, so be sure to tell everyone you know about the benefits of Arsenal Credit Union membership. For a complete list of whom we serve, visit our Web site and click on "Who Can Join" under the "About Us" button.

*\*Current member will receive \$25 via electronic savings account deposit within 30 days of the referred new member joining the credit union. For both parties to receive incentives, both current and referred members must be 16 years of age or older. Referred members must qualify for membership, mention referral upon joining the credit union, and join Arsenal CU by Dec. 31, 2009. For a full set of official rules, visit any of our branches or go to [www.arsenalcu.org](http://www.arsenalcu.org) and click on "What's New."*

### Apply for a college scholarship from Arsenal!

Applications are now available for Arsenal's annual college scholarship competition. If you are graduating from high school this spring, have been involved in both your school and the community and have maintained good grades, you can apply for one of four college scholarships from Arsenal Credit Union.\*

You can download an application from our Web site at [www.arsenalcu.org](http://www.arsenalcu.org) (under "Deposit Accounts" then "Advantage Point Teen Club"), pick one up at any of our branches, or call 314.962.6363 and say or press 6.

We will once again award two \$1,000 scholarships and two \$500 scholarships to ACU members and a \$1,000 scholarship for family members of ACU employees; the latter will be judged separately but on the same criteria as other applicants. The deadline to enter is Feb. 14, 2010.

*\*Applicants must be members of Arsenal Credit Union and must have joined on or before Feb. 14, 2009, to qualify.*



### Some members now have more jingle in their pockets

If you have a Christmas Club account with us, the money you've been saving throughout the year – plus the interest you've earned on it – was transferred to your checking or savings account on **Friday, Oct. 2**. Happy shopping!

If you don't have this type of account but would like to get one set up and start saving for next year, call us at 314.962.6363 and say or press 6, or visit any branch. You can save as little or as much as you want. Funds are out of reach until early October, just in time for the holiday shopping season.

### Help keep others warm this winter

Arsenal Credit Union and other area organizations have once again teamed up with the Kurt Warner First Things First Foundation for the ninth-annual Warners' Warm-Up coat drive.

From Nov. 16-29, Arsenal invites you to bring new and gently-used winter coats to our branches for this worthy cause (no hats, gloves, scarves or other accessories please). We will also accept cash donations; the organization can purchase new coats at a discount for those in need.



## More branches mean more convenience for you!

Because your credit union is part of the shared branch network, you can do business on your Arsenal Credit Union account at 38 locations in the St. Louis area – besides our five branches. These locations are shared branches operated by other credit unions; they have the technology to let you make deposits and withdrawals, and do much more, on your account with us. Conversely, three of our own branches – Mid St. Louis County, Jefferson County and NGA – are set up to serve members of other credit unions as well. It's the power of cooperation among credit unions!

Twenty new shared branches opened in the state last year and ten more in the first quarter of 2009. Another five are expected to open by year-end, which would bring the total amount up to 91. Nationwide, there are more than 3,800 shared locations in 48 states. Only one bank in the entire country has more branches than we do!

Keep this in mind if you travel. Even if you relocate across town, the state or the country, you can keep your Arsenal membership and continue to do business with us! Find a location near your home or destination through the shared branch locator on our Web site ([www.arsenalcu.org](http://www.arsenalcu.org), under the "Resource Center" heading on our home page). You can also visit [www.branchnearlyou.org](http://www.branchnearlyou.org).

## We're one of the best in business for your business

Whether you're ready to grow or are well established, your company needs a financial partner it can rely on; with more than 60 years of quality member service, you can rely on Arsenal Credit Union.

Don't just take our word for it; readers of *St. Louis Small Business Monthly* nominated us as one of the best credit unions in St. Louis at helping businesses grow (August 2009).

As a credit union member, you already get lower rates on loans and a higher return on deposits with your personal accounts, plus better service than you would at a bank; wouldn't you want the same for your small business?

In addition to personal service, Arsenal can help your business succeed through a variety of loans – including lines of credit. Whether you need to finance commercial real estate, trucks, business vehicles or equipment, we have a low-rate loan for you.

One of our three checking accounts is sure to meet your needs, and our new VISA® debit cards for businesses offer even more spending convenience. For your savings, we offer competitive rates on certificates of deposit (CDs)

and money market deposit accounts to help your money – and business – grow.

Process payments with more ease and flexibility; our merchant credit card services allow you to accept your customers' credit card payments through in-store terminals, remote wireless terminals, mail orders and telephone orders, the Internet, PC-based software and mobile swipes.

Manage your account at your convenience through online account access and now new online bill pay, eStatements and eNotices. The night depository drop boxes at our Jefferson County and Mid St. Louis County branches allow you to make deposits securely after we close. Other conveniences include wire transfers and safe deposit boxes.

For more information about our small business accounts and products, call Jennifer Wright at 314.919.1016 or Andrew Dodge at 314.919.1060.

Be sure to visit the "Business Services" section on Arsenal's Web site ([www.arsenalcu.org](http://www.arsenalcu.org)) for a variety of resources to help you start, license, market and grow your small business.



loaded with benefits

314.962.6363  
1.800.719.6363  
[www.arsenalcu.org](http://www.arsenalcu.org)  
[arsenalcu@arsenalcu.org](mailto:arsenalcu@arsenalcu.org)

ActionLine (24-hour automated teller):  
314.962.6363 and say or press 2

Harland Clarke (24-hour check reordering):  
1.800.355.8123 or [www.checkreorderexpress.com](http://www.checkreorderexpress.com)

Arsenal Credit Union Supervisory Committee: 314.919.1097  
P.O. Box 1246; Arnold, MO 63010 or [acusupervisorycommittee@yahoo.com](mailto:acusupervisorycommittee@yahoo.com)



AMERICA'S  
CREDIT UNIONS®  
Where people are worth more than money.™



Your savings federal insured to at least \$250,000 and backed by the full faith and credit of the United States Government  
**NCUA**  
National Credit Union Administration  
a U.S. Government Agency

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