

CEO'S CORNER



by: **Allen Upchurch, President & CEO**

Greetings from Washington, DC! As I write this edition of the column, three Board members and I are attending the Credit Union National Association (CUNA) Governmental Affairs Conference. It's an important meeting of staff and officials from credit unions all over the country, where we are given the opportunity to tell our elected officials

why credit unions are America's best choice for delivering financial services to consumers! We have a great story to tell because of YOU! As I have recently completed my sixth year as your CEO, I think back on how many people we've helped, even as we defend ourselves from banks and other financial institutions that would like credit unions to fail because we are tax-exempt cooperatives who value people over profits.

Although we are still feeling the impacts of the pandemic, we are hopeful that we will soon put it behind us! I'm pleased to inform you that your credit union hit a historic milestone at the end of 2021. We topped \$87.9 million in assets, which was an all-time high in our 94-year history! We view this as a strong indicator of your continued trust in us to handle your financial needs and our continued obligation to assist you with those needs. Thank you for helping us reach this level of growth!

I hope you all feel like I do, that Credit Union of Atlanta is a financial institution that is here for you when you need us. Despite how the pandemic has affected our operations, we are happy to continue to be in business to serve you. Our Main Office is still open to the membership for all transactions while the Pryor Street location offers a full-service ATM.

If you have fallen on hard times, as so many have, I hope you know that we will listen to you and match our services and products with your needs or tailor a solution to solve your problem. I hope that, as we continue to tell our story to our elected officials, you will continue to be a part of it.

We are always excited when we can return our profits to you, our valued members, in the form of better rates and lower fees. Please be sure to browse the rest of this newsletter to review our competitive rates on auto loans, VISA credit cards, and home equity loans and lines of credit. Speaking of auto loans, we understand that the ongoing supply chain issues may make it difficult to find the car you're looking for at the price you are willing and able to pay. However, our staff will do our best to get you the best deal on a car, whenever you do find it!

Thanks again for your membership and your business. We value the relationship you have with us and will continue to do our best to earn your trust.



SAVE THE DATE FOR CUA'S 2022 ANNUAL MEETING!

All credit union members are invited to join us online for our Annual Meeting on April 25! You will be able to hear about our financial performance, accomplishments, and our plans for the upcoming year. We will also announce the results of the election for our Board of Directors and the 2022 Board of Directors Memorial Scholarship winners.

WHAT: CUA's VIRTUAL Annual Meeting

WHEN: Monday, April 25, 2022

TIME: 6:00 p.m.

Mark your calendar, stay tuned to www.cuatlanta.org for log-in details, and plan to join us online on April 25!

DIDN'T MAX OUT YOUR IRA IN 2021? THERE'S STILL TIME BEFORE TAXES ARE DUE.

If you didn't max out your individual retirement account in 2021, don't worry. You still have time! You can contribute to your Traditional and/or Roth IRA anytime up to Tax Day – Monday, April 18, 2022.

For 2021 taxes, the maximum contribution to an IRA is \$6,000 for those under the age of 50 and \$7,000 for those 50 and older. The limits are the same for 2022, according to the IRS. Don't miss out on a possible deduction this year. Consult your tax advisor for details!

Haven't started an IRA yet? There's no time like the present to start. Visit www.cuatlanta.org to review our options and get started.





APRIL IS NATIONAL CREDIT UNION YOUTH MONTH

Join us this April as we celebrate National Credit Union Youth Month. Start teaching your kids to save small and dream big by opening a youth savings account that earns compound interest! Young members can deposit small amounts on a regular basis and watch their savings grow. Visit www.cuatlanta.org for more information!



HOLIDAY CLOSINGS

MEMORIAL DAY
Monday, May 30, 2022

INDEPENDENCE DAY
Monday, July 4, 2022

JUNETEENTH
Observed Monday, June 20, 2022

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Federally insured by National Credit Union Administration
*APR = Annual Percentage Rate:
Based on credit worthiness

GREAT AUTO LOAN DEALS ARE IN BLOOM!

Spring has officially sprung, and great deals on auto loans* are blooming! Our specials will have you itching to drive something new – or itching to pay less for what you already drive!

Rates as low as 2.43% APR**

Terms up to 84 months

Easy preapprovals

Take advantage of the auto loan deals in bloom now. Visit www.cuatlanta.org to get pre-approved or to refinance today!

*All loans subject to credit approval. Terms and conditions apply. Refinance rates do not apply to existing Credit Union of Atlanta loans. **Annual Percentage Rate.



TAP, TAP, TAP INTO YOUR HOME'S EQUITY...ONCE OR REPEATEDLY

Do you have big home improvement ideas you want to put into action this spring? Tap into the equity you've built up in your home to bring those ideas to life. Or use the equity to cover other big expenses coming your way such as new appliances, a dream vacation or college tuition.

- Borrow one time with a home equity loan or keep an open line of credit and tap into available funds repeatedly
- Rates as low as 4.5% APR*
- Borrow up to 90% of the value of your home**

Apply for your home equity loan or HELOC and start tapping away today! Visit www.cuatlanta.org to get started.



*Annual Percentage Rate. Rates listed are our best rates based on credit approval and our lending requirements. Actual interest offered may be higher depending on applicant's credit rating and other underwriting factors. APR will vary depending on individual credit history. Rates are variable and based on Prime as published in The Wall Street Journal. Program, rates, and terms are subject to change without notice. Membership requirements apply. See credit union for full details.

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