

CEO'S CORNER



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

Welcome to spring, 2019! We are well into the year and looking forward to continued celebration as we provide needed service to our community and to you!

As I am writing this edition of CEO's Corner, we are awaiting word of the approval of our application to recertify as a Community Development Financial Institution (CDFI). This designation is key to our ability to fulfill our mission to provide service to our current membership, but also to the surrounding community. In past newsletters, I have appealed to all of you to come in and let us talk to you about how you can best achieve your financial goals, and many of you have sought out our professionals and have taken steps to build your financial future. We want nothing better for you than to help you get where you need to go in your financial lives, and our services are built with that goal in mind. Becoming a CDFI will open doors to us to innovate, engage and improve our service levels to our membership.

In 2017 alone, CDFI Program grant awardees originated more than \$5 billion in loans and investments, financed more than 14,700 businesses and microenterprise loans, financed nearly 28,000 affordable housing units, and served more than 450,000 individuals with financial literacy or other training. So, we feel that our recertification as a CDFI will allow us to offer more service, and better products and service delivery options to allow us to continue to serve you as you continue to reach your goals.

Please make sure you mark your calendars to attend our Annual Meeting at the Dennard Center of Atlanta Technical College on Metropolitan Parkway at 6:00 pm on Monday, April 22, 2019, to hear reports from your Board and Management about our performance in 2018, as well as the Board election results.

And finally, please don't delay in coming to us whenever you have a financial need. Our staff of professionals continues to be ready to listen to you and to offer guidance as you face financial decisions, or even if you face difficulties, like we all do from time to time. You're FAMILY here at CUA, and we want you to look to us first and foremost when you have those needs!

Thanks for your continued business!

BASK IN THE SUN-SATIONAL SAVINGS!

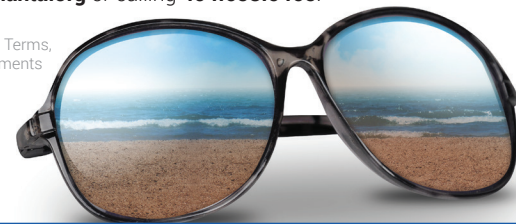
Warmer temps have you wanting to get away? You'll be packing your bags and basking in the summer sun in no time with a sun-sational vacation loan*. Just apply for the loan and then pick your sunny destination!

A sun-sational vacation loan includes:

- Rates as low as 6.50% APR**
- Generous loan amounts up to \$10,000
- Flexible repayment terms
- Quick & easy application process

Everyone needs a vacation to recharge. Plan your sun-sational summer vacation today by visiting www.cuatlanta.org or calling 404.658.6465.

*All loans subject to credit approval. Terms, conditions and membership requirements apply. | **Annual Percentage Rate.



UNDERSTANDING ELDER FINANCIAL ABUSE

Anyone can become the victim of financial exploitation, but the elderly population is particularly vulnerable. Understanding and identifying elder financial exploitation can help you to protect yourself, your loved ones or someone you provide care for who may be at risk. This kind of abuse includes:

- Taking money or property from the elderly
- Forging an older person's signature
- Coercing an older person to sign a deed, will, or power of attorney
- Using an older person's property or possessions without permission
- Promising lifelong care in exchange for money or property and not following through
- Telemarketing, mail or Internet scams in which perpetrators contact elderly victims and use deception, scare tactics, or exaggerated claims to get them to send money

The abusers also come in many forms, and even include individuals close to the victims. If you suspect elder abuse is taking place involving someone in your life, contact Adult Protective Services. You can find contact information at eldercare.gov or call 1-800-677-1116.

SPRING IN THE AIR BREEZE IN YOUR HAIR!

Spring is finally here and one way you can fully experience a cool breeze whipping through your hair is to make that dream car a reality! Whether a sporty convertible, an adrenaline charging jeep or a simple moon roof – we can make your hair flow through the air with a spring car loan*!

- Rates as low as 2.93% APR**
- Repayment terms up to 84 months
- Easy online application process with a fast turnaround
- Pre-approvals so you know how much car you can afford
- And much more!

Visit www.cuatlanta.org to apply for your wind-whipping auto loan today!

*All loans subject to credit approval. Terms, conditions and membership requirements apply.
**Annual Percentage Rate.



DO YOU HAVE ENOUGH SAVED FOR RETIREMENT?

According to GoBankingRates, 42% of Americans have less than \$10,000 saved for retirement and 14% have nothing saved. Although it can seem daunting to save enough to last through your retirement years, it isn't impossible. Consider these tips:

- **Start saving now** - Look at your budget for areas where you can cut spending and then aim to save at least 10% of your income for retirement.
- **Participate in your 401(k)** - Participate in your employer's 401(k) and take full advantage of any matching contribution.
- **Get an IRA** - Sign up for a Traditional or Roth IRA... or both! Contributions to a traditional are tax-deductible, meaning every dollar you contribute reduces your taxable income. Roth IRAs, on the other hand, are funded with after-tax dollars.

Put yourself on the path to retirement success by saving now. For additional expertise on how to get started, contact your credit union!

APRIL IS YOUTH SUPER SAVERS MONTH!

April is Youth Savings month and we want to help teach your kids to own their financial futures! Studies show financial account experience and education at an early age can shape a young person's habits for a lifetime. Early financial literacy can:

- **Teach financial responsibility** - A savings account encourages kids to save rather than spend.
- **Make saving a habit** - Teaching kids the 10% rule early, will help them put money back even when they have bills to pay.
- **Teach debt management** - A savings account can teach kids to save for items they need.
- **Start a conversation** - Talk to your kids about how you're saving money for retirement, their college, etc.

Open your child's first Super Savers account at Credit Union of Atlanta during the month of April, 2019, and receive an additional \$5.00 with a \$25.00 initial deposit, or for an existing youth account, we will award \$2.00 for any deposit of \$10.00 or greater.*

*Only one two-dollar award per account during the month of April. Credit Union of Atlanta reserves the right to suspend this program at any time.



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HOLIDAY CLOSINGS

MEMORIAL DAY
Monday, May 27

INDEPENDENCE DAY
Thursday, July 4

FOLLOW US! WE'RE SOCIAL.

@CreditUnionofATL

@TheCUAtlanta

TheCreditUnionofAtlanta

Credit Union of Atlanta



Federally insured by NCUA
*APR = Annual Percentage Rate:
Based on credit worthiness

Main Office
670 Metropolitan Parkway
Atlanta, GA 30310
(404) 658-6465

Pryor Street Lending Center
245 Pryor Street
Atlanta, GA 30303
(404) 222-0686

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