

To THE POINT

TruWest™ Credit Union - Going your way

April - June 2004

You're Invited!

Join us for TruWest Credit Union's Annual Meeting in Phoenix or Membership Meeting in Austin

Phoenix Annual Meeting

6 p.m. Monday, April 19, 2004
Desert Botanical Gardens (Dorrance Hall)
1201 N. Galvin Way
Phoenix, AZ 85008
Doors open at 5:30 p.m.

There will be light refreshments and door prizes. Attendees will also receive free entrance to the Desert Botanical Gardens for the day of the meeting with proof of membership.*

Featuring guest speaker
Dave Owens "The Garden Guy"
Topic: "Planting for the Future"

Please RSVP no later than April 14 by visiting our website at www.truwest.org, stopping by any TruWest branch location, or by calling (480) 441-5900.

Dave Owens is the owner of Poco Verde Landscape, a business that has more than 100 employees. Since starting the business in 1979, Poco Verde has installed well over 50,000 landscapes throughout the valley. His company prides itself as being the leading landscape company in Arizona. Dave values his company's strong reputation for quality landscape design and installation, as well as outstanding customer service.



Dave is also the author of two best selling books on gardening, *Extreme Gardening*, *How to Grow Organic in the Hostile Deserts*, and his latest release, *The Garden Guy, a Seasonal Guide to Organic Gardening in the Desert Southwest*. Both books are available in all major bookstores throughout Arizona as well as on the internet at amazon.com and gardenguy.com. In the year 2001, he invented a fertilizer, Extreme Juice, a completely organic concentrate for growing the healthiest plants, trees and lawns.

*TruWest Membership Card, Credit Card or Debit Card

Austin Membership Meeting

6 p.m. Wednesday, April 21, 2004
Howard Lane Branch
13609 IH-35 North
Austin, TX 78753

Doors open at 5:30 p.m.
There will also be light refreshments and door prizes.

Featuring guest speaker
Eliza May, President of the Greater Austin Hispanic Chamber of Commerce

Also featuring
Representatives from the Children's Miracle Network and the Austin Sunshine Camps

Topic: "Serving the Austin Community"

Please RSVP no later than April 14 by visiting our website at www.truwest.org, stopping by any TruWest branch location, or by calling (512) 996-4000.

Eliza May has been deeply involved with the Greater Austin Hispanic Chamber of Commerce (GAHCC) for many years, where she has been the President for the past four. The GAHCC is a dynamic, resourceful organization dedicated to improving the commercial climate, promoting planned economic, community and tourism development, in order to make Austin a better place to live, work and play.

Eliza was raised in a bicultural and bilingual setting with a background in Spanish and English. She attended the University of Texas, where she received her Master's Degree in Science. Since then, she has worked in Washington, D.C. representing the State of Texas in many national and state associations. She takes pride in being dedicated to her community and to her work in public policy.

A Message from Dan Desmond, President and CEO



Spring is in the air! As temperatures rise, TruWest's growth continues to follow suit. There are exciting new developments and plans for expansion on the horizon. Members and nonmembers, alike, will find our improvements worth "springing" into action for. If you have family, friends and neighbors who are not members, let them know how easy it is to join so they, too, can discover the "credit union difference."

Home Banking

Technology is constantly changing and TruWest succeeds in continually developing our products to reflect those changes. Our home banking product, Data Link, is no exception to that. You now have Quick Transfer capability, which is a faster and more convenient way to transfer funds. We also have Real Time Scheduled Transfers, which allows you to create, edit and delete scheduled transfers. You can even sign up for email notifications to be updated on the status of your transfers! The most recent feature added is Check Imaging, which enables you to review and download copies of checks that have cleared your checking account.

Web Connect is coming soon! This feature, available mid-April, allows you to download your account information into Quicken® and Microsoft® Money. If you are a Data Link user, please sign on to your Data Link account today to review these great enhancements. If you are not a Data Link user yet, I invite you to sign up for this service by visiting our website at www.truwest.org.

Mark Your Calendar

I hope you will join us for TruWest's Annual Meeting in Arizona at the Desert Botanical Gardens on April 19 or for the Annual Membership Meeting in Texas at the new Howard Lane Branch on April 21. Your votes are important and the counts are in! The winners of the 2004 Board Election will be announced at the meetings, so I look forward to seeing you there.

Building to Meet Your Needs

I am excited about the opening of our new branches in Texas! Construction on the Howard Lane branch in Austin is being wrapped up with the Grand Opening scheduled for April 24. Also, the lease was just signed for the new Riata branch, which is scheduled to open this summer.

Looking ahead and focusing on the growth of our membership and the convenience of our branch locations, a search has begun for a new East Valley community branch in Arizona.

Commitment to Our Community

TruWest is the proud sponsor for many community events throughout the year. During the first quarter, TruWest was the title sponsor for the Austin Under 40 Awards Gala and for the Red Mountain Soccer Tournament, in Mesa, AZ.

March 20-21, TruWest participated in the 12th Annual Women's Expo in Phoenix. The Expo provides a wonderful venue for TruWest to build awareness that there is a new direction in affordable banking.

I wish each of you a healthy and happy spring. Wherever your journeys may take you, chances are – we're going your way!

Sincerely,

A handwritten signature in black ink that reads "D.F. Desmond". The signature is fluid and cursive.

Daniel F. Desmond
President & CEO

Community Involvement

Red Mountain Soccer Tournament

For the second consecutive year, TruWest Credit Union was the official sponsor of the 2004 Red Mountain Open Invitational Youth Soccer Tournament held February 21 and 22 at Red Mountain Park. Over 1,000 boys and girls ages 10 to 19 participated from across the valley and state.



Gary Bernard (back row, far left), Senior VP and Operations Officer for TruWest, with one of the winning soccer teams.

TruWest strives to be a leader in community service and the support we have demonstrated shows our commitment to that. Providing the sponsorship represents our dedication to making a difference in the community and is an ideal example of the credit union motto "people helping people."



Kevin Johns, VP of Operations in Austin, speaking at the banquet.

Austin Under 40

Friday, February 20, was the 6th annual Austin Under 40 Awards Gala sponsored by TruWest.

Austin Under 40 is a joint collaboration between the Young Women's Alliance (YWA) and the Young Men's Business League (YMBL) to benefit the YWA

Foundation and the YMBL Austin Sunshine camps. The ceremony honors exceptional Austinites under the age of 40 who have demonstrated outstanding professional excellence and service to their communities. These Austin-based professionals span a wide range of industries, from arts and entertainment to government and political affairs.

TruWest was proud to be the title sponsor for this event and our congratulations go out to each of the winners.

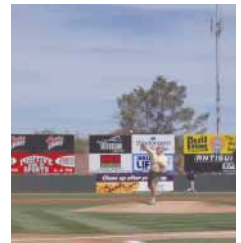
The Women's Expo

For the second year in a row, TruWest Credit Union chose to be an exhibitor at Arizona's Family Women's Expo held at the Phoenix Civic Plaza March 20 and 21.

Now in its 12th year, the Expo featured two full days of education, inspiration and entertainment, including nationally recognized celebrities and appearances by some of 3TV's familiar faces. Highlights included cooking demos by the Valley's

Oakland A's

Spring training was extra special this year. Being neighbors with the Oakland A's in Phoenix it seemed a perfect fit to form a partnership with the Oakland A's during spring training. Through the entire month of March TruWest offered discounted tickets for members. We were also the official game sponsor Saturday, March 20 when the A's played the Chicago Cubs.



Dan Desmond, President and CEO of TruWest Credit Union, throwing out the first pitch at the game on March 20.

Holiday Closures

May 31, Memorial Day	October 11, Columbus Day
July 5, Independence Day	November 11, Veterans Day
September 6, Labor Day	November 25, Thanksgiving
December 24, Christmas	

top chefs, beauty makeovers, free health screenings, and the biggest prize of all — a giveaway for a brand new 2004 Jeep Liberty Sport.

"We were especially proud to be a part of this year's Expo," said Lenore Froehlich, Vice President of Marketing at TruWest Credit Union. "With over 400,000 people attending this "top-five" consumer event, this venue was the perfect place to build awareness in the communities we serve and to spread the word that there really is a new direction in affordable banking."

New Branch Location

Join us for the grand opening of our new Howard Lane branch in Austin on April 24 and you could win a trip to Cancun, Mexico!†



Stay on course with a TruWest Business Loan

Isn't it time that you cut through the usual "big bank" red tape and get the answers you need right now? You can now do this by meeting with your local TruWest lending representative to discuss your business lending needs.

We offer several financing options so you can choose one that fits your business needs:

- Business Line of Credit – Secured and Unsecured
- Term Loans
- Commercial Real Estate
- Credit Cards

Choosing the right direction for the success of your business and maintaining it in the right direction is the challenge of all independent entrepreneurs. At TruWest, our business experts are experienced in working with all types of both emerging and established locally-owned businesses.

If you have questions about our Business Lending call us at (480) 441-5900 or stop by any convenient TruWest branch in Arizona for additional information.

TruWest and MasterCard®: Same card, small changes

Your debit card is a wonderful financial tool: It allows you to make fast, convenient purchases at millions of merchants worldwide, withdraw cash at ATM's and keep track of all the things you buy everyday, large or small.



Recently, MasterCard and VISA settled a lawsuit with Wal-Mart about accepting signature-based transactions on debit cards. Wal-Mart announced that it intends to stop accepting MasterCard debit card signature-based transactions, but you may still use your TruWest MasterCard debit card at Wal-Mart by entering in your personal identification number (PIN) to authorize your transaction.

If you have any questions or comments about this change please contact Wal-Mart at (800) 925-6278 or complete their feedback form online at www.walmartstores.com. Click "Contact Us" on the bottom of the page to access the form.

TruWest is offering Home Equity Lines with variable rates as low as Prime + 0% APR* and a free gift card to Home Depot for qualified applicants!

Members will also be able to take advantage of auto loan rates as low as 2.99% APR** on the day of the opening. These special rates are only available during the grand opening celebration at the Howard Lane branch, so we hope to see you there. TruWest will provide refreshments and has extended the hours for the grand opening to 9 a.m.–3 p.m.

Grand Opening Event

Saturday, April 24, 9 a.m.–3 p.m.
Howard Lane Branch
13609 IH-35 North
Austin, TX 78753

*Based on the highest prime rate as published in the Wall Street Journal. 4% APR is a variable rate effective March 1, 2004. 4% is best rate and all applications are subject to credit approval. Your APR may be higher based on your individual credit standing.

**2.99% APR effective only on April 24, 2004 and subject to change. 2.99% APR is our best auto loan rate. Your rate may be higher depending on our loan standards and your individual credit standing. All loans subject to credit approval.

† No purchase necessary. Must be 18 years of age or older to participate and a U.S. resident to participate. Promotion period: April 24 to May 15, 2004. Contact the credit union at 512-996-4000 or write to us at TruWest Credit Union, "Win a Trip to Cancun Sweepstakes," IH-35N, Austin, TX 78753 to obtain a complete copy of the official contest rules for this promotion. Entry in this promotion or acceptance of any prize constitutes acceptance of the official contest rules. Drawing for grand prize will take place May 19, 2004. Winner will be notified by phone.

The Benefits of Consolidating Student Loans

The high cost of college tuition causes some students to graduate deeply in debt.

Sallie Mae, a government agency that deals in student loans, reports that students and their parents borrow between \$30 billion and \$40 billion a year to help pay for schooling.

College borrowers frequently have several loans held by more than one lender, with varying rates on each loan. Consolidating many loans into one with a fixed-rate monthly payment often is a wise choice for college graduates because it can decrease overall interest rates and extend the payback period to reduce monthly payments.

If you're feeling the burden of student loans, TruWest can help you decide if consolidation is right for you. For more information stop by any TruWest branch or call us in Phoenix at (480) 441-5900 or in Austin at (512) 996-4000.

Great Rates are Going Your Way

Is your To Do list getting longer but you can't seem to find the funds to get it all done? TruWest's Home Equity Line of Credit can help you start checking off your list.

This loan program allows homeowners to use the equity in their home to establish a revolving line of credit for up to \$150,000.



Change in Excess Insurance Coverage

As you know, the National Credit Union Administration insures each member's account up to \$100,000. As a courtesy, TruWest has always provided additional insurance coverage for each member's account up to \$250,000. As a result of TruWest's growth, we have reached the maximum insurance coverage limits allowed by our excess deposit insurer, American Share Insurance. TruWest would like to keep providing this important coverage to our members. Therefore, beginning May 1, 2004, TruWest will continue to provide excess insurance coverage up to \$250,000 for each member's Investment Certificate, IRA Certificate and IRA accounts.

TruWest members are eligible to use up to 80% of the value of their primary residence minus the first mortgage balance. TruWest is also offering our members variable rates as low as **Prime Rate plus 0% APR***, **no closing costs and no fees or points** as our thanks to your commitment to TruWest. Check out more great benefits:

- Apply once, use the money anytime
- A perfect loan for home improvements, college tuition, vacations and debt consolidation
- Interest is generally tax deductible**

For more information please call
(480) 441-5900 in Phoenix,
(512) 996-4000 in Austin
or visit any branch location.

** Based on the highest prime rate as published in the Wall Street Journal. 4% APR is a variable rate effective March 1, 2004. 4% APR is best rate and all applications are subject to credit approval. Your APR may be higher based on your individual credit standing.*

***Consult your tax advisor.*

TruWest VISA®: The Best Card You Didn't Know You Had

Definitely one of the best in the West, the TruWest VISA has what you need! Did you know that your TruWest VISA has no fee for balance transfers or cash advances? Check out these other great features of your card:

- No annual fee
- 25-day grace period†
- Generous credit lines
- Plus earn travel and gifts with our ScoreCard reward program*

If you would to take advantage of these benefits we can help. Call (480) 441-5900 in Phoenix or (512) 996-4000 in Austin or apply online at www.truwest.org.

† New purchases only.

** VISA Platinum and VISA Gold only.*



Who pays for long-term care?

A Message from MEMBERS Financial Services Program

Have you considered how you would pay the bills if you or a member of your family ever needed long-term care? If you're like many people, you may think that your health insurance coverage will pay, or Medicare, or perhaps Medicaid.

If fact, regular health insurance policies, Medicare and Medicare supplement insurance don't cover most long-term care services. Specifically, Medicare only covers up to a 100-day benefit period for skilled care in a nursing facility if you're admitted after at least a three-day hospital stay and your doctor prescribes skilled medical care.

That means Medicare doesn't pay for any nursing facility care unless you were in the hospital first. And it doesn't pay for the custodial care that is more commonly needed for long periods, such as help with bathing, dressing or eating.

Moreover, Medicare generally doesn't cover care in assisted living facilities. And Medicare doesn't pay for personal health care at home unless you're also receiving skilled care, such as nursing services or physical therapy.

What about Medicaid? The Medicaid program is intended only for those who meet federal and state poverty guidelines for income and assets. Plus, the government has strict rules to discourage people from giving away assets to qualify for assistance.

That's why you may want to check into long-term care insurance. Today's long-term care policies typically offer coverage for all levels of care – skilled, intermediate, and personal – in varied settings, including nursing facilities, assisted living facilities, adult day care centers, hospice facilities, and at home. Whether you're a candidate for coverage depends on your age, health, income assets, and personal situation.

The MEMBERS Financial Services Advisors, located at TruWest Credit Union, can help you determine if long-term care insurance is right for you. Remember long-term care insurance is not just for older individuals anymore. It can help protect assets for younger individuals if they are injured and have to leave work for a period of time.

Contact MEMBERS Financial Services at 480-840-8192 for personalized assistance.

Insurance sold through licensed CUNA Mutual Life Insurance Company Representatives, and in New York, licensed insurance representatives of other companies. Similar products may be purchased from an agent or company of your choice. Not federally insured, involves investment risk, may lose value and are not obligations of or guaranteed by the credit union.
B2MM-0204-8A08

OFFICIALS – Board of Directors: Tom Cumiskey, Chairman; Rich Hill, Vice-Chairman; Michael Moulton, Secretary; and Jeff Homer, Treasurer.

Board members at large: William M. Fulton, David Holody, Casilda C. Llewellyn, David Prechtel, and Daniel Price.

Supervisory Committee: Scott Johs, Chairman; Victor Berrios, and Maximilian Steinbuechel.

TruWest's Senior Management: Daniel F. Desmond, President and Chief Executive Officer; Doug Lake, Executive Vice President and Chief Lending Officer; Gary Bernard, Senior Vice President and Operations Officer; Tom Gessel, Senior Vice President and Technology Officer.

Dividend Rates

Share Savings	APY*
\$5,000 or more	0.75%
\$2,000-\$4,999	0.50%
\$0-\$1,999	0.40%

Checking	
(Average Daily Balance)	
\$500 or more	0.25%
\$0-\$499	0.00%

Money Market	
\$10,000 or more	1.06%

IRA Share Savings	
	1.51%

*Annual Percentage Yield.

APYs are current as of March 18, 2004, and are subject to change. Fees could reduce earnings. For information about current rates and applicable fees and terms, call (480) 441-5900 in Arizona or (512) 996-4000 in Texas.

Important Numbers:

Mailing Address

P.O. Box 3489
Scottsdale, AZ 85271

Centralized Services

(480) 441-5900 Arizona
(512) 996-4000 Texas
(800) 528-1441 Toll-free

Data Dial

(480) 441-5110 Arizona
(512) 302-4848 Texas
(800) 521-1272 Toll-free

Anytime Loan

(800) 528-1441 Toll-free
(877) 272-6020 Toll-free after 5 p.m.

Web site

www.truwest.org



TruWest Credit Union is chartered under the laws of Arizona and governed by a Board of Directors elected by its members.

Each member account is insured to \$100,000 by the National Credit Union Administration. Accounts in excess of \$100,000, up to \$250,000 are insured separately by American Share Insurance (ASI).

*Editor: Lenore Froehlich
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