

# To THE POINT

TruWest® Credit Union - Going your way

April - June 2005

## You're Invited

Join us for TruWest Credit Union's annual meeting in Phoenix, AZ. There will be light refreshments and door prizes.

6 p.m. Monday, April 11, 2005  
Embassy Suites Phoenix-Tempe  
(Grand Ballroom)  
4400 S. Rural Rd.  
Tempe, AZ 85282  
Reception begins at 5:30 p.m.

Please RSVP no later than April 6 by visiting our website at [www.truwest.org](http://www.truwest.org), stopping by any TruWest branch location or by calling (480) 441-5900.

You might be asking yourself,  
*"Why should I attend TruWest's annual meeting?"*

At the annual meeting you'll get to mingle with other members and TruWest staff while enjoying free refreshments, hear the results of the board of directors election, review the performance of your Credit Union and get an inside scoop on what's coming up this year. Plus, you'll have the opportunity to ask questions and win door great prizes. Your ownership and participation is what makes TruWest different than a bank.

**Don't miss out!**



Featured guest speaker:  
**Brad Perry**

Topic:  
*"People Helping People"*

**Brad Perry** joined KTVK News Channel 3 in February 1998 as the weatherperson for "Good Morning Arizona," where he does live, remote weather broadcasts from locations around the Valley. He also appears regularly as the weathercaster on "Good Day Arizona."

Before moving to Phoenix, Perry worked as a freelance correspondent for Chicago's WGN-TV, where he did "Around Town" segments for the station's morning show. He also worked as a correspondent for WTTW Channel 11 (Wild Chicago).

He considers himself just a regular guy who loves when people say hello to him on the street.

Each week, Perry gives his "Stamp of Approval" to Valley events. To read his column in the Good Morning Arizona section of [azfamily.com](http://azfamily.com).

## A Message from Dan Desmond, President and CEO



Spring is an important time of year for TruWest Credit Union. It is during this time that we conduct our board of directors election and our annual meeting. Both events demonstrate a credit union's uniqueness among other financial institutions.

This year we had several well-qualified members who submitted a nomination to be considered for our board. I would like to thank each of them for their ambition to take an active role in their credit union. In addition, my congratulations go out to Joan Jakel, Scott MacKenzie, Michael Moulton, Tim Niesz, Richard O'Connor and Jeffrey Van Myers for being selected as candidates. My appreciation also goes out to every TruWest member who voted. I hope you will join us for our annual meeting to hear the results of the election.

Having an unpaid board of directors who volunteer their time and are elected by our membership is one of the many great differences of credit unions. Credit unions have a favored tax status because they provide financial services in a democratic, not-for-profit and cooperative manner. Our tax status allows us to return our savings to our members in the form of lower loan rates, higher dividend rates and lower or no fees for our products and services. When you join a credit union you are not only a member, but also part-owner. Every member holds an equal membership and you each have a voice in how your credit union is run. Another important difference is the credit union philosophy of "people helping people." This philosophy is a core focus for credit unions. We make it a goal to serve all members and the community by providing financial education and participating in charitable activities and worthwhile causes.

I trust you can recognize and appreciate the credit union difference. As the banking industry continues to pressure lawmakers into changing our tax-exempt status, your support is critical. If called upon, I hope I can count on you to defend the credit union difference and help us maintain our uniqueness.

Sincerely,

A handwritten signature in black ink that reads "D.F. Desmond". The signature is written in a cursive, flowing style.

Daniel F. Desmond  
President & CEO

## Planning for the Future

An Individual Retirement Account (IRA) from TruWest Credit Union is a great way to save for the future. TruWest offers a variety of IRAs with competitive rates to meet your needs, plus all TruWest IRA accounts are available as a Savings Account or an Investment Certificate. With tax season upon us, open an IRA Investment Certificate before April 15 to be eligible for your 2004 tax deduction advantage\*

### Traditional IRA

Traditional IRAs can help you build a secure path to retirement. Because deposits are made with pre-tax income\*, it will outperform many typical savings accounts.



### Roth IRA

Good things come to those who wait. With a Roth IRA your contributions are made with after-tax dollars. When you are ready to withdraw your money, it is taken out tax-free\*. And that means you may never pay a cent of tax on your earnings.

### Coverdell Education IRA

Just because your children or grandchildren aren't in college yet, doesn't mean it's too early to start saving. A Coverdell Education IRA, is one planning tool that can help. You can contribute to a Coverdell Education IRA until the child reaches age 18 and the children have up until age 30 to use the funds. The funds can be used on expenses such as tuition, fees, books, elementary and secondary school expenses and computer technology or equipment. Certain room and board expenses also may qualify.

*\*Consult your tax advisor.*

**For more information, visit [www.truwest.org](http://www.truwest.org)  
or call 480-441-5900 (AZ), 512-996-4000 (TX)  
or toll-free at 800-528-1441.**



### New Feature on TruWest's Website

While you are visiting our redesigned Website and exploring all of the

enhancements, be sure to utilize the new "Rate Us" page. This page allows you to tell us what you think of our new site, a recent branch visit, your TruWest loan, a phone call you made to our call center or any other comments and suggestions you might have. We value your membership and are continually looking for ways to make TruWest Credit Union your only choice for financial services. We want to hear from you today, so visit [www.truwest.org](http://www.truwest.org) and click on "Rate Us" at the top of the page.

### Tradewinds Online

TruWest would like to remind you that Tradewinds, our online classified advertisements, is a service that is available to all TruWest members.

- Each ad costs \$2.
- Your ad will run for an entire month.
- It will be seen by anyone who visits the TruWest Website.

With the redesign of our Website, Tradewinds has a new home. If you visit [www.truwest.org](http://www.truwest.org), you'll find Tradewinds in the Quick Links menu or by typing "Tradewinds" into the Search tool.

For more information please call  
480-441-5900 (AZ), 512-996-4000 (TX)  
or toll-free 800-528-1441.



## Re-Grand Openings

In celebration of our membership and our growth TruWest will be holding re-grand openings at three of our branches. Join us for the festivities from 9 a.m.–3 p.m. on May 14 at any of these locations:

### Superstition Springs

6550 E. Superstition Springs Blvd.  
Mesa, AZ 85206

### Howard Lane

13609 IH-35 North  
Austin, TX 78753

### Priest & Warner

1345 W. Warner Rd.  
Tempe, AZ 85284

**Be sure to watch your mail and e-mail for further details!**

## Coming Soon...FREE Bill Payer\*

You asked and we answered! TruWest will soon be introducing FREE online bill pay. No more messy stacks of bills to pay. You will be able to view, track and pay all your bills at once from a single, simple to use site. You will control which bills get paid and when, so you avoid late fees. You can schedule one-time or recurring payments, and manage your money 24/7 by accessing or printing payment information, pending balances and transaction histories. Best of all it saves you time and money. More information will be available shortly.



*\*Some restrictions may apply.*

## Stop Paying Too Much For Credit Cards

Consumers using bank-issued credit cards are paying billions too much for credit, according to a study by the Consumer Federation of America (CFA), a nonprofit consumer association in Washington, D.C., and the Credit Union National Association (CUNA) in Madison, Wis.



That's because credit card rates at banks average about three percentage points higher than rates at credit unions. Dependable low rates have set credit union credit cards apart for years.

A credit card is a convenient way to pay, and a TruWest VISA® credit card\* is even more—it's afford-

## Lower Your Mortgage Payment

An Adjustable Rate Mortgage (ARM) from TruWest can help you lower your monthly mortgage payment. We offer great low rates on a 1/1, 3/1 and 5/1 ARM and the maximum loan amount on a first mortgage with TruWest is now \$1,000,000. So, an ARM from TruWest can help you get the home of your dreams with an affordable monthly payment. Start saving today. Call a TruWest Mortgage Specialist at 602-629-1810 (AZ) or 512-252-6006 (TX) for more information.



*\*All loans are subject to credit and property approval. Other restrictions apply.*

able. So, if you don't already have a TruWest VISA, apply online at [www.truwest.org](http://www.truwest.org) or call 480-441-5900 (AZ), 512-996-4000 (TX) or toll-free 800-528-1441. With great low rates, no annual fee, no balance transfer fee and no cash advance fee, a TruWest VISA could help you save money. Plus, you can earn ScoreCard<sup>SM</sup> points with a TruWest Gold or Platinum VISA card. Points can be redeemed for gift and travel rewards including vacation packages and airline tickets that allow you to fly on virtually any airline with no blackout dates!

*\*All loans subject to credit approval.*

## It's a Great Time for Great Auto Loan Rates

Now is the perfect time to purchase a new vehicle.\* You can take a vacation in a new SUV, put the top down on a new convertible and enjoy the great weather or even surprise that special graduate with a brand new car!

TruWest has great low rates, extended terms, high limits and up to 125% financing for qualified borrowers. Plus, any vehicle 2004 or newer year model up to 30,000 miles constitutes a new vehicle.

**Apply for your TruWest auto loan today by visiting [www.truwest.org](http://www.truwest.org) or calling 480-441-5900 (AZ), 512-996-4000 (TX) or toll-free 800-528-1441.**

*\*Offer not available for existing TruWest loans. All loans subject to credit approval.*



## TruCourtesy Overdraft Has You Covered

With the increase in use of debit cards and automatic bill pay, the chances of overdrawing your checking account become higher. That's why TruWest created the TruCourtesy Overdraft Program—to help you avoid the embarrassment and inconvenience of a returned check as well as the fee merchants normally charge for checks returned to them.

If you overdraw your account TruWest will cover certain items up to \$500\*. That means if you write a check before your deposit has been credited to your account, you'll have the peace of mind knowing that TruWest has you covered.

The TruCourtesy Overdraft Program is a benefit that is offered to members in appreciation of their good relationship with TruWest. If you have any questions or would like more information about this program, please call 480-441-5900 (AZ), 512-996-4000 (TX) or toll-free 800-528-1441.

*\*Standard NSF fees will apply. Payment and eligibility requirements exist at Credit Union's discretion. Please contact us for details.*

## Discover the Equity in Your Home

Summer vacations are almost here. A home equity loan or line of credit from TruWest can help you on your way.

A home equity loan has a fixed rate for a set dollar amount and time period. A home equity line of credit is a revolving credit line that has a variable rate and can be used as needed, up to a maximum amount. Plus, interest on either of these loans may be tax deductible.\*

Low rates and extended terms are only two of the reasons for you to choose TruWest for your home equity loan or line of credit. You'll also enjoy no closing costs and no application fees. Check out these great rates!

*\*Consult your tax advisor.*

*\*\*Based on the highest prime rate as published in the Wall Street Journal. 5.25% APR is a variable rate effective March 16, 2005. 5.25% is our best home equity line of credit rate and all applications are subject to credit approval. Your APR may be higher based on your individual credit standing. Maximum variable is 18% APR.*

*†6.25% APR is our best home equity loan rate and subject to change. Your rate may be higher depending on our loan standards, your term and your individual credit standing. All loans are subject to credit approval.*

**Home Equity Lines of Credit**  
As low as **5.25% var. APR\*\***

**Home Equity Loans**  
As low as **6.25% APR†**

**Call today to apply for your TruWest home equity loan or line of credit or visit [www.truwest.org](http://www.truwest.org) for more information.**

**480-441-5900 (AZ) 512-996-4000 (TX)**  
**toll-free 800-528-1441**

## Discover How Mutual Funds Can Help You Cultivate a Lifetime Investment Program

*A Message from the MEMBERS Financial Services Program*

Today, more than 62 million Americans own mutual funds. The main reason is simply that mutual funds offer an easy way to participate in the securities market.

A mutual fund is a company in which investors have pooled their money into a professionally managed, diversified portfolio of securities. Simplicity is certainly an important aspect of mutual funds but purchasing shares in a mutual fund offers several additional advantages over direct ownership of individual securities.

**Professional Investment Management:** Pooling your resources with other investors in a mutual fund makes you part of a large company with professional investment management.

**Diversification:** Diversification among many investments helps reduce the impact of any one. Fluctuations in the stock value of any individual company or even a particular industry can be offset by investments in many companies and business sectors.

**Affordability:** Again, because you are part of a large entity, low minimum initial investment amounts are available.

**Liquidity:** You are able to sell or exchange shares at any time.

**Shareholder Information:** You receive comprehensive periodic statements, annual reports and have access to educational materials.

**Flexibility:** You are always able to match your investments to your objectives, no matter how they may change.

Contact Andrea Reckell Reiners or Anthony Del Pozzo at (602) 629-2640 in Arizona or Pat Dillion in Texas at (512) 421-3404 for a free copy of *Straight Talk About Investing in Mutual Funds*.

*Representatives are registered through, and securities are sold through, CUNA Brokerage Services, Inc. (CBSI), member NASD/SIPC, 2000 Heritage Way, Waverly, Iowa 50677, toll-free (866) 512-6109. Insurance sold through licensed CUNA Mutual Life Insurance Company Representatives, and in New York, licensed insurance representatives of other companies. Nondeposit investment products are not federally insured, involve investment risk, may lose value and are not obligations of or guaranteed by the credit union. 4460-P1056C2 (0402)*

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

**Board members at large:** Bill Fulton, Dave Holody, Rick O'Connor, David Prechtel and Dan 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; Alan Althouse, Executive Vice President and Chief Financial 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% |

| Traditional Checking<br>(Average Daily Balance) |       |
|---|-------|
| \$500 or more                                   | 0.25% |

| Preferred Checking |       |
|--------------------|-------|
| Any Balance        | 0.25% |

| Money Market            |       |
|-------------------------|-------|
| \$100,000 or more (new) | 1.60% |
| \$50,000-\$99,999 (new) | 1.50% |
| \$25,000-\$49,999       | 1.40% |
| \$10,000-\$24,999       | 1.35% |
| \$0-\$9,999             | 1.10% |

| IRA Share Savings |       |
|-------------------|-------|
| Any balance       | 1.51% |

### \*Annual Percentage Yield.

APYs are current as of March 15 2005, 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.

### Website

www.truwest.org

## Holiday Closures:

April 2, TruWest Software Conversion  
May 30, Memorial Day



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

Editor: Lenore Froehlich  
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