

# DOLLARS & SENSE

Spring 2021



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### Home Buying Education Webinar 6:00 pm – 7:30 pm Thursday, April 22, 2021

Presenter: Ideal CU Mortgage Loan Advisor Ko Xiong

All webinar attendees will be entered for a chance to win a \$50 Target Gift Card. Register online at [www.idealcu.com](http://www.idealcu.com) or call (651) 747-HOME (4663).

## Ideal CU Has Partnered With Nationally Recognized Cyber Security Expert Jim Stickley to Provide Ongoing Education and Resources

As your trusted financial, you can count on Ideal Credit Union to keep your information secure. We actively monitor account activity to detect and prevent fraud. If a loss does occur, you can rest assured we're here to help you reclaim funds and secure your accounts. Although we are proactive in safeguarding your information, we recognize our unique responsibility to empower you to protect yourself from becoming a victim. That is why we've partnered with Jim Stickley, a nationally recognized cyber security expert and his company, Stickley on Security, to provide education and resources for keeping your information safe online.

To launch this ongoing initiative, we established March as Ideal's official Cyber Security Awareness Month. Highlights included two live Cyber Security Webinars and the introduction of Ideal's new Cyber Security Center.

Two live webinars featuring CEO of Stickley on Security Jim Stickley were held on Tuesday, March 23 and are now available to view any time on [idealcu.com](http://idealcu.com). During the events, Stickley and host Alisha Johnson, Ideal CU Chief Marketing & Sales Officer, discussed the latest scams to be aware of during the COVID-19 pandemic. To accommodate both consumer and commercial members, one webinar focused on personal security and the other explored the more advance measures business owners need to take to keep employee and customer information secure.

Ideal's new Cyber Security Center was also introduced in March. Powered by Stickley on Security, this newsfeed available on [idealcu.com](http://idealcu.com) provides members with the most recent updates in information security. The feed updates daily and includes hundreds of articles ranging from Identity Theft to Mobile Security. A weekly Cyber Security Email Newsletter is also available to deliver the most recent articles directly to readers' inboxes!

**View webinar recordings and check out Ideal's Cyber Security Feed online at [www.idealcu.com/cyber-security](http://www.idealcu.com/cyber-security).**

Stickley on Security was founded in 2007 by Jim Stickley. He is a businessman and investor often referred to as a bank robber for his 25 years' experience exposing security vulnerabilities for financial institutions, Fortune 100 corporations, healthcare facilities, legal firms, and insurance companies. He has been featured in numerous magazines and newspapers including *Time Magazine*, *Business Week*, and *New York Times*. He has also been showcased on numerous television shows including NBC's "Nightly News", CNN's "NewsNight", CNBC's "The Big Idea", and is a frequent guest on NBC's "Today Show."



Jim Stickley



# President's Corner



**Brian Sherrick**  
President

## Ideal CU's VIP+ Program Returns \$438,200 in Patronage Dividends Back to Members for the 2020 Qualifying Year

As a show of your credit union's formidability in the face of the COVID-19 pandemic, Ideal's popular VIP+ Program returned this year with a payout in January bringing the total amount returned to members over \$4.6 million. The payout marks our 9th consecutive year returning a percentage of the credit union's annual profits back to members in the form of VIP+ dividends.

We are grateful to have been able to provide a VIP+ payout this year. This is a direct reflection of the cooperative's stability and despite the impact of the COVID-19 pandemic, the credit union remains strong and continues to achieve its goals. We thank our members for this continued success and for their loyalty, trust and patience.

A special thank you also goes out to Ideal CU Staff. Throughout 2020, they worked one-on-one with members to help them reach VIP+ status. Through these efforts, members have been able to achieve their financial goals while also increasing the dividend amounts earned for the qualifying VIP+ year.

The recent VIP+ payout for the 2020 qualifying year returned \$438,200 in Patronage Dividends to 3,381 qualified members as reward for their patronage and for actively participating in the cooperative. Funds were deposited into members' savings accounts on January 2, 2021 and available that same day.

Members who qualify as VIP+ have the potential to earn two special dividends: the Deposit Rebate Dividend and the Loan Rebate Dividend. Payouts range from \$50 to \$700 and are based on several factors, including: loan and deposit accounts, balances, interest paid to the credit union, debit card usage and more.

Brian Sherrick

*The credit union reserves the right to modify and cancel the VIP+ program at any time and no member has a reasonable expectation that a VIP+ dividend will be paid in any year, or that terms will remain the same from year to year. Program excludes business checking, business loans, charged off loan members and delinquent loan members as of December 31 of the qualifying year. Learn more and see dividend qualifications online at [www.idealcu.com/vip](http://www.idealcu.com/vip).*



**Dollars & Sense is published quarterly for members of Ideal Credit Union.**

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**Editor:** Jason Fihn

Operating under supervision of the Minnesota Department of Commerce  
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[www.idealcu.com](http://www.idealcu.com)

# Ideal CU Business Member Spotlights

## Business Name: Colleen McKenzie Photography

**Location:** Cottage Grove, MN

**Owner:** Colleen McKenzie

**Opened for Business:** 2004

**Website:** [www.colleenmckenziephotography.com](http://www.colleenmckenziephotography.com)

*"I never considered going anywhere else for my financial needs. My husband Bob has been a member of the credit union since 1986. After we got married, I opened a personal checking and savings of my own. I opened my business account at Ideal in 2006. I love the personal service and warm welcome I receive every time I go to the Woodbury branch."* — Colleen McKenzie, business owner



## Business Name: Mark's Towing

**Location:** Eagan, MN

**Owner:** Mark Bonstrom

**Opened for Business:** 1983

**Website:** [www.markstowing.net](http://www.markstowing.net)

*"We have had a wonderful relationship with Ideal Credit Union, all of their representatives have been wonderful to work with. This is not something you find everywhere. We have high expectations of our employees, and we expect a lot from a company we choose to give our business too. Ideal Credit Union has not let us down."* — Mark Bonstrom, business owner



## Business Name: The Truth Tattoos

**Location:** Woodbury MN

**Owner:** Omar Yarborough

**Opened for Business:** 2011

**Website:** <http://thetruthtattoos.com>

*"It was important to me to choose a financial institution that would be a part of my financial team, committed to helping me build wealth and not just an entity that was looking to hold my money in exchange for a small return over time. I chose Ideal because I was confident I could build this type of relationship with Ideal."* — Omar Yarborough, business owner



## Learn more!

To discuss your business needs, contact **Josh Anderson, Senior Business Relationship Specialist**, at 651-773-2763 or email him at [JAnderson@idealcu.com](mailto:JAnderson@idealcu.com). For more information about Ideal's business solutions visit [www.idealcu.com/business-banking](http://www.idealcu.com/business-banking).



## Business Services:

- Business Loans
- Business Rewards Credit Card
- Business Real Estate
- Business Checking
- Business Savings
- Merchant Card Processing
- Payroll Processing

*Check out all Business Spotlights online at [idealcu.com](http://idealcu.com)*

## Discover Our Unique Business Real Estate Loan Program

Rates As Low As **3.5% Fixed**  
On eligible 15 year loans.

Call Josh Anderson at 651-773-2763 to get started.





# Your Money

## Upcoming Wealth Management Workshops

Wealth Advisors located at Ideal Credit Union\* offers educational workshops and webinars aimed at providing you with the know-how to take charge of your financial future. During these no-cost, no-obligation workshops you'll learn about the various factors that contribute to a well-rounded financial plan and get answers to the questions that are most important to you and your specific goals. Below is a list of upcoming events for the second quarter of 2021. Registration information can be found at [www.idealcu.com/membership-and-benefits/educational-seminars](http://www.idealcu.com/membership-and-benefits/educational-seminars).



Wealth Advisors Team

### Medicare

Webinar via WebEx

6:00-7:00 p.m.

**Thursday, April 22, 2021**

*Speaker: Kirk Possehl, The Possehl Agency*

FR-3331006.2-0321-0423

*\*Wealth Advisors are registered representatives of CUNA Brokerage Services, Inc. Representatives are registered, securities sold, advisory services offered through CUNA Brokerage Services, Inc. (CBSI), member FINRA/SIPC, a registered broker/dealer and investment advisor, which is not an affiliate of the credit union. CBSI is under contract with the financial institution to make securities available to members. Not NCUA/NCUSIF/FDIC insured, May Lose Value, No Financial Institution Guarantee. Not a deposit of any financial institution. CUNA Brokerage Services, Inc. is a registered broker/dealer in all fifty States of the United States of America.*

### Active Managed Investments and Market Cycle Mandates

Webinar via WebEx

6:00-7:00 p.m.

**Thursday, June 24, 2021**

*Speaker: Craig Lundquist*

## Attend the 2021 Annual Meeting – UPDATED INFORMATION

**PLEASE NOTE: Due to the COVID-19 (coronavirus) pandemic and social distancing recommendations, your credit union's Annual Meeting on Thursday, April 29, 2021, will be a webinar-only format.** All webinar attendees will receive a \$10 incentive and registered members will be eligible to win \$2,500 in Door Prizes, including two \$500 Grand Prizes.

**To participate remotely via webinar, simply pre-register IN ADVANCE** to obtain log in information. A secure registration form will be available at [www.idealcu.com](http://www.idealcu.com) from **April 1 to April 22, 2021**. We invite you to include any questions you would like to have answered during the meeting on the registration form. Webinar instructions will be sent via email once the registration period has ended. Internet access via computer or the WebEx Meetings mobile app will be needed to participate remotely. The webinar will be in listen-only mode and all lines will be muted.

**The Business Meeting will start promptly at 6:00 p.m.** Members with at least \$1.00 in a Share Savings account are eligible for the drawing. Additional joint account holders do not qualify.

**Incentive** – A \$10 incentive will be paid to all attendees via direct deposit to your Ideal CU savings account within 2-3 business days following the meeting.

**Door Prizes** – A total of \$2,500 in cash will be awarded in the following amounts:

- 2 - \$500 Grand Prizes
- 15 - \$100 Prizes

Winners will be selected at random ahead of time based on registrations received by the April 22 cut-off date. **Winners will be announced at the end of the webinar and will need to call 651-770-7000 during regular business hours and ask for Ideal's Marketing Department to claim their prize.**

# Live the Ideal Life

● **Ideal CU Has Partnered with Carvana to Bring You A More Ideal Vehicle Shopping Experience. PLUS, \$100 CASH for every purchase just for being a member!** 61% of consumers feel like they're taken advantage of at car dealerships. Carvana brings you a new way to buy with next-day car delivery, 7-day test own period, 20,000+ vehicles available and more. Get started at [idealcu.com/lmcu](http://idealcu.com/lmcu).

● **Ideal CU Has Partnered With Tracfone to Help You Save up to \$360 per Year on Wireless.** Save up to \$360 per year on your wireless bill when you switch to no-contract wireless. Keep your phone, number and network for less. Get started at [idealcu.com/lmcu](http://idealcu.com/lmcu).

● **New! Debit Card RoundUp Savings Now Available!** Enroll to save with every purchase on your Ideal Debit Card! Afterward, transactions will automatically round up to the nearest dollar and transfer to your savings account. You can even choose to add an additional \$1 to \$2 to each purchase to pick up the pace! So the more you use your



## Small Change

Ideal Debit Card, the faster you grow your savings! Enroll online at [www.idealcu.com/roundup](http://www.idealcu.com/roundup) or call 651-770-7000!

● **We ♥ Positive Reviews! Had a great experience at Ideal? Living your Ideal Life? Let us know by leaving a comment on our social media pages.** Be sure to follow Ideal CU on Instagram, Facebook, and Twitter to stay up to date on events, prize winners, and announcements. Ideal wants to hear from you – like and share your favorite posts, or leave a review on Ideal Credit Union's Facebook page.

● **Contributions to Casual for a Cause.** You are invited to contribute to your credit union's "Casual for a Cause" fundraiser for local charities. Upcoming donations in 2021 will be:

- ★ **April – June:** Homeless Relief Efforts
- ★ **July – September:** Local Veteran Outreach
- ★ **October – December:** Salvation Army Coats for Kids

Please reach into your hearts and wallets to help make a difference in our community.

## Ideal CU Is Ready to Help You Achieve Your Summer Goals

**Get started with our Home Equity Line of Credit special 1.99% intro APR<sup>1</sup> for 6 months<sup>2</sup>**

Spring is here! It's time to get your summer goals in check. Whether you're ready to add a new deck, redo your driveway, or just renovate to achieve your ideal living space, we can help! Or scratch all that and use your new Ideal HELOC to afford a much needed vacation or to consolidate higher rate balances you may have elsewhere.

### Benefits and Features

- Fixed introductory 1.99% APR<sup>1</sup> for 6 months<sup>2</sup>
- Borrow up to 90% of your home's value
- Low variable rate after promotional period
- 24/7 access to funds with Ideal Digital Banking

**Special introductory rate offer ends May 31 — apply today**

Visit [www.idealcu.com](http://www.idealcu.com) to apply online or schedule an appointment to meet with us. You can also call 651-770-7000 during business hours. We can't wait to hear from you!



1. APR=Annual Percentage Rate.

2. After the first six (6) months of the loan term, the Introductory APR will revert to a variable APR based on the Prime Rate as published in The Wall Street Journal. Your post-promotional rate will be disclosed to you prior to signing for your line of credit. On a \$10,000 home equity line of credit balance at 1.99% APR, monthly payments would be \$100, 1% of the outstanding balance. After the introductory period, the minimum floor APR will be 4.00% and maximum APR will be 12%. An increase in the Index will result in an increase in the periodic rate. Required payments are calculated at 1% of the outstanding balance. Maximum loan amount is \$350,000. Properties must be owner-occupied. Eligible property types include SFD and Townhomes (up to 90%), and condos (up to 80%); Not eligible for multi-family properties. All loans are subject to credit approval. Some housing exceptions apply. Closing costs range from \$500 to \$2,000. Offer valid for applications submitted and approved February 15 through May 31, 2021. Loan must close on or before July 15, 2021 for introductory rate to apply. This is a limited-time offer and is subject to change at any time without notice.



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## Holiday Hours

### All Offices Closed:

Monday, May 31, 2021 –  
**Memorial Day**

Sunday, July 4, 2021 –  
**Independence Day**

## Office Hours

### Lobby By Appointment

9:00 a.m. – 5:00 p.m. Mon, Tues,  
Thurs & Fri  
10:00 a.m. – 5:00 p.m. Wed  
9:00 a.m. – 12:00 p.m. Sat

### Drive-thru

9:00 a.m. – 5:30 p.m. Mon – Fri  
9:00 a.m. – 12:00 p.m. Sat

### Contact Center

8:00 a.m. – 5:00 p.m. Mon – Fri  
9:00 a.m. – 12:00 p.m. Sat

## Office Locations

3225 Denmark Avenue  
Eagan, MN 55121

14750 Victor Hugo Blvd N.  
Hugo, MN 55038

7791 Amana Trail (closed at this time)  
Inver Grove Heights, MN 55077

2401 N. McKnight Road  
North St. Paul, MN 55109

2020 Washington Avenue  
Stillwater, MN 55082

8499 Tamarack Road  
Woodbury, MN 55125

651-770-7000  
[www.idealcu.com](http://www.idealcu.com)

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DS2012

Checking Account	
Hometown Coffee	-\$2.65
Savings Account	
RoundUp Transfer	+\$0.35

**An easy way to save with every purchase**  
**Ideal CU's New Debit Card RoundUp Program**  
Enroll to save with every purchase on your Ideal Debit Card! Afterward, transactions will automatically round up to the nearest dollar and transfer to your savings account. You can even choose to add an additional \$1 to \$2 to each purchase to pick up the pace! So the more you use your Ideal Debit Card, the faster you grow your savings!

Enroll online at [www.idealcu.com/roundup](http://www.idealcu.com/roundup) or call 651-770-7000!

**Introducing Ideal CU's RoundUp Program**  
**Automatically Save When You Spend**



Federally insured by the NCUA

